

General organizational behavioural standards of interaction in the funeral services market

Martsyn V.S.

Doctor of Economic Sciences, Academician of the Higher Education Academy of Sciences of Ukraine, Professor,
Professor at Department of Finance and Financial and Economic Security,
State Higher Educational Institution "Banking University"

The article emphasizes that the difficult market conditions and intense competition between organizations in funeral services sector have set their demands managers in implementing HR policy. It is based on organizing and managing of interrelated motivational blocks. It should form a favourable social and psychological climate for funeral organization.

Funeral organization HR management – is a part of management that relates to the funeral organizations workforce and their relationships. This management has its own features associated with specific activities and services provided. It is proved that funeral organization should have a clear policy on education, training and retraining, which includes such events as regular training of each employee.

Talking about customers in such saturated market as the market of funeral services, we cannot ignore the question of rationality / irrationality of their behaviour.

Exploring the rationality / irrationality of customers in the market of funeral services, the article emphasizes that it is situational, because it depends on who is dead, in other words, on the value of a particular individual. Therefore, the behaviour of customers in the market of funeral services is based on four main types of social behaviour that is certainly only ideal-typical structures, because in each case it appears in different combinations.

It is described that the model of interaction between customers and sellers in the market of funeral services can be presented as a signalling game. Signals in this game can be emotions, appearance of customer, age of the deceased individual, and so on. The interaction between the seller and the buyer in the market of funeral services should not look like an act of sale, but rather as an important committing ritual action.