



Секція 5

РОЗВИТОК ТРАНСПОРТНО-ЛОГІСТИЧНИХ СИСТЕМ В КОНТЕКСТІ ЄВРОПЕЙСЬКОЇ ІНТЕГРАЦІЇ

THEORETICAL ASPECTS OF EMPLOYEE LOYALTY MANAGEMENT

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Employee loyalty is a component of personnel security, which characterises the extent to which employees accept the corporate values and rules of the enterprise in which they work. Ensuring the desired level of loyalty of the company's employees, and thus increasing the level of security of the company in the field of its HR policy, should be facilitated by building a balanced system of employee motivation.

Achieving a high level of loyalty of employees who are able to value their affiliation with the company, take initiative and be active, work for the benefit of the company, maintain and develop its corporate culture is an effective tool for strengthening the company's HR security. In view of this, an important task of the HR management system is to identify disloyal employees who potentially threaten the company's HR security.

Such employees are much more likely to disregard the company's rules, show a tendency to abuse their authority, cooperate with competitors and engage in other forms of unethical business behaviour, which ultimately creates a negative image of the company itself and hinders its effective development.

Employee loyalty is manifested in his/her willingness to comply with corporate rules and regulations and to act in accordance with the provisions of internal documents of the company and agreements agreed upon during employment, directing his/her efforts to achieve the company's goals and defend its interests.

The components of staff loyalty include, in particular, emotional attitude to the company (sense of belonging, loyalty, devotion, pride);

awareness of the company's goals, acceptance of its values, norms, rules, procedures; readiness to perform specific actions in favour of the company.

Staff loyalty is related to the loyalty of the enterprise's management, as well as to the loyalty of its customers (consumers).

Employee loyalty can be formed without the intervention of the enterprise management, but can be the result of the systematic implementation of management influence. In any case, an important factor in its formation is the presence of enterprise loyalty to its employees [1]. The latter is manifested in the targeted managerial influence on the factors that determine it in order to ensure its further development and strengthening [2].

The creation and increase of the level of loyalty of employees of an enterprise in the context of ensuring its economic security is facilitated by administrative, organisational, economic and social factors. An important point is to define loyalty by four parameters that demonstrate the relationship with the enterprise itself, attitude to job duties, management and colleagues.

The process of managing employee loyalty is implemented through targeted influence on the factors that form it and aims to ensure its further development and strengthening. This process includes the following stages: determination of actual loyalty indicators; formation of the main ways to increase loyalty; assessment of internal and external factors influencing labour performance; development of a system of measures to increase loyalty; determination of ways to motivate employees financially; assessment and control of the implementation of measures to increase loyalty. At the same time, the timeliness of detecting the change of phases and the transition to the next stage is of particular importance.

The efficiency of enterprise management in implementing measures aimed at increasing staff loyalty will increase if there is a combination of personnel management, social and psychological work in the team and ensuring the security of the enterprise, including in the personnel sphere. The proposed scheme of actions of the enterprise management will allow coordinating the activities of managers of all levels to form a high level of loyalty of the enterprise's employees, which will help to achieve the planned indicators in the personnel sphere.

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INNOVATIONS IN TRANSPORT AND LOGISTICS SYSTEMS AS A KEY FACTOR IN EUROPEAN INTEGRATION

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Ukraine's successful European integration depends on a large number of factors, including financial reforms, the cessation of hostilities, the restoration and modernization of lost or damaged power plants and industrial facilities, the fight against corruption, and so on [1-5]. But one of the main points of Ukraine's successful integration into the EU structures will be the introduction of innovations in transport and logistics systems.

Innovation plays a key role in the development of the state economy and integration processes. They are modern technologies, methods and approaches that contribute to improving the efficiency, safety and sustainability of transport and logistics processes. As well as innovative systems in transport and logistics systems will help Ukraine surpass its Western partners.

One of the main areas of innovation is the introduction of digital technologies such as the Internet of Things, Artificial Intelligence and process automation. These technologies are capable of collecting, analyzing, and using vast amounts of data to optimize routes, automatically distribute goods, manage inventory, etc.

The second way for Ukraine could be the development of environmentally friendly vehicles and infrastructure. There is an opinion that electric cars are not an environmentally friendly mode of transport due to several factors:

1. The process of extracting the materials needed for the production of electric vehicles is an extremely harmful process to nature.
2. The electricity required for charging electric vehicles is generated mainly by thermal power plants, which is very polluting to the atmosphere.
3. Recycling batteries is very harmful to our planet.

All these factors indicate that Ukraine should go its own way, which is different from the approach of the EU. Firstly, Ukraine should join