

В связи с чем, на предприятии должны постоянно присутствовать возможности, факторы и механизмы совершенствования системы вознаграждения. Причём системы мотивации должны также поддерживать начатые и планируемые изменения.

Развитие системы оплаты труда делает предприятие конкурентоспособным на внутреннем и внешнем рынках, поскольку повышается прозрачность и привлекательность компании для инвесторов. Это значит, с одной стороны, более стабильную работу для людей, а с другой стороны получение выгоды от развития компании.

Natorina A.O.

PhD (Economics),

*Head of the Higher Education Statistics and Analysis Department,
SSI «Institute of Educational Analytics»*

ASPECTS OF CUSTOMER SATISFACTION IN ONLINE RETAIL

Nowadays, market is changing dramatically. Competition is global, not local. Technology is an integral part of every business and every customer's daily life. Mobile devices, the Internet of Things, cloud services, partner communities and the demands of customers are putting tremendous pressure on online retailers' activity.

Famous Ukrainian and foreign scientists and economists were engaged in studying different ways of satisfying consumer needs in online retail, among whom: Bojchuk I., Dergachova V., Zaplaty`ns`ky`j V., Kane G., Kiron D., Marchand D., Mizyuk B., Oklander M., Palmer D., Phillips A., Wade M. Further study of this problem is relevant and important, because customers play a major role in the of online retailers' activity.

The purposes of the work are to investigate the features of customer satisfaction in online retail and to formulate recommendations for online retailers regarding their activities to meet the needs of customers.

By getting to know customers more deeply and engaging them with valuable, their experience, there is great opportunity for online retailers to stand apart from competition and secure a place in the new digital world. However, taking advantage of this opportunity will require a lot of new thinking – and online retailers need to be willing to explore Internet space.

According to SpencerStuart research [1], many online retailers are now focused on creating truly seamless experiences for customers across all online channels and brick-and-mortar locations, but «omnichannel» means different things to different online retailers. Some think of it as just a fulfillment strategy, allowing the customer to order products online and pick them up in store. At the other end of the spectrum, some online retailers have installed a chief customer officer who is dedicated to ensuring that all customer touch points deliver on the brand promise. Regardless of

where online retailers are on the digital journey, the growing demand for holistic experiences and diverse online offerings reaches well beyond the technology that enables them, significantly impacting talent and leadership. Old skill-sets and organizational structures of online retailers will not be enough to succeed in a very different, digitally driven world.

Also gone are the days where online retailers had relatively non-overlapping focus areas. By CISCO data [2], the online retailers are jointly responsible for customer success. To succeed, they need to focus on the following areas [2]: customers, business process; reimagined value; security; technology and data architecture. As mentioned the famous IT consulting company CGI [3], a majority of online retailers are in the early stages of transforming their activity to become a digital business. But some online retailers, however, are gaining ground. Over the next three years, many areas, including online retail, will reach a digital tipping point. So online retailers have to anticipate the future and are drive continuous change that impacts the entire online retailers, including their business model, structure, people, processes and technology. Figure below shows the main marketing activities for online retailers in terms of astatic market.

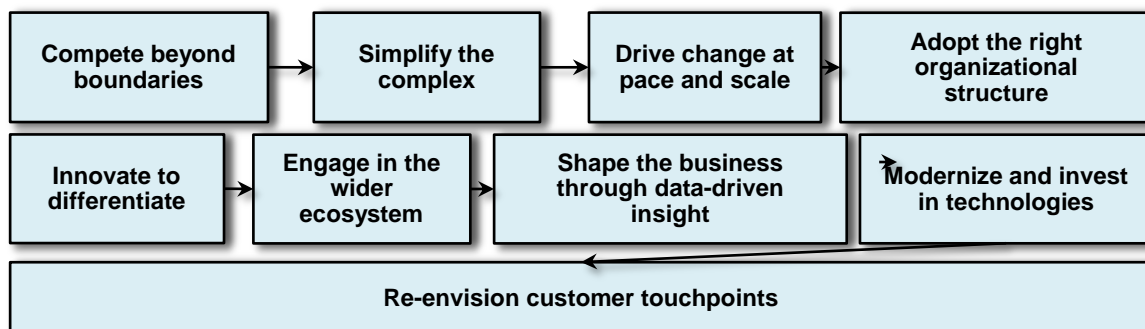


Fig. Marketing activities for online retailers

Source: developed according to [1-3]

As online retailers gear up with goals to grow their business – often without influx of programming budget or additional people resources – they need to understand the cost effective, low resource levers of innovation that will aid in their ability to meet and exceed results on their most important channels. That is why in this work it is outlined the following recommendations for how online retailers can tackle innovation as a driver for meeting their goals and meet the needs of customers:

1. Personalization for email and web. It is one of the top areas to increase innovation among online retailers, and at the top of the pack of effective channels for acquiring and retaining customers.

2. Automation. It makes delivering individualized online retail experiences scalable for any team size. All online retailers have to take this automated approach to personalization across their online channels. Triggered email can also drastically

increase email engagement and loyalty. This ensures that customers get the right message at the right time, and on the right device.

3. Artificial intelligence (AI). Implementing AI into online retailers' activity demonstrates a deep understanding of customers. It is about being able to act on customer knowledge with messaging and products that are relevant to their interests, and to do so in a way that is automated, dynamic and cross-channel in nature.

The implementation of the proposed recommendations into the online retailers' activities will contribute to their effective operation in the future.

**The publication contains the results of studies conducted by President's of Ukraine grant for competitive projects F-75 of the State Fund for Fundamental Research.*

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Омельченко О.С.

магістр;

Онешко С.В.

*кандидат економічних наук, доцент,
Одеський національний морський університет*

ПОКАЗНИК ЕВІТДА В КОНТЕКСТІ ОЦІНКИ ЕФЕКТИВНОСТІ РЕЗУЛЬТАТІВ ДІЯЛЬНОСТІ ПОРТОВОГО ОПЕРАТОРА

Процес вимірювання продуктивності здійснюється за допомогою показників ефективності, які певною мірою є виміром продуктивності. Для правильної оцінки ефективності діяльності підприємства використовується набір ключових показників, які використовуються підприємствами для оцінки їх внутрішньої ефективності або виконання певного виду діяльності, в якій вони беруть участь.

Основні показники ефективності діяльності портового оператора включають як операційні, так і фінансові показники та досить активно обговорюються науковцями. Так, наприклад, в роботі А. Г. Дем'янченко [7] приводиться дослідження економічної та фінансової ефективності роботи державних і приватних стивідорів у морських портах України. Підвищення ефективності діяльності та конкурентоспроможності підприємств морегосподарського комплексу України розглянуто в монографії [8]. Ключові показники