

understanding of customers and effective interaction with them [2]. The state, in turn, should actively promote the development of both traditional and virtual tourism enterprises to ensure that the diverse requirements of customers are fully met.

Future research is aimed at studying modern marketing technologies, which will help to expand the understanding and maximise the use of these innovations in the hospitality industry.

In summary, the hospitality industry is successfully integrating modern digital technologies, in particular mobile platforms and digital marketing, as key channels of communication with customers. In order to achieve goals such as better customer understanding and increased competitiveness, the hospitality industry must, in turn, actively use information support and strategically implement digitalisation in the digital economy, which requires the creation of a unified information space and the use of innovative approaches to management and information provision.

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THEORETICAL FOUNDATIONS OF PERSONNEL MANAGEMENT IN PRIVATE AGRICULTURAL ORGANISATIONS

The main tasks of managers of private organisations include the formation of effective ways and methods of staff incentives, selection of appropriate and optimal levers for managing employees and creation of an implementation mechanism.

It is only through the influence of management or an individual on an organised system that it is possible to put it into action to achieve the goals set. Methods of organisation and management are the manager's tools to stimulate the work and creativity of the organisation's staff, which in turn helps to achieve the organisational goals.

From the point of view of T. Sivashenko, personnel management is an activity aimed at the effective use of employees to achieve the organisation's goals and personal goals [4, p. 48].

The high potential of agricultural production, which is observed in our country and reveals great prospects for Ukraine's entry into the world market, is the fundamental reason for the opening and development of agricultural organisations of various organisational and legal forms of management. These include private and state-owned enterprises, farms, business companies of various types of liability, agricultural enterprises that are part of agricultural holding groups, production cooperatives, etc.

In the current conditions of unstable labour market conditions, the main components of labour resource management, in particular, managers of various management levels and specialists, in agricultural enterprises should be [2]:

- planning, selection, placement (movement) of personnel,
- assessment of candidates for jobs;
- formation of a labour motivation system;
- analysis and evaluation of labour performance;

Managing and managed subsystems, direct and feedback channels, as well as the environment create a management system [1].

Thus, the main components of the management system are [2]:

1) the subject of management, i.e. the source of management influence, the one who manages, performs the functions of management and influence on the object in order to bring it to a new state, desired by the subject;

2) the object of management, i.e. what functions under the management influence, on which this influence of the subject is directed;

3) managing influence, i.e. a set of purposeful and organising commands, means, techniques and methods by which the object is influenced and real changes in its state are achieved;

4) feedback, i.e. information for the subject about the effectiveness of management influence and changes in the object.

Staff development has a significant impact on improving the professional level of staff, employee motivation, the prospects and efficiency of labour activity, the level of profitability, the adoption of advanced labour methods, and the strengthening of market positions.

An important way to improve the quality of agricultural personnel is to develop the «corporate spirit» of the enterprise. To do this, each employee should develop a sense of the uniqueness of the enterprise in which he or she works. This feeling is consonant with the feeling of patriotism. It is manifested in the understanding that no one else but us can better perform the functions we perform: providing consumers with the products we produce. This gives rise to such deep feelings as the importance of your work, pride in fulfilling an exceptional mission [2].

Over time, each employee's labour efficiency decreases, which can be caused by various reasons, but to improve the performance of staff, it is necessary to form an optimal motivational system to stimulate labour activity.

The main task of this system is to stimulate the employee's state of mind, in which he or she will be happy to work more efficiently. The HR management of agricultural organisations mostly do not pay the necessary attention to employee motivation, which leads to its low level, since today salary is no longer the main factor in staff incentives.

As for the methods of personnel management, they have regulatory and controlling functions with regard to the labour behaviour of subordinates in order to achieve the goal. Classification of personnel management methods [3]:

1) Administrative methods: formation of the structure and management bodies; recruitment and placement of personnel; approval of administrative rules and regulations; issuance of orders and instructions; development of regulations and job descriptions;

2) Economic methods: technical and economic analysis; planning; financial incentives; pricing; supplementary system; economic rules and regulations;

3) Socio-psychological methods: social analysis in the team of employees; social planning; social development of the team; psychological influence on employees.

HR management systems in these groups of agricultural organisations are very similar according to the selected criteria. The differences within the first group are usually internal sources and personal connections in recruitment, and the dependence of remuneration on professional qualifications. The main feature is that employees are imbued with a «family spirit». The main feature of the second group is high employee mobility. As for the last group, it is distinguished by a narrow specialisation of personnel, development and professional development of personnel that takes place

outside the production facilities and under special programmes. A high corporate culture is its main feature.

It should be noted that the HRM systems of agricultural organisations in Group I have similarities with the Japanese system, Group II – with the European system, and Group III is more in line with the American system. It is necessary to pay attention to this and, depending on the organisational and legal forms of management, focus on the foreign HR management system whose features are most closely aligned with the organisation's goals. This will help to increase competitiveness in the global market and achieve a high level of economic performance.

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DEVELOPMENT OF TRADE AND COMMERCIAL PARTNERSHIP BETWEEN TRANSNATIONAL POLICY MAKERS WITHIN THE ECONOMIC COMMUNITY OF WEST AFRICAN COUNTRIES

In the context of the official confirmation by the European metropolitanates, namely the UK, France and Portugal, of the course of reforming the system of international relations in accordance with the processes of decolonization, a galaxy of dependent territories gained independence and sovereignty.

As a result, the newly formed countries of the Global South initiated the Cairo Conference in 1957, the Bandung Plenum in 1955, and the Accra Summit in 1958. The organization of these colloquia resulted in the ratification of legal acts that demonstrated the need to eliminate the mandate of a group of states in Latin America, Africa and Asia.