

Political instability in Ukraine can create uncertainty for businesses and can affect their ability to plan for the future. The ongoing conflict with Russia has led to economic sanctions and other restrictions, which can affect trade and investment. The country has also experienced frequent changes in government, which can lead to policy instability and a lack of continuity in economic policies.

In conclusion, Ukraine faces several challenges in organizing business, including corruption, taxation, access to finance, and political instability. These challenges can make it difficult for businesses to operate and can undermine their profitability and long-term sustainability. Addressing these challenges will require government action to improve transparency and efficiency in government procedures, simplify the tax system, and create a more stable political environment. Additionally, providing greater access to finance for SMEs and reducing corruption will be critical to supporting the growth and development of the business sector in Ukraine.

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THE MAIN GOAL OF THE BUSINESS ORGANIZATION

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The main goal of any business organization is to generate profits and create value for its stakeholders. However, there are several other goals that organizations strive to achieve in order to ensure long-term success and sustainability. In this essay, we will discuss the main goals of business organizations, including profit maximization, growth, customer satisfaction, employee satisfaction, social responsibility, and innovation.

Profit Maximization: Profit maximization is the most fundamental goal of any business organization. In order to survive and thrive, organizations must generate profits that exceed their costs. This involves increasing revenues and reducing expenses in order to maximize profits. However, organizations must also

ensure that they are operating ethically and legally, and that they are not engaging in activities that harm society or the environment.

Growth: Another important goal of business organizations is growth. Organizations must continually seek new opportunities to expand their operations, increase market share, and improve their competitiveness. This involves investing in research and development, expanding into new markets, and acquiring or merging with other businesses. However, growth must also be managed carefully to ensure that it is sustainable and does not put the organization at risk.

Customer Satisfaction: Business organizations must also prioritize customer satisfaction in order to maintain their competitiveness and ensure long-term success. This involves providing high-quality products and services, meeting customer needs and preferences, and providing excellent customer service. Organizations must also continually monitor customer satisfaction levels and adapt to changing customer preferences and behaviors.

Employee Satisfaction: Another important goal of business organizations is employee satisfaction. Organizations must provide a positive work environment, fair compensation and benefits, opportunities for career development, and a healthy work-life balance. This not only helps to attract and retain top talent, but also improves employee morale and productivity.

Social Responsibility: Business organizations also have a responsibility to act ethically and responsibly towards society and the environment. This involves minimizing negative impacts on the environment, promoting social justice and equality, and contributing to the well-being of local communities. Organizations must also ensure that their supply chains are ethical and sustainable, and that they are not engaging in practices that harm human rights or the environment.

Innovation: Finally, innovation is a key goal for many business organizations. In order to stay ahead of the competition and meet changing customer needs, organizations must continually innovate and improve their products and services. This involves investing in research and development, seeking new and innovative ideas, and fostering a culture of creativity and innovation within the organization.

In conclusion, while profit maximization is the most fundamental goal of any business organization, there are several other goals that organizations must strive to achieve in order to ensure long-term success and sustainability. These goals include growth, customer satisfaction, employee satisfaction, social responsibility, and innovation. By balancing these goals and prioritizing them appropriately, organizations can achieve success and create value for their stakeholders.

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BLEISURE TRAVELS AS A NEW REQUIREMENT FOR HOSPITALITY INDUSTRY

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Living in modern society urges us to be flexible and have a lot of mobility, either in private life or in business. The concept of so-called “digital nomad” previously associated mostly with IT specialists is becoming more and more widespread in terms of occupations making this lifestyle possible. Firstly, the pandemic triggered the revolution in remote working as a way of adaptation to the modern challenges, and since then more and more ideas connected with working away from the office have started to appear.

As for Ukraine, the problem is not only actual, but also immeasurably painful because of the Russian aggression, as a lot of people had to relocate inside the country or to move abroad. So, the only way for companies to keep the qualified professionals employed is to give them opportunities of having a remote workplace, if it is even slightly possible.

The word “bleisure” was coined as a result of blending the words “business” and “leisure”. “Are you travelling for business or leisure?” is one of the typical questions asked by a hotel receptionist, and nowadays the answer could be “both”. Living in a different place for some time is seen as an opportunity to explore it when you are free, have a good rest to be productive and even find an inspiration. According to Microsoft’s Work Trend Index, about 73% of workers aged 25-60 have the need for distant and flexible working process (compared with 21% from 2010 statistics). This drastic change in numbers is also connected with technological advances such as easier and cheaper access to the Internet via laptops, tablet PCs or smartphones.

Considering the advantages for workers, are there any benefits for the hotel industry? The answer is yes: attracting bleisure travelers is a good way of increasing the revenue. Firstly, it helps boost the hotel occupation rate in mid-season time when there are few tourists coming. Secondly, this means having a whole new business segment of mostly high income customers to work with (which, again, results in more profit).