

MOTIVATION MANAGEMENT OF THE VOLUNTEER TEAM

Team management is a very complex and complicated science. There are never two identical schemes of the managers` performance, because manager is a creative job and each team is an individual unit with its unique features.

There are piles of work that managers have to do in order to succeed the project. These activities also differ depending on the kind of project to work on. Salary, benefits, career opportunities, promotion, vacations and parental live are only a few from the list of things that may motivate employees. Nevertheless, this list is a bit shorter if you manage a volunteer team.

The first principle that the team leader has to know is that volunteers work for you because of the personal motivation. Only if you are capable to discover where motivation comes from and provide it, you will make the project work. Depending on a personal volunteers` need, major different motivation domains are: Professional, Educational, Social, Entertaining, Problematical and Personal.

1. Professional. Volunteers are mostly representatives from the Youth. They are young, active, ambitious, trying to find oneself and willing to act. This kind of person attempts to try different jobs at volunteering and getting hard skills that are attractive for the CV.

2. Educational. Manager understands that the young unpaid worker may not have an educational background or experience. The only way of having the requested work done is to teach the one everything that is ought to be known. The knowledge is an incentive for somebody to work for you.

3. Social. Projects form the community: inside the organization, between teams, in a country and even at the international level. Participation in the project gives you much of potential contacts, time and place to meet new people who share values with you and even a subject to talk about to any stranger at the event. Such gatherings facilitate active interesting social life and useful contacts that most youngsters usually tend to.

4. Entertaining. Volunteer projects differ from the routine we stuck in. They are usually entertaining and fun. They give you possibilities to travel (even for free), meet new people, help somebody and get a feedback, enjoy events that are made, to party.

5. Problematical. Everyone has ever faced anything inappropriate, sad and impressive – children, workers or animal abuse, people trafficking, sexism, consequences of natural disasters – that should not actually exist. Reformers with the shared values tend to unite to tackle the problem and see the great opportunity to do it volunteering.

6. Personal. Everyone is individual. Somebody has a strong addiction to pandas, so that he goes to volunteer for a Panda-saving project in China for WWF.

People dedicate free time to the volunteering, which brings no money benefits. Thus, a manager has to be a leader to encourage the teammates, and there is no place for being a strict exigent boss.

The working conditions and the team performance depend on the manager. The general role of a manager is to train the volunteers, lead the projects` implementation and control each personal motive and its realization.

After all, the main issue arises. It is 'How to find out what your subordinates need?'. The answer is partly organizational and partly psychological. First of all, it is necessary to make volunteers write motivation letters while applying. This document shows the degree and the reason of the participants' interest. Manager analyses it and comes up with the working methodology.

Second is the psychological approach. A friendly conversation in non-working conditions will tell about a person better than hundreds of motivational letters.

Managers' role at volunteer projects is fundamental. He or she connects the project implementation with the team by keeping the balance between the needs and wants. The role is to discover, understand, lead and implement. Manager, after all, is a basic role that the project cannot take place without.

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SOLUTION OF THE PROBLEM OF OPTIMIZING THE DETERMINATION OF PRICES FOR AIR TICKETS IN CONDITIONS OF CASUAL DEMAND

When buying air tickets most passengers consider the price as a determining factor. Recently, a large emergence of low-cost airlines has been associated with it. In this case, the cost of each seat can be virtually arbitrary. The cost of tickets for passengers who sit nearby can sometimes differ by several times.

One of the important tasks of any airline is to maximize the proceeds from ticket sales. The price is affected by the prices of competitors (other airlines) and the current demand for a certain direction (flight dates and other factors). Airline sales strategies are similar in many respects and they, as a rule, masterfully predict the demand for air tickets in a certain season and at a certain price, which allows them to fill passengers seats maximally profitable. For this purpose, statistical data are actively used and studies are conducted. Therefore, one of the most effective tools for increasing the competitiveness of an air carrier is the optimization of the price policy for air tickets.

Nowadays, airlines sell tickets directly and through agencies, which account for the bulk of sales. The offices of the travel agencies and the real ticket offices bear additional costs for the rental and maintenance of staff, which is reflected in the additional commission charged to buyers. Thus, the airline can at the same time sell tickets at different prices (and earn different profits from them).

Demand for tickets (the number of potential buyers) at each place of sale is random. The main factors affecting the probability of buying a ticket by a potential buyer are the ticket price and the time of sale. In the model considered in the task, it is assumed that the airline knows the probability of buying tickets depending on the price and time point for each agency.

The airline manages the reward (commissions) for agencies, as well as the price of tickets at each point in time. The higher the reward, the more profitable for the agency to sell