

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,

development of targets and benchmarks for each of the areas.

The role of HR-manager in modern business is affiliate (he can be called a strategic partner). HR-manager really affects the strategic indicators and manages human capital. That is, he is an intangible resource that allows the organization to quickly acquire knowledge and distribute it through the system

HR strategy depends on how the company works on the market. Even the acceptable level of personnel turnover is determined by the company's competitive strategy.

There are several classifications of competitive strategies that business can choose. One of them involves three types of strategy: concentration (professional strategies), cost leadership and innovation strategies.

The strategy of concentration is the choice of a specific segment and focusing on it. Such a company offers niche solutions, its prices are not always low. An example is an agency of design solutions. The cost of personnel in such companies can be up to 70% of total costs. The salaries of employees are higher than the average in the market. Long-term incentives and benefits can also be used. The company spends money on staff retention to reduce personnel turnover.

Cost leadership strategy, as a rule, is chosen by companies that produce mass products. Such companies attract consumers with low prices due to cost management and clear business processes. The attitude towards staff in such organizations is different from companies that choose a concentration strategy. Staff turnover can be high (up to 20%), and this is normal, because it is part of the HR strategy. The salary of linear staff may be even lower than the average market. A trial period is an obligatory part of HR-processes.

An innovative strategy provides a breakthrough solution that nobody can repeat, at least for some time. Employees in such a company receive rather high salary, and motivations for them are some non-standard steps, for example, visits to prominent organizations. In this case, it is acceptable to have a flexible working schedule, and the turnover of personnel in such a business does not exceed 5-10%.

The actions of HR-manager (as well as his budget) are fundamentally different in the three cases described. Therefore, there is no single option for the formation of HR-strategy, which is suitable for any company. Of course, all organizations need a HR brand, but it will broadcast different messages to the market, depending on which competitive strategy is chosen by the business.

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ELECTROMOBILES AND ICE IN FUTURE

In 1807 was created first internal combustion engine (ICE), that in future displace steam engines. Because they were more safety, reliability and have smaller size. Thanks for ICE people have an opportunity to create a car.

ICE have a very long story, a story of evolution. With time they become more