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FEATURES AND PRINCIPLES OF FORMING A STABLE LABOR COLLECTIVE: OOO «SOYUZ SVYATOGO IOANNA VOINA» (VERNYY TRADING NETWORK) CASE STUDY

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Abstract. The article deals with a stable work collective formation at the enterprise and various aspects of staff turnover. The analysis was carried out in supermarkets of the trade network "Vernyy", which is existed over five years and the most effective principles of the stable work collective formation have been developed and implemented. First of all, the author determined the level of the enterprise's labor supply. Next, the relationship between the concepts of "stabilizing the cadre" and "fighting staff turnover" was determined, their non-identity and interrelation are revealed. Further, the types of staff turnover that are favourable for the collective are defined, when the employees' "ballast" is dismissed, and unfavourable, when highly qualified and motivated employees are dismissed. It is concluded that it is necessary to ensure the stability not of the entire workforce, but of its staff core in combination with a reduction in the total number of employees. The reason is that the personnel core can ensure the stability of the work collective while remaining stable. The main features of the employees, who are included in the personnel core, are indicated. The basic principles for the stable work collective formation are further outlined in the article: conditionality for goals, potential imitations and the principles of economy, hierarchy, simplicity and continuity. Finally, the specifics of the stable work collective formation are revealed in the analysed trading network.

Keywords: labor collective; staff turnover; staffing; staff stabilization; staffing core.

JEL codes: M 12; M 14.

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