

This is a clear example of how inaccuracies in the definition may cause considerable contradictions in approaches. All things considered, e-commerce is a very powerful tool that allows to significantly increase the efficiency of economic entities. However, due to the relative novelty of the concept and, consequently, its insufficient elaboration, certain problems arise in the regulation. Achieving a compromise solution will lead to the creation of a unified approach to the regulation of this issue, which in the future may turn into a separate agreement within the WTO.

References

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MODERN PROBLEMS WITH STAFF IN THE DOMESTIC RESTAURANT BUSINESS

It is obvious that the basis of perfectly organized work at any enterprise is a well-chosen staff. As well as in any other sphere, in the restaurant business staff also predetermines economic success, which is mainly dependent on guests' satisfaction and, as a result, the restaurant image in general.

However, not all restaurateurs are able to create a «dream team» in their company. Let's consider this problem in more detail.

The restaurant business can be characterized by the following personnel classification:

– by management levels: top management (CEO, department manager, chef, etc.), middle management (assistant manager, sous-chef) and low management (supervisor, administrator, head waiter, etc.);

– according to the degree of contact with the guest: front office (waiters, administrators, managers, security service) and back of the house (kitchen workers, cooks, employees of accounting and human resources, etc.);

– by the departments: cooks, cleaners and kitchen workers, waiters and bartenders, accounting staff, human resources staff, security, etc.

Ideally any restaurant business should be an organization with a linear-functional organizational structure. It should have both

a «head-subordinate» relationship and cooperation between departments. However, often in the domestic restaurant business, especially in small businesses, we see a hard authoritarian style of management and sometimes even dictatorship on the part of the owner. In such enterprises, as a rule, the owner does not have the necessary knowledge in the field of business (business courses, management literature) and relies only on his own experience. Such a chief, using «stickmethod» tries to control absolutely all areas of the restaurant, deals with operational issues, ignoring the issues of strategy and further company development. Employees, in turn, are not able to influence decisions «from above», to show initiative and creativity, which ultimately leads to their demotivation, psychological tension in the team and increased staff turnover.

The second major problem of the restaurant business is staff incompetence. It is worth noting that the majority of modern workers and experts in the restaurant business begin to deal with it without specialized education, due to certain life circumstances. It is naive to believe that a young specialist, who has recently received a university degree, will gain knowledge through trial-and-error method, accumulating experience and guided by a small book with the institution standards. In our opinion, restaurateurs should pay more attention to the specialists' training. The priority is not in the theoretical training of potential specialists in restaurant business (level which today leaves much to be desired even in higher and secondary educational institutions), but in practical training with the most modern equipment, a real internship in international restaurants.

It shouldn't also be denied that many restaurants in our country due to lack of workers, especially waiters, are ready to hire people without experience at all. As you know, one of the most common part-time works among students and young people is working in cafes and restaurants, which creates a large flow of inexperienced but promising workforce. It is obvious that while the waiter will gain experience, the level of service may decrease. In this regard, it is important to be able to organize the employee training, to provide them with a specialist who will guide them. However, there is another problem: the material interest of the majority of employees. In such a situation, it is important to understand that in this industry, a truly high quality service will exist if the employee is interested in providing high quality service and the manifestation of the most attentive attitude to guests. Otherwise, the employee will not make a proper contribution to the restaurant work and will not meet the expectations of the employer and guests.

In conclusion we can state that professional staff is the key to the successful operation of the restaurant, and therefore it is necessary to pay special attention to its development both personal and professional, its motivation and proper coordination.