

## **MUTUALLY BENEFICIAL RELATIONSHIPS BETWEEN PERSONNEL AND ENTERPRISES: FACTORS FOR BUSINESS SUCCESS**

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Mutually beneficial relationships between personnel and enterprises are one of the most important factors for the success of any business. Currently, there are numerous studies [1, 2] demonstrating the positive effect of such relationships on productivity, profitability, and competitiveness of companies.

The first and perhaps the most important factor in mutually beneficial relationships is employee satisfaction. When employees are satisfied with their work, working conditions, growth and development opportunities, they work more effectively and productively. Moreover, they are more willing to stay with the company. This is particularly important in highly competitive labor markets when retaining talented employees becomes one of the main tasks of the enterprise.

The second important factor in mutually beneficial relationships is the increase in productivity. When employees are satisfied with their work, they work more effectively and productively. Higher productivity, in turn, allows the company to increase its profitability and competitiveness. In addition, employees who feel important for the company and derive satisfaction from their work are inclined to self-development and learning, which, in turn, increases their qualification. The third factor to consider in building mutually beneficial relationships between personnel and enterprises is the increase in employee loyalty. When employees feel that their work is important and valuable for the company, they are inclined to show greater loyalty to the enterprise. This, in turn, reduces staff turnover and saves costs on hiring and training new employees. The fourth important factor in mutually beneficial relationships is the enhancement of the company's reputation. If the enterprise takes care of its employees, creates comfortable working conditions for them, and provides opportunities for development, such a company can become more attractive to potential job candidates and clients. This can lead to an increase in the volume of business and revenue, as well as improve the company's image in the market.

Employee satisfaction, productivity, loyalty, and reputation enhancement are key factors in building such relationships. Therefore, enterprises should focus on creating conditions that enable employees to perform their work effectively, develop their skills, and feel valued and appreciated for their contributions to the company's success.

### **References:**

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