

COMPARING THE EXPERIENCE OF EFFECTIVE TEAMWORK IN THE FOREIGN AND UKRAINIAN COMPANIES

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Team building is a sufficiently new method of the organization development, which appeared and rapidly gained popularity in the end of 80th- the beginning of 90th in the USA and Western Europe [1]. The creation of an effective team improved the management and quality of decision-making, provided advanced corporate culture and strengthens the position of a firm on the market. The effective team work can be defined as a strategic asset and a key driver not only in European, but also in Ukrainian enterprises.

Accordingly, the purpose of research is to compare the experience of formation of effective teamwork in leading Italian company "Geox" and the Ukrainian enterprises. The objects of research are the processes of formation of effective teams at these companies.

The fundamental theoretical aspects of studying of principles of forming the effective team in the enterprises are represented in the works of famous domestic and foreign scholars, such as Khokhlova P.T., Emelyanov E.N., Povarnytsyna S.E., Leonov S.V., Trillenberh Wilfried more.

After the analysis and systematization of economic literature it is proposed by author to interpret the concept of "effective team building" as the process of creating a rationally organized group of individuals, who reaches their goals by using the potential of each team member in the best way.

The Geox Group creates, produces, promotes and distributes Geox-brand footwear and apparel, the main feature of which is the use of innovative and technological solutions that can guarantee the ability to breathe and remain waterproof at the same time. Geox is market leader in Italy in its own segment and is one of the leading brands world-wide in the "International Lifestyle Casual Footwear Market" [2]. The secret of company's success is the rational organization of teamwork, because the interrelated and successful team efforts are able to provide a flourishing of organization and its rapid growth.

Analysing the processes of personnel management in Italian company «Geox», we can distinguish the following principles of effective team building: 1) the behaviour of each member of the team is based on reciprocal respect and courtesy; 2) integration of people with disabilities in the work of enterprise, that