

ABSTRACTS

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ASSESSMENT OF INTERESTED PARTIES' SATISFACTION OF STAFF POTENTIAL DEVELOPMENT OF TRADING ENTERPRISES

The indicator of all interested parties satisfaction becomes the main criterion of improving activity of any organization in economically developed countries.

The article analyzes the approaches and methods how to estimate the interested parties' satisfaction of the enterprises. Methods of a quantitative assessment of this indicator and determination of its dependence on characteristics of staff potential development process of trading enterprises are developed insufficiently.

From all interested parties methods of an assessment of consumers' satisfaction and workers are most developed. Absence of the unique approach to determination of interested parties' satisfaction which considers features of staff potential development of trading enterprises is proved.

A method of an expert assessment of interested parties satisfaction of staff potential development of trading enterprises with the application of procedure based on a method correlation analysis have been developed. Experimental check and adaptation of an expert method of interested parties assessment of staff potential development was carried out at trading enterprises LLC «ATB-market».

On the basis of results correlation analysis actions the interested parties' satisfactions of staff potential development of LLC «ATB-market» directed on increase were certain.

For realization of the offered actions the staff potential of the enterprise should have the corresponding competences which mechanism of formation will be opened in the subsequent research.

