

After all, the main issue arises. It is 'How to find out what your subordinates need?'. The answer is partly organizational and partly psychological. First of all, it is necessary to make volunteers write motivation letters while applying. This document shows the degree and the reason of the participants' interest. Manager analyses it and comes up with the working methodology.

Second is the psychological approach. A friendly conversation in non-working conditions will tell about a person better than hundreds of motivational letters.

Managers' role at volunteer projects is fundamental. He or she connects the project implementation with the team by keeping the balance between the needs and wants. The role is to discover, understand, lead and implement. Manager, after all, is a basic role that the project cannot take place without.

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SOLUTION OF THE PROBLEM OF OPTIMIZING THE DETERMINATION OF PRICES FOR AIR TICKETS IN CONDITIONS OF CASUAL DEMAND

When buying air tickets most passengers consider the price as a determining factor. Recently, a large emergence of low-cost airlines has been associated with it. In this case, the cost of each seat can be virtually arbitrary. The cost of tickets for passengers who sit nearby can sometimes differ by several times.

One of the important tasks of any airline is to maximize the proceeds from ticket sales. The price is affected by the prices of competitors (other airlines) and the current demand for a certain direction (flight dates and other factors). Airline sales strategies are similar in many respects and they, as a rule, masterfully predict the demand for air tickets in a certain season and at a certain price, which allows them to fill passengers seats maximally profitable. For this purpose, statistical data are actively used and studies are conducted. Therefore, one of the most effective tools for increasing the competitiveness of an air carrier is the optimization of the price policy for air tickets.

Nowadays, airlines sell tickets directly and through agencies, which account for the bulk of sales. The offices of the travel agencies and the real ticket offices bear additional costs for the rental and maintenance of staff, which is reflected in the additional commission charged to buyers. Thus, the airline can at the same time sell tickets at different prices (and earn different profits from them).

Demand for tickets (the number of potential buyers) at each place of sale is random. The main factors affecting the probability of buying a ticket by a potential buyer are the ticket price and the time of sale. In the model considered in the task, it is assumed that the airline knows the probability of buying tickets depending on the price and time point for each agency.

The airline manages the reward (commissions) for agencies, as well as the price of tickets at each point in time. The higher the reward, the more profitable for the agency to sell

tickets, and, therefore, the much often it advertises a particular flight to potential customers.

Since the objective function depends on random variables, it can not be optimized explicitly. To solve the problem, a quantitative criterion is used. It characterizes the maximum profit received by the airline, with a given probability.

In the study the problem is solved under the following natural limitations:

- The maximum number of tickets sold should not exceed the number of seats in the aircraft for a certain flight. This restriction is probabilistic, since the number of buyers is a random variable.

- Restrictions on total remunerations for agencies. The budget constraint is determined.

In this paper, an algorithm for solving a problem in the class of program strategies is proposed and namely prices and commissions for agencies are determined for the entire planning period.

In this study an example of estimating the optimal choice of prices for a flight from Kiev (Zhulyany) to Warsaw is considered.

Thus, it can be concluded that such a strategy will be very beneficial in optimizing the pricing of air tickets. Although in the CIS countries (especially Ukraine and Russia) this task won't be easy to be done, because such companies as UIA and Aeroflot are trying to monopolize the market and charge high prices for transportation, but nevertheless it is very promising for future.

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FORMATION OF HR STRATEGY

In today's business environment the urgency of the development of an HR strategy increases. It is aimed at creating a high-quality personnel structure and activating the intellectual potential in enterprises.

The process of developing and implementing an appropriate personnel management strategy is central to the strategic management of personnel, since the successful operation of the enterprise as a whole will depend on how well the management strategy will be selected and implemented. It should also be noted that the formation of a strategy for the effective management of the personnel of the company should be based on the following principles: the transition to the target process approach; a single corporate approach; economic efficiency; forward setting of tasks based on the analysis of external and internal environment, timely development of mechanisms for their solution; specifying the measures to ensure the quality of working life in the short-term perspective to determine the direction of measures for the long-term perspective; flexible planning and continuous adjustment of strategic objectives, taking into account changes in the external and internal environment and economic conditions; availability of indicators for the monitoring strategy, feasibility of verifying implementation,