

THE EVOLUTION OF VIEWS OF MANAGEMENT BY THE BEHAVIOR OF PERSONNEL OF THE ENTITIES OF HOTEL AND RESTAURANT BUSINESS

Gakova M.V.

Assistant of Department of Marketing and Management,
Donetsk National University of Economics and Trade
named after Mykhailo Tugan-Baranovsky,

The article examines the development of hotel and restaurant management from the perspective of an evolutionary approach.

The present article addresses the question of customer-oriented personnel acquisition within an organization. Based on the results of thematic literature review and empirical research realized by the author, the article explains the notion of personnel customer-orientation and demonstrates the need for developing customer-oriented employees in view of establishing long-term and mutually beneficial client relations, attaining sales growth and improving organizational performance.

The article also introduces a four-stage customer-oriented personnel acquisition.

Therefore, companies interested in gaining a competitive advantage by means of establishing, maintaining and developing long-term and mutually beneficial client relations should assess employee customer-orientation throughout the personnel acquisition process paying special attention to

such factors as personality traits, social-motivational and technical skills, learning agility and adaptability.

In conclusion, the article provides HR practitioners, managers, and other stakeholders involved in the personnel acquisition process with a number of practical recommendations on building a customer-oriented workforce within an organization.

Determination of customer focus is given and its elements are presented: the understanding of clients, the education of employees, the training of employees, the remuneration of employees, the presence of the Chief Customer Officer, customer focus.

The model of the company focused on clients is presented, which includes: elements of customer focus, the creation of loyalty of clients, diagnostics of customer focus of the company.

Thus, HR gradually become a special area management, and study the behavior of employees in the organization have identified ways to improve the organization.