

THE STAFF LOYALTY AS A BASIS FOR MANAGEMENT OF CORPORATE TRADEMARK OF INDUSTRIAL ENTERPRISE

This article analyzes the main areas of corporate trademark of industrial enterprise based on staff loyalty.

Topicality of the article is subject to a complex competitive situation on the industrial markets of Ukraine, caused by a large number of foreign competitors using effective technology management and development of their own brands, lack of skilled labour force and lack of modern trademark management at the domestic enterprises. With the spread of the concept of intellectual capital, enterprises pay particular attention to personnel, and trademarks are the result of intellectual work of human resources of a company. A strong brand is the most valuable asset of a company, a tool for establishing long-term competitive advantage. A system of corporate trademarks on the domestic level determines feasibility of the present study.

Scientific innovation consists in the classification of staff commitment to the brand based on involvement and satisfaction which allows assessing staff loyalty of the INTERPIPE trademark and offering recommendations to improve the employees' loyalty.