

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ  
ІМЕНІ В. Н. КАРАЗІНА

**СУЧАСНЕ УПРАВЛІННЯ  
ОРГАНІЗАЦІЯМИ: КОНЦЕПЦІЇ,  
ЦИФРОВІ ТРАНСФОРМАЦІЇ,  
МОДЕЛІ ІННОВАЦІЙНОГО  
РОЗВИТКУ**

**Збірник тез доповідей  
II Міжнародної науково-практичної конференції**

**(25 листопада 2022 року, м. Харків, Україна)**

**Електронний ресурс**

**Харків  
2022**

**УДК 334.7:330.341**

**С 91**

Реєстраційне посвідчення УкрІНТЕІ (№ 1053 від 20 грудня 2021 р.)

*Затверджено до розміщення в мережі Інтернет рішенням Вченої ради  
Харківського національного університету імені В. Н. Каразіна  
(протокол № 18 від 25 листопада 2022 р.)*

Редакційна колегія:

д-р. екон. наук, проф. Б. В. Самородов (головний редактор);

к-т. екон. наук, доц. Н. Л. Морозова;

д-р. екон. наук, проф. А. П. Грінько;

к-т. екон. наук, доц. Н. В. Ізюмцева;

к-т. екон. наук, доц. Т. В. Новікова;

к-т. екон. наук, доц. Ж. І. Торяник.

Адреса редколегії:

61022, м. Харків, майдан Свободи, 4

**С 91** Сучасне управління організаціями: концепції, цифрові трансформації, моделі інноваційного розвитку : збірник тез доповідей II Міжнародної науково-практичної конференції (Україна, м. Харків, 25 листопада 2022 року) [Електронний ресурс]. – Харків : ХНУ імені В. Н. Каразіна, 2022. – 1 ел. опт. диск (CD-ROM). – Систем. вимоги: Процесор Pentium-класа; ОС Windows 7/10 ; дисковод CD-ROM ; Acrobat Reader 10. - 554 с.  
ISBN 978-966-285-749-8

У збірнику представлені тези доповідей учасників II Міжнародної науково-практичної конференції на загальну тему «Сучасне управління організаціями: концепції, цифрові трансформації, моделі інноваційного розвитку».

Для науковців, аспірантів і студентів вищих навчальних закладів. Матеріали подано в авторській редакції. Відповідальність за зміст і оформлення матеріалів несуть автори.

Усі права застережено. Посилання на матеріали обов'язкові..

**УДК 334.7:330.341**

<http://dspace.univer.kharkov.ua/handle/123456789/17665>

© Харківський національний  
університет імені В. Н. Каразіна, 2022

**ISBN 978-966-285-749-8**

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
V.N. KARAZIN KHARKIV NATIONAL UNIVERSITY

**MODERN MANAGEMENT  
OF ORGANIZATIONS: CONCEPTS,  
DIGITAL TRANSFORMATIONS AND  
INNOVATIVE DEVELOPMENT  
MODELS**

**Collection of abstracts  
II International Scientific and Practical Conference**

**(November 25, 2022, Kharkiv, Ukraine)**

**Electronic resource**

**Kharkiv  
2022**

**UDC 334.7:330.341**

Registration certificate UkrINTEI (№ 1053 desember 20, 2021)

*Approved for posting on the Internet by the decision of the Academic Council  
in V.N. Karazin Kharkiv National University  
(Minutes № 18 of 25 November 2022)*

Editorial board:

Dr. of Econ Sciences, Prof. B. V. Samorodov (editor in chief);

PhD in Econ. Sciences, Assoc. Prof. N. L. Morozova;

Dr. of Econ. Sciences, Prof. A. P. Grinko;

PhD in Econ. Sciences, Assoc. Prof. N. V. Iziuntseva;

PhD in Econ. Sciences, Assoc. Prof. T. V. Novikova;

PhD in Econ. Sciences, Assoc. Prof. Zh. I. Torianyk.

Editorial board address:

61022, Kharkiv, Svobody Square, 4

Modern management of organizations: concepts, digital transformations and innovative development models : a collection of abstracts of the II International Scientific and Practical Conference (Ukraine, Kharkiv, November 25, 2022). – Kharkiv : V.N. Karazin Kharkiv National University, 2022. – electron. resource. – 1 el. disk (CD-ROM). – Systems. requirements: Pentium-class processor; OC Windows 7/10; CD-ROM drive; Acrobat Reader 10. – 554 p.  
ISBN 978-966-285-749-8

The collection presents abstracts of the participants of the II International Research and Practice Conference on the general topic «The current state, problems and prospects of business, financial, credit and accounting systems development».

For scientists, post-graduate students and students of higher educational institutions. Materials are submitted in the author's edition. The authors are responsible for the content and design of the materials.

All rights reserved. References to materials are required..

**UDC 334.7:330.341**

<http://dspace.univer.kharkov.ua/handle/123456789/17665>

© V. N. Karazin Kharkiv National  
University, 2022

**ISBN 978-966-285-749-8**

*Korniichuk Roman,  
post-graduate student, department of tourism;  
Dmytrychenko Ariana,  
2nd year student  
Simon Kuznets Kharkiv National University of Economics*

## **NEEDS OF A PERSONALITY AS A FOUNDATION OF BUSINESS COMMUNICATION**

Communication is a process of interaction between people, a relationship. The parties to such a relationship are people, subjects of communication. The basis of communication is, first of all, their relationship to each other.

A business association is understood as an association that ensures the success of some common business, creates conditions for people to cooperate in order to achieve a goal that is important to them. Business communication contributes to the establishment and development of cooperative and partnership relations between work colleagues, managers and subordinates, partners, rivals and competitors. It presupposes such ways of achieving common goals that not only do not exclude, but, on the contrary, also presuppose the achievement of personally significant goals, the satisfaction of personal interests. Moreover, we are talking about the interests of individuals and legal entities.

Business communication is understood as communication that ensures the success of a common cause, creates conditions for people to cooperate in order to achieve goals that are significant to them. Business communication contributes to the establishment and development of relations of cooperation and partnership between colleagues, managers and subordinates, partners, rivals and competitors. It involves such ways of achieving common goals that not only do not exclude, but, on the contrary, also imply the achievement of personally significant goals, the satisfaction of personal interests. And we are talking about the interests of individuals and legal entities.

The ethics of business communication is based on such rules and norms of behavior of partners that ultimately contribute to the development of cooperation, i.e. strengthen the essential basis of business relations. The meaning of these rules and norms is to strengthen mutual trust, constantly inform the partner about their intentions and actions, exclude deception and disorientation of the partner. The practice of business communication has developed many codes of honor for entrepreneurs, professional codes for bankers, and so on. Understanding the processes of information transfer, the patterns that exist in these processes, the development of skills for effective interaction with people are necessary for a manager of any level. Today, an experienced leader spends most of his time not on solving financial, technical or organizational

problems, but on solving psychological problems that arise in the process of communicating with subordinates, colleagues and superiors.

Knowledge and skills in the field of communication are necessary not only for managers, but also for any of us, because through communication a person organizes and optimizes his production, scientific, commercial, educational and any other activity. Communication allows you to solve not only the issues of the organization, but also the problems of its employees.

All people in modern society have a need for a stable, reasonable and sufficiently high self-esteem. She always relies on recognition and respect from others. A person feels comfortable only in the social environment that supports his self-esteem and high self-esteem. Satisfaction of the need for self-esteem causes a feeling of self-confidence, a sense of one's usefulness, value, strength, recognition of one's abilities and useful results of activity, a feeling of one's adequacy of a life situation. Obstacles in the realization of the need for self-esteem lead to feelings of inferiority, weakness and helplessness. Only a few types of service activities are directly aimed at fulfilling the need for respect - for example, the organization of anniversaries, celebrations, the presentation of prizes and awards. However, indirectly, this need must be taken into account in the design of all services without exception. A respectful attitude towards the client and business colleagues always remains a significant reserve for improving the efficiency of service activities and the attractiveness of the service.

Knowing how you should treat and treat your leader is no less important than knowing what moral requirements you should make to your subordinates. Without this, it is difficult to find a "common language" with the boss and with subordinates. Using certain ethical norms, you can attract the leader to your side, make him your ally, but you can also turn him against yourself, make him your ill-wisher.

#### REFERENCES

1. What is interpersonal communication and why is it important? - FutureLearn. FutureLearn. URL: <https://www.futurelearn.com/info/blog/what-is-interpersonal-communication> (дата звернення: 01.11.2022).
2. An introduction to corporate communications - Papirfly Blog. Papirfly. URL: <https://www.papirfly.com/blog/corporate-communications/an-introduction-to-corporate-communications/> (дата звернення: 01.11.2022).