



GEORGIAN AMERICAN UNIVERSITY ( GAU)

Conference, 15-17 December, 2021, Tbilisi, GAU

# Conference Materials

Application of Stochastic Processes  
and Mathematical  
Statistics to Financial Economic and  
Social Science VI

Tbilisi Science and Innovation  
Festival 2021

BUSINESS SCHOOL  
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Georgian American University (GAU)

VI

Applications of Stochastic Processes and Mathematical Statistics to  
Financial Economics and Social Sciences VI

2021-

Tbilisi Science and Innovation Festival 2021

, 16-17

, 2021,

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# The Stochastic Exponential as a Solution of Functional Equations

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**1. Introduction.** For a continuous semimartingale  $X = (X_t; t \geq 0)$ , with  $X_0 = 0$ , the stochastic exponential is defined as

$$E_t(X) = e^{X_t - \frac{1}{2}hX_t}; \quad t \geq 0; \quad (1)$$

where  $hX$  is the square characteristic of the martingale part of  $X$ .

$E_t(X)$  is the unique solution of the linear stochastic differential equation

$$Z_t = 1 + \int_0^t Z_s dX_s; \quad t \geq 0$$

and in this sense  $Z_t = E_t(X)$  is the stochastic analogue of the usual exponential function  $f(x) = e^{cx}$ , which is the unique solution of the linear differential equation  $f_x(x) = cf(x); f(0) = 1$ :

On the other hand, it is well known that the property

$$e^{c(x+y)} = e^{cx}e^{cy}; \quad \text{for all } x, y \in \mathbb{R} \quad (2)$$

is a characterizing property of exponential functions and in a very wide class of functions (e.g., in the class of measurable functions)  $f(x) = e^{cx}$ , where



is of the form (7). We prove this theorem by using the Cauchy exponential functional equation and the corresponding "almost" version.

If the domain of validity of equation (7) consists only of a single Brownian Motion  $W$  ( $V = fWg$ ), which corresponds (if we take  $X = Y = W$  in (6)) to the equation

$$f^2(t; W_t) = f(4t; 2W_t + t); \quad t \geq 0; \quad (8)$$

then there exists a different from (7) continuous solution of equation (6) (see the counterexample after the proof of Theorem 1).

Note that the stochastic exponential  $E_t(X)$  transforms the class of continuous semimartingales into itself and this mapping is non-anticipative in the following sense: An adapted continuous process  $F(t; X); t \geq 0$ , depending on  $X \geq S$ , is non-anticipative, if for any continuous semimartingales  $X$  and  $Y$  and  $t \geq 0$

$$F(t; X) = F(t; Y); \quad \text{when } X_s = Y_s \text{ for all } s \leq t;$$

Therefore, it seems natural to consider a functional equation for stochastic exponentials in terms of non-anticipative functionals

$$F(t; X)F(t; Y) = F(t; X + Y + hX; Y); \quad (9)$$

where by the property (4) the stochastic exponential  $E_t(X)$  satisfies equation (9), which represents more general form of equation (6). But (9) will be not a characterizing property of the stochastic exponential, since there exists a whole class of solutions of (9) which are not stochastic exponentials. E.g., if

$$F(t; X) = e^{\int_0^t k(t;s)d(X_s - \frac{1}{2}hX_s)}; \quad X \geq S; \quad (10)$$

where  $(k(t;s); s \geq 0; t \geq 0)$  is bounded, measurable deterministic function, then it is easy to see that  $F(t; X)$  defined by (10) satisfies (9), but such processes are not always stochastic exponentials, see Theorem 2 and the remark at the end of the paper. In Theorem 2 we prove that under some restriction on the class of non-anticipative functionals, the general solution of (9) is of the form (10).

**2. Functional equation for a function of a semimartingale and its square characteristic.** Let  $W = (W_t; t \geq 0)$  be a standard Brownian Motion defined on a complete probability space  $(\Omega; \mathcal{F}; P)$ . Let  $F = (F_t; t \geq 0)$

be a filtration satisfying the usual conditions of right-continuity and completeness. Let  $F^W = (F_t^W; t \geq 0)$  be the filtration generated by the Brownian Motion  $W$ .

Let  $S$  (resp.  $\mathcal{M}$ ) be the class of continuous semimartingales (martingales) vanishing at 0.

Let  $\mathcal{M}^W(I)$  be a sub-class of stochastic integrals  $h \cdot W$  with respect to the Brownian Motion  $W$  with integrands  $h$ , such that  $h_u = I_{[s, u[}; 0 \leq s \leq t$ .

Let  $(f(u; v); u \geq 0; v \geq R)$  be a function of two variables. We consider the functional equation

$$f(hX_{i_t}; X_t) f(hY_{i_t}; Y_t) = f(hX + Y_{i_t}; X_t + Y_t + hX; Y_{i_t}); \quad (11)$$

for any  $X; Y \geq V$  and  $P$ - a.e. for each  $t \geq 0$ , where  $V$  is some class of continuous semimartingales, the domain of validity of equation (11).

**Theorem 1.** Let  $(f(u; v); u \geq 0; v \geq R)$  be a function of two variables. Then the following assertions are equivalent:

a) The function  $f$  is a continuous strictly positive solution of the functional equation (11) with the domain of validity  $V = S$ .

b) The function  $f$  is a continuous strictly positive solution of the functional equation (11) with the domain of validity  $V = \mathcal{M}^W(I)$ .

c) The function  $f$  is of the form

$$f(u; v) = e^{cv} \frac{e^{\frac{c}{2}u}}{2^u} \text{ for some constant } c \geq R;$$

If we shall consider only measurable solutions, then the following two conditions will be equivalent:

b<sup>o</sup>) The function  $f$  is a measurable strictly positive solution of the functional equation (11) with the domain of validity  $V = \mathcal{M}^W(I)$ .

c<sup>o</sup>) The function  $f = (f(u; v); u \geq 0; v \geq R)$  coincides with the function

$$e^{cv} \frac{e^{\frac{c}{2}u}}{2^u} \text{ for some constant } c \geq R \quad (12)$$

almost everywhere with respect to the Lebesgue measure on  $R_+ \times R$ .

*Proof.* The implication a)  $\Rightarrow$  b) is evident. Let us prove the implication b)  $\Rightarrow$  c).

It follows from equation (11) that for any bounded deterministic functions  $h$  and  $g$

$$f \int_0^Z h_u^2 du; \int_0^Z h_u dW_u = f \int_0^Z g_u^2 du; \int_0^Z g_u dW_u = \quad (13)$$

$$= \int_0^t (g_u + h_u)^2 du; \int_0^t (g_u + h_u) dW_u + \int_0^t g_u h_u du$$

$P$ - a.e. for each  $t \geq 0$ .

For any fixed pair  $s < t$  if we take  $h_u = I_{(u < s)}$  and  $g_u = I_{(s < u < t)}$ , from (13) we obtain that  $P$ -a.s.

$$f(s; W_s) f(t-s; W_t - W_s) = f(t; W_t); \quad (14)$$

From (14) we have that

$$\begin{aligned} 0 &= E [f(s; W_s) f(t-s; W_t - W_s) \ominus f(t; W_t)] = \\ &= \int_R \int_R I_{(f(s;x) f(t-s;y) \ominus f(t;x+y))} (s; x) (t-s; y-x) dx dy; \end{aligned} \quad (15)$$

where  $(s; x) = \frac{1}{\sqrt{2s}} e^{-\frac{x^2}{2s}}$ .

Therefore, for any  $s >$



$$= \exp\left\{fc(X_t + Y_t) - \frac{c}{2}hX + Yi_t + chX; Yi_t\right\}g = f(hX + Yi_t; X_t + Y_t + hX; Yi_t)$$

$P$ -a.s. for any  $t \geq 0$ .

The proof of the second part of Theorem 1 is similar if we use corresponding results on  $\mathbb{Q}$ -almost  $\mathbb{Q}$  solutions of equation (16).

$b^{\mathbb{Q}} \neq c^{\mathbb{Q}}$ . It follows from results of [2] and [5] that (29) implies

$$f(t; x) = \exp\{fcx + btg\} \text{ for some } b, c \in \mathbb{R}; \quad (19)$$

almost everywhere with respect to the Lebesgue measure on  $\mathbb{R}_+ \times \mathbb{R}$ .

From (18) we have that

$$f^2(t; x) =$$

then there exists a different from (7) continuous solution of equation (22). Let  $g(t; x) = \ln f(t; x)$ . Then (22) is equivalent to equation

$$g(t; W_t) = \frac{1}{2}g(4t; 2W_t + t); \quad t \geq 0. \quad (23)$$

Let  $g(t; x) = j(2x - t)t^{\frac{1}{3}}$ . It is evident, that this function satisfies equation (23), since

$$g(4t; 2$$

Let  $f(t; z; w)$  be a measurable function of three variables and let  $f(t; z; W_t)$  describes the price of a stock at time  $t \geq 0$  with initial price  $z$ .

If we suppose that one can sell or buy any part of the stock, it will be natural to assume that  $f(t; z; W_t)$  to which the initial price (capital)  $z$  evaluates during the time interval  $t$ , does not change by dividing the original initial capital  $z = x + y$  into separate investments  $x; y$

which is the same as (26) with  $c =$  and  $b =$   $^2=2$ .

Finally we notice that using the stochastic flow approach and some regularity assumptions (see [8]) it is also possible to derive equation (25) from the semigroup property (28).

#### 4. A functional equation for non-anticipative functionals.

The mapping  $h : [0; T] \times C[0; T] \rightarrow R$  is non-anticipative, if for any  $!; !^0 \in C[0; T]$  and  $t \in [0; T]$

$$h(t; !) = h(t; !^0); \text{ when } !_s = !^0_s \text{ for all } s \leq t:$$

Consider the class of adapted continuous processes  $F(t; X); t \in [0; T]$ , which depend on  $X \in S$ , defined by

$$C = \{F; F(t; X) = e^{h(t; X) - \frac{1}{2} \langle hX, X \rangle}; X \in S; \text{ for some continuous (in uniform norm), non-anticipative functional } h(t; !)\};$$

**Theorem 2.** The general solution of the functional equation

$$F(t; X)F(t; Y) = F(t; X + Y + hX; Y); \text{ for all } X; Y \in S; \quad (31)$$

in the class  $C$ , is of the form

$$F(t; X) = e^{\int_0^t K(t; s) d(X_s - \frac{1}{2} hX_s)}; \quad X \in S; \quad (32)$$

where  $(K(t; s); s \in [0; t]; t \in [0; T])$  is a deterministic function with  $K(t; s) = 0; t \leq s$ , such that

- i)  $K(t; \cdot)$  is cadlag and has a finite variation, for each  $t \in [0; T]$ ;
- ii)  $\int_0^T !_s K(t; \cdot) ds$  is continuous, for each  $! \in C[0; T]$ ;

*proof.* Let  $F$  be a solution of equation (31) from the class  $C$ . Then it follows from (31) and from the definition of the class  $C$  that

$$\begin{aligned} h(t; X) + h(t; Y) &= \ln F(t; X + \frac{1}{2} hX) + \ln F(t; Y + \frac{1}{2} hY) \\ &= \ln F(t; X + Y + \frac{1}{2} (hX + hY) + hX; Y) \\ &= \ln F(t; X + Y + \frac{1}{2} (hX + Y)) = h(t; X + Y) \end{aligned}$$

for any  $X, Y \in S$ .

Since a deterministic function is a semimartingale if and only if it is of finite variation and the functions of finite variations are dense in  $C$ , it follows from the continuity of  $h$  that

$$h(t; ! + !^{\theta}) = h(t; !) + h(t; !^{\theta}) \text{ for all } !; !^{\theta} \in C: \quad (33)$$

By the Riesz theorem (see, e.g. [3]) for each  $t$  there exists a cadlag function  $G(t; \cdot)$  of finite variation, such that  $G(t; s) = G(t; T); s \geq t$  and

$$h(t; !) = \int_t^{\cdot} G(t; s) d!$$

It is evident that  $F($

# HADAMARD MATRICES AND SOME RELATED PROBLEMS

GEORGE GIORGOBIANI, VAKHTANG KVARATSKHELIA

Abstract. In this note, we consider a special case of the Hadamard matrix and prove one of its properties.

## 1. Introduction

There are various types of matrices in the literature having distinct properties useful for numerous applications, both practical and theoretical. The famous Hadamard matrix with orthogonality property was first defined by J.J. Sylvester [1] in 1867 and studied further by J.S. Hadamard [2] in 1893.

**Definition 1.1.** *A Hadamard matrix is a square matrix with entries equal to  $\pm 1$  whose rows (and hence columns) are mutually orthogonal.*

In other words, a Hadamard matrix of order  $n$  is a  $\{1, -1\}$ -matrix  $H_n$  satisfying the equality

$$H_n H_n^T = n I_n;$$

where  $I_n$  is the identity matrix of order  $n$ .

In 1867 Sylvester proposed a recurrent method for the construction of Hadamard matrices of order  $2n$ . Namely, if  $H_n$  is a Hadamard matrix of order  $n$ , then the matrix

$$\begin{matrix} H_n & H_n \\ H_n & -H_n \end{matrix}$$

is a Hadamard matrix of order  $2n$ .

There are several operations on Hadamard matrices which preserve the Hadamard property: (a) permuting rows, and changing the signs of some rows; (b) permuting columns, and changing the signs of some columns; (c) transposition.

Hadamard observed that a construction of Sylvester, mentioned above, produces examples of matrices that attain the bound when  $n$  is a power of 2, and produced examples of his own of sizes 12 and 20.

It is easy to prove that the order  $n(n-4)$  of any Hadamard matrix is divisible by 4. The converse is a long-standing conjecture.

**Conjecture 1.1.** *For every positive integer  $n$ , there exists a Hadamard matrix of order  $4n$ .*

Conjecture 1.1 is true for  $4n = 2^k$ . Currently unknown smallest order is  $4n = 668$ .

The problems considered here have been discussed by the authors more than once (see, for example, [3-5]).

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2010 *Mathematics Subject Classification.* 05B20, 15B34.

*Key words and phrases.* Hadamard matrices, Sylvester (Walsh) matrices.

## 2. Sylvester matrices

The sequence of the matrices defined by the following recurrence relation:

$$S^{(0)} = [1]; \quad S^{(n)} = \begin{pmatrix} S^{(n-1)} & S^{(n-1)} \\ S^{(n-1)} & S^{(n-1)} \end{pmatrix}; \quad n = 1; 2; \dots$$

is a particular subclass of the class of Hadamard matrices and are named as the Sylvester (or Walsh) matrices.  $S^{(n)} = (s_{ij}^{(n)})$  is a square matrix of order  $2^n$ , where  $s_{ij}^{(n)} = \pm 1$ . For example,

$$S^{(1)} = \begin{pmatrix} 1 & 1 \\ 1 & -1 \end{pmatrix}; \quad S^{(2)} = \begin{pmatrix} 1 & 1 & 1 & 1 \\ 1 & -1 & 1 & -1 \\ 1 & 1 & -1 & -1 \\ 1 & -1 & -1 & 1 \end{pmatrix}; \quad \text{and so on.}$$

Let  $S^{(n)} = (s_{ij}^{(n)})$  be a Sylvester matrix of order  $2^n$ . Consider the following expression

$$\mathcal{W}^{(n)}(m) = \prod_{j=1}^n s_{mj}^{(n)}$$



*Proof.* It is easy to see that  $\frac{3n+7}{9}2^n + (-1)^n \frac{2}{9}$













d by





In the article we will consider one of the opportunities of IT system installation for Georgian healthcare organizations: because of IT systems usage all hospital expenses<sup>1</sup> can be recognized and classified. Knowing exact structure of hospital expenses take crucial role get appropriate financing for medical services from governmental and custom insurance organizations. In our example we are considering reimbursement system from universal healthcare program in Georgia.

**Hospital Expense Allocation Strategies**

During designing hospital is very important to forecast all types of expenses and allocate them in the service Charge Masters.

Service Charge Masters, or Charge Description Master (CDM), is a comprehensive list of items ble

<b>Hospital Expense Structure (% From Revenues)</b>	
<b>Salaries</b>	45%
	25%
<b>Nursing Staff Salaries</b>	

Main reason of Charge Master creation is to determine the real costs of services and to adjust market prices for provided services.

Main Challenges of healthcare service expense allocations in Georgia

Georgian healthcare system developed very fast from 2007 according to the Government healthcare development and privatization project and during this fast development, service prices were regulated by market according to the competitive environment. Georgian hospitals adjusted their service prices according to the local healthcare market's historical pricing strategy.

From 2012 Government established Universal Healthcare Program and all hospitals were required to participate in elective surgical reimbursement program with historical prices (within past 1 year), plus 10% of values. And most of the hospitals still participate in Universal Healthcare Program with same prices. Despite inflation indicators, hospitals cannot increase their service prices.

Most of the hospitals never did charge masters and never calculated real costs of the services provided by them.

Regardless that most of the expenses of the hospital have exponential or beta distributions, differences between expenses and reimbursements from government according to Universal Healthcare Program are normally distributed with mean 136,000 and standard deviation 87,000. We have used Monte Carlo simulation to get annual differences between costs and reimbursements during 10 years. Converting amounts of differences into percent of changes we have gotten lognormally distributed present value during 10 years of differences. We have used 10,000 iterations for Monte Carlo simulation. The table below presents results from Monte Carlo simulation.

Amounts in (000)		Years	Cost Differences
Cost Differences	136	1	246.31
St.Dev.	87	2	166.51
Disc Rate	11%	3	239.22
		4	169.05
PV <sub>0</sub>	1,091.63	5	34.06
PV <sub>1</sub>	965.40	6	210.15
Z	-0.12288	7	182.46

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Based of this model we have calculated real option value with Jarrow-Rudd binomial mode [5]. We cannot us most frequently used Cox Ross Rubinstein [6] model because lognormal standard deviation is less than discount rate what violates the initial assumptions of Cox Ross Rubinstein binomial model. The table below presents results of binomial valuation of the real option.

r	11%
	0.1049
Expected Cost Difference	805.23
N	5
	0.2
Investment	500
T	10
Up factor (u)	1.070
Down factor (d)	0.974

Using different amounts of investments as strike in real option model we can show the relationship between investment size and the amount of the real option.



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## **Integrated Management System in Education**

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### **Abstract**

Importance of integrated management systems (IMS) is growing more and more for organizations Interest in this subject indicates that IMS are seen as “management systems of the future”. IMS is one of the most effective tool to



leaders understand the importance of this standard in education and mostly it is considered as a standard for construction or oil production companies. Later in the article we will see the importance of integration of both these standards for effective education management.

Finally, Information Technology Management, has become vitally important, especially while teaching and working online. It is important to combine Information Technology standard into the IMS in order to have effective human resources management. The most common and spread standard for implementation is ISO/IEC 20000-1:2018

### **PDCA Cycle in Integrated Management**

H. James Harrington said: “Measurement is the first step that leads to control and eventually to improvement. If you can’t measure something, you can’t understand it. If you can’t understand it, you can’t control it. If you can’t control it, you can’t improve it.” [https://www.qualitydigest.com/may06/articles/02\\_article.shtml](https://www.qualitydigest.com/may06/articles/02_article.shtml)

William Edward Deming, a prominent American researcher, similarly to Japanese, believed that management staff and all employees should be involved in the process of continuous improvement. He created 14 principles that later became the basis of the philosophy of quality in the organization and continuous improvement cycle PDCA (Plan -

According to all mentioned above, the next step is making an effective plan, where all the employees will be involved and feel as part of the team. So, to sum up, the “Plan” cycle, it starts from analyzing the previous work in order to make an effective action plan. However, just because we made a good plan, does not mean that it will occur. Hence, the next step of Deming Cycle is “Do”. Here the top management of the education organization needs to implement all the planned processes. Here is very important the term of team work as far as the teachers, lecturers, technical personnel and other employees should be involved in doing process. Otherwise, the aim of the organization won’t be achieved as effectively as with their involvement.

Every process in business should be studied or checked. Within PDCA (Plan – do-check-act) Cycle Deming also uses PDSA (Plan-Do-Study-Act) cycle. In order to study or check, we should first have effective measurement tools. By this I mean, objective and reflective employees’ observation forms; appropriate, customer satisfaction questionnaires, where both, quality and occupational health and safety standards requirements will be included. At stage of Check/Study, we should make a clear and obvious feedback as far as this stage is tightly connected with continuous improvement. Our Academic Personnel’s professional development is based on effective evaluation system. At the same time, incidents, non-conformances, risks and near misses should be studied and investigated deeply in order to set effective preventive actions and avoid them in the future.

The Final stage of the Cycle is “Act”, which includes taking actions based on the results of measurement. Setting effective actions in order to reduce the risks and avoid incidents and/or non conformances is a path to continuous improvement. Act is a part of the cycle, which analyses all other

94.4% of interviewed employees notice that they have systematic observations and receive the observation feedback on time.

## **Quality Management in Integrated Management System of Education**

Knowledge of Psychology – the new philosophy is based on the understanding of people and their differences, and a commitment to applying systematic thinking



Sanitary – Hygiene Service, which is responsible for keeping the whole infrastructure clean following the regulations and norm of the standard and be involved in teaching students (in schools) how to keep and role of cleanliness of their own space.

*Food Service,*

Educational governance today increasingly needs to be understood as *digital educational governance*. The monitoring and management of educational systems, institutions and individuals is taking place through digital systems that are normally considered part of the backdrop to conventional policy instruments and techniques of government; technical systems that are brought into being and made operational by certain kinds of actors and organizations, and that are imbued with aims to shape the actions of human actors distributed across education systems and institutions.

In internal administration, the use of technologies has been recognized on a comprehensive scale. Educational administration is the process, by which methods, principles and procedures are put into practice within the educational institutions. It is vital for the individuals to carry out these functions in accordance to the goals and objectives. When the individuals are carrying out the governance and administrative functions, they need to ensure that they are able to achieve academic goals effectively. (Oyedemi, 2015). Today technologies in managing educational institutions can be used not only as a way of effective communication, but also correct time management, effective planning and decision making and objective measurement and monitoring tool.

Nowadays, in the era of timeless, effective and fast communication is one of the most important in management. People should have a free and fast access to necessary information. The communication processes between the individuals within the working environment is an easy and less time-consuming process. The individuals are able to access various forms of technology. In other words, connectivity is



**Resources:**

**Jeremy Weinstein, Steve Vasovski, pp 5-11; the PDCA Continuous Improvement Cycle Module 6.4**

Bluebird Holding Limited Integrated Management System; pp 12-16; 22-25; 44-48; 58-60; Version 01

Scott Eacott; A theory and Methodology for educational leadership, Management and Administration, pp 33-35; 67-70; 115

Harry Tomlinson; educational Leadership; pp 11-13; 17-19

<https://www.iso.org/standard/70636.html>



If  $X_1, X_2 \in F$ , then  $X_1 = X_2$  ( $P$ -a.s.) or  $X_1 \neq X_2$  ( $P$ -a.s.) mean that  $P(X_1 = X_2) = 0$  or  $P(X_1 \neq X_2) = 1$ .

Theorem (B) follows from Theorem (A) if we apply the latter to the process

Hence  $A_1^1 < 1$        $A_1^2 < 1$     and

$$\begin{aligned} A_1^1 < 1 \quad fX' ! g = fX' ! g \setminus fX &= X'g + fX \notin X'g \\ &= fX ! g \setminus fX = X'g + fX' ! g \setminus fX \notin X'g \end{aligned}$$

# Organizational Triggers in Relation to Service Employees Performance

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ABSTRACT







Out in respect to the larger business objectives\* This implies that each part of work is complete with intentionality and for the correct purpose\*

- KPIs foster personal growth

Not every product update or campaign will reach their targets\* But when you monitor performance against those targets, it creates an environment of learning\* With KPIs, teams are able to see exactly how they're engaging at any given moment\* When you track KPIs, especially once you go on a real-time KPI dashboard, you're able to ask what, why, how and when and whenever\* This makes it easy to learn from successes and failures as a daily activity\* Another reason why KPIs are important for private growth is off the concept of increase morale\* Allowing employees to observe their performance and respond within the moment implies that they are more likely to attain their goals and better understand a way to go on within the future\* This sense of continuous improvement allows people to realize much more than they may think, which is important for workplace satisfaction and continue personal growth\*

a vice a)out lowering our cholesterol, and sometimes we have to skip a child's football game because we are obligated to appreciate the staff and provide them consistently because they work late every day and so on\* This is how our environment interferes with our lives and we have to act against our will\*

Our environment has feedback as a trigger\* After all, our environment is constantly giving us new information that is important to our lives and changing our behavior\* But the similarities are here\* Our environment often leads to bad behavior and this is one against our will and against better judgment and without awareness, where a well-designed feedback loop leads to the desired behavior\* (change is taking place\*

\* Robert Cialdini is a famous author of the bestseller *Influence*, he is widely known for his breakthrough ideas in the field of influence and power research, widely regarded as the father of influence,, because of his years of scientific research on the psychology of influence\* (Cialdini describes six triggers as the main drivers to influence others 4 (Cialdini, 1990) reciprocity, scarcity, consistency and commitment, authority, liking, social proof\*

Authority is one of the scariest psychological triggers\* # here social evidence is based on popular power - i.e., people must like me,, - authority takes a principle step to use the power of particular individuals\* Authority is dangerous because it has power\* According to (ial ini, there is a tendency that the action may be repeated in response to simple symbols rather than its essence\* Research has shown that the most effective symbol can be automobiles and clothes\* In other words, people react not only to authority, but also to their appearance\*

Faking is another obvious trigger that is not at all

consideration of these thoughts or perceptions that prompt individuals to react\* Fouis an Sutton  
47HH79 argue that some type of spark or trigger is re/uire for people to maneuver from automatic  
mode to cognitively processing things at hand and making sense of it\* Such cognitive processing  
is more active than simply noticing something, which is done in automatic mode\* Accordingly,  
within the workplace, a particular event is re/uire to trigger employees to maneuver from the  
automated, day-to-day processing (scri)e )y Fouis a

## Customer Service

The KP% aime to+ar )oosting the performance of t



The second part of this study involves conducting quantitative research because it seeks to analyze how literature review and qualitative research relate to performance in use by organizational triggers in an organization\*

Qualitative research leads to the refining of the seven triggers, considering managers in target organization as primary users; following the main goal of the study, for each of the trigger the following hypothesis is tested in the qualitative re



As long as the /quantity # is compute , it is compare to a critical value from the # ilco. on signe rank test ta)le accor ing to the sample size an the significance level **65#** e test all the hypothesis for **6 = 75785**

; or the hypothesis testing in practical research 4for each of the el)orate triggers it is that trigger significantly influences the performance9 there +as use a survey +ith the /uantitative ata analysis\* %nvolvement of sample population +as M= employee\*

Sample pairs that +ere use in hypothesis are<

<b>Organizational</b>	<b>Performance</b>
<b>trigger</b>	

Based on the results we conclude that the null hypotheses in all cases is rejected, which means that all organizational triggers (G scarcity, consistency and commitment, social proof, need for autonomy, need for service announcement, increase in expenses and awards) influence the employee performance. In particular, all of the organizational triggers change employee performance significantly.

These findings scientifically prove that with organizational triggers managers can really manage service employees, performance. So a lot depends on them. By focusing on the development of

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