

OUTSOURCING AS A TOOL FOR OPTIMIZATION OF NON-CORE ACTIVITIES OF ENTERPRISES

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Modern conditions of the market economy force enterprises to constantly adapt to changes, increasing their efficiency and competitiveness, which is accompanied by the search for effective mechanisms of resource management. In this context, outsourcing is a powerful tool that allows companies to transfer non-core functions to specialized organizations, thereby optimizing operating costs and focusing on core business processes.

Sustainable economic development is impossible without an innovative approach based on innovations. Innovation is understood as «...the final result of activities aimed at creating and using innovations embodied in the form of improved or new goods (products or services), technologies of their production, management methods at all stages of production and marketing of goods that contribute to the development and increase of efficiency of the enterprises that use them» [1].

Focusing on the innovation market creates challenges in resource management. The use of outsourcing strategies can reduce the imbalance in the distribution of resources between traditional and innovative activities. Thanks to outsourcing, it is possible to solve priority tasks, in particular, to reduce the duration of the innovation cycle, accelerate the process of introducing innovations and quickly bring innovative products to the market [2].

Outsourcing is a form of remote hiring in which a third-party contractor provides a fully staffed team of specialists and managers to execute client projects for the duration of the contract. The basic concept is that the team is hired according to the client's needs and requirements [3].

Outsourcing is an effective management approach aimed at transferring non-core or ancillary business processes to external subcontractors with relevant expertise in their field. The main goal of outsourcing is to increase the efficiency of the company's operations by reducing costs, improving the quality of performance and using innovative technologies.

For the successful implementation of an outsourcing strategy, it is important to determine which processes should be outsourced. These may include: IT infrastructure; accounting; logistics; cleaning; security, etc. The main criterion is the ability to reduce costs without losing the quality of the function.

Depending on the geographical location, outsourcing is divided into three main types: offshore, nearshore and onshore. Offshore outsourcing involves the transfer of business processes to contractors from other countries, which allows to reduce costs due to cheaper labor. Nearshore outsourcing is carried out within neighboring countries that have a similar economic level, which contributes to greater efficiency of cooperation. Onshore outsourcing involves contractors within the country, which simplifies control over the quality of services.

In global practice, outsourcing has become widespread in various industries. For example, logistics companies such as DHL offer businesses outsourcing of transportation and warehousing services, which allows companies to reduce the cost of maintaining their own fleet of vehicles or warehouses.

In the Ukrainian business environment, outsourcing has significant potential for development. Amid economic uncertainty and the need to optimize resources, more and more companies are choosing this management mechanism. Engaging third-party organizations to perform non-core functions allows businesses to cut costs, focus on strategic development, and increase their competitiveness.

However, successful implementation of the outsourcing model requires careful analysis and risk assessment. Important factors include choosing a reliable contractor, legalizing the relationship, determining the level of control over the performance of tasks, and ensuring data confidentiality. An incorrect approach to organizing outsourcing can lead to a decrease in the quality of services, loss of control over important business processes, and additional costs.

Outsourcing is an important management tool that allows businesses to optimize costs, focus on their core competencies, and improve the quality of their own functions. At the same time, in order to achieve the desired results, risks should be taken into account and a comprehensive analysis should be carried out before implementing an outsourcing model.

Literature:

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MANAGEMENT OF HOUSEHOLD DEVELOPMENT IN UKRAINE UNDER ECONOMIC UNCERTAINTY

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The relevance of the topic is driven by the ongoing challenges faced by Ukrainian households due to economic instability, geopolitical tensions, and structural transformations in the national economy. The prolonged period of uncertainty, exacerbated by factors such as inflation, employment volatility, fluctuating incomes, and the consequences of war, has significantly impacted the financial well-being and sustainability of households. Effective management strategies are essential to ensure economic resilience, optimize resource allocation, and enhance financial security in times of crisis. The study of household development management is crucial for understanding adaptive mechanisms, improving financial literacy, and formulating policies that support sustainable growth and social stability. Given the dynamic nature of economic fluctuations, developing tools for risk mitigation, investment strategies, and government support mechanisms becomes imperative. Addressing these challenges not only contributes to household financial stability but also strengthens the overall economic system, fostering long-term economic recovery and growth in Ukraine [7, p. 122-123].

Households are economic entities that consist of one or more individuals who provide resources to the economy and use the income received to purchase goods and services to meet their own needs. Despite the long history of the term «household», its interpretation in economic science has evolved over time. For example, supporters of the neoclassical economic school analyzed households at the micro level, focusing on the rational behavior of consumers in the context of income distribution between consumption and savings [3, p. 498-499]. At the same time,

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