

**WORLD AND NATIONAL PROBLEMS OF SERVICE
MANAGEMENT
(СВІТОВІ ТА НАЦІОНАЛЬНІ ПРОБЛЕМИ МЕНЕДЖМЕНТУ
СФЕРИ ПОСЛУГ)**

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The world's economic system has been through a lot in recent years – from the challenge of the financial crisis to income inequality, the pressures of immigration, changing technologies and geographic shifts in production, to name a few. In this opinion piece, a member of the management board of the European Stability Mechanism (the Eurozone's lender of last resort), considers five major challenges and why international organizations offer the best hope for managing them.

A year ago, we were shaken by geopolitical shifts with unpredictable ripple effects. The situation looks no more stable today. The Brexit vote and the U.S. presidential election outcome signal dramatic changes in cooperation globally and a push for more protectionism. In practice, these votes called into question the multilateral institutions and international collaboration among countries that embody that cooperation.

International organizations are increasingly called upon to redefine their role to ensure that their programs and activities are still relevant in this evolving political and macroeconomic landscape. They are also pushed to show how they add value to citizens' lives. At the same time, they need to maintain lean structures to minimize the burden on taxpayers, and enhance efficiency and effectiveness of their activities.

Is there any alternative way to making our world with more than 7 billion people work? Not at this stage – multilateral institutions and international organizations have proven to be the most effective way to solve complex global problems in a peaceful and constructive way.

Economic growth, globalization and changes in demography all represent critical service management challenges. Are you prepared to handle them?

A greater diversity (in generation, culture, gender, values etc.) in a more global workforce and an expansive consumer pool is leading to new user segments, each with their own set of service requirements and expectations. It also means that much of the growth in the size of the service economy will not be driven by high income countries, but by middle and low income countries, whose middle classes will soon have the disposable

income to seek experiences and fulfil their immaterial needs as the middle classes in high income countries have done already.

While the global population grows wealthier, it will also grow older – requiring an expansion of services tailored to elderly populations around the world.

The real state of Ukrainian management and its organizational culture is imperfect, as evidenced by the low level of productivity and quality of work at most domestic enterprises and their low competitiveness. There is a need to comprehend the existing problems and the formation of more adequate to modern business conditions model of domestic management and its organizational culture. Therefore, research in this area is quite relevant.

Many economic and social problems have become very acute for Ukraine due to the lack of highly professional and at the same time patriotic staff. It will be difficult for Ukrainian management to take a significant step forward. To do this, we need to master modern management methods, to accept the values of the rules and ethical norms in force in the civilized world, while maintaining and using national moral.

The main problems of Ukrainian management are as follows: narcissism, i.e. most managers believe that only they know how to properly, Ukrainian business, and not only Ukrainian, focused on making money, greed, and competition, narcissism or self-profit, unwillingness to change anything, tendency to maintain stability, their position, position and experience

Research allows us to identify some aspects of management: economic aspect, socio-cultural aspect, ethical aspect and technological aspect.

The formation of an effective management model is impossible without the implementation of a personnel development strategy. It is a question of a careful selection of shots, a high and uniform level of their qualification, high morality.

Personnel development should link the professional qualification model of jobs with the model of personal and business traits, gradually form a consciously active responsible personality, revive true democracy in the relationship between executors and managers.