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RETHINKING THE PROFITABILITY MANAGEMENT OF RESTAURANT BUSINESSES THROUGH THE LENS OF AN INCLUSIVE APPROACH

The article is devoted to rethinking the theoretical foundations of profitability management in restaurant businesses through the lens of an inclusive approach. It is argued that current trends in the development of the restaurant industry, together with increasing requirements for accessibility, social responsibility, and customer orientation, necessitate the transformation of traditional approaches to profitability management, which have primarily focused on optimizing revenues and costs. The study substantiates that inclusiveness should be considered not only as a means of ensuring social justice or regulatory compliance but also as a strategic resource for generating competitive advantages and creating long-term economic value for restaurant establishments.

The study analyses scholarly approaches to the interpretation of the concepts of "profitability management", "inclusiveness", and "value creation" within the context of the development of contemporary restaurant brands. It is established that existing profitability management concepts insufficiently account for the impact of inclusive management practices on the financial performance of business entities. The findings demonstrate that integrating the principles of inclusiveness into the strategic management system contributes to expanding the customer base, enhancing customer satisfaction and loyalty, strengthening corporate reputation, creating sustainable competitive advantages, and, consequently, improving profitability.

The article proposes an original conceptual model for rethinking the profitability management of restaurant businesses based on integrating an inclusive approach with contemporary principles of strategic management and economic value creation. The proposed conceptual model, "Inclusive Profit Framework (IPF)", explains the mechanism through which inclusive managerial decisions are transformed into competitive advantages and financial performance by revealing the interrelationships among accessibility, service quality, customer experience, customer loyalty, reputational capital, and profitability.

It is substantiated that rethinking profitability management from the perspective of an inclusive approach enables a shift from the traditional model, primarily focused on cost optimization, towards a model aimed at creating long-term economic and social value. The practical significance of the proposed concept lies in its applicability as a methodological framework for restaurant businesses in developing strategies to enhance competitiveness, ensure sustainable development, and implement inclusive business models under contemporary socio-economic transformations.

Keywords: accessibility; customer orientation; economic value creation; competitive advantage; strategic profitability management; inclusive business model.