

development of the labor market and the role of soft skills in the work process were considered.

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USE OF MODERN TECHNOLOGIES IN ART MANAGEMENT

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Резюме – сейчас появляется все больше и больше организаций, заводов и компаний. Сегодня менеджмент является неотъемлемой частью построения эффективного бизнеса. С ростом рынков, с появлением новых направлений бизнеса, с высоким уровнем конкуренции появляется больше областей, которыми нужно управлять. В данной статье рассматривается такое направление менеджмента, как арт-менеджмент, определяются требования, которые должны предъявляться к специалистам в этой области.

Resume – now more and more organizations, factories and companies are appearing. Today management is an integral part of building an effective business. With the growth of markets, with the emergence of new lines of business, with a high level of competition, there are more areas that need to be managed. This article discusses such a direction of management as art management, defines the requirements that should be imposed on specialists in this field.

Introduction. There is a huge number of types of management (innovative, investment, financial management and so on). Managers of different categories perform different responsibilities, work in different companies and help people of different professions. The discipline of Arts Management combines the tools of business (such as management, marketing, planning) with the tools of audience- and community building (such as fundraising, development, education, volunteerism, etc.) to build bridges between art, artists and audiences. Many companies are currently hiring art managers. They make advertisements, promote the product, work with social networks, upload videos, photos, create post-

ers, hold events, decorate the premises for events, select artists and compose the program of the show, control the equipment (for example, sound or light) at the events. When working with artists or musicians, art management helps to make it known and recognizable, sells and creates advertisements for works, creates personal pages on the Internet and personal websites, helps organize exhibitions and concerts. An art manager should be well versed in art (art education is optional), be proficient in PR technologies and sales techniques (marketing education is desirable).

The main part. According to recent studies, about a quarter of the US population already works from home, at least occasionally. What's more, these numbers are rapidly on the rise. [1] Managers must master new applications for remote workforce management, make new plans and implement new technologies. Due to the pandemic, many concerts and the museum began to be held online. In order to show people art and preserve their health, museums, with the help of information technology and talented art managers, were able to transfer their paintings, sculptures and performances to the screens of each viewer. The sphere of culture and art is a very wide and diverse industry with huge potential for development, and therefore the field for innovation is truly immense. Recently, one can observe more and more initiatives of traditional players in the market of culture and art (for example, state museums, theaters) to change the content of the services they provide.

Art managers are transferring exhibitions and the museum to an online format, using modern technologies. The Cleveland Museum of Art installed a large screen. Several people could view the museum collection at the same time. More than 3,500 paintings could be viewed thanks to the maximum magnification. In order to become a specialist in this profession, art managers must have certain skills. The characteristic features of the profession of an art manager include a conscious focus on achieving results, psychological maturity and dynamism, the ability to work with information, generalize, and draw conclusions. Since art managers are responsible for overseeing the art aspect of a production, they should be able to lead a team, work well under pressure and think outside the box. Art managers must combine a love of beauty and developed organizational skills.[2]

An integral part of art management is a constant search and a non-standard approach to solving creative problems. In addition, the main environment for the activity of an art manager is a creative atmosphere and creative people. Thus, the art manager is required not only to be a manager or organizer, but also to be a creative person, to understand the genres of art. A good art manager should be able to think outside the box, not be afraid of difficulties, be active and modern.

Conclusion. As a result of the research it was found out that the art manager in the modern world is no longer the profession of the future. It is rather the profession of the unnoticed present. In developed countries, there are fewer and fewer industries whose representatives would eschew a creative approach to business or the production process. Managing such approaches requires skilled professionals who combine

the qualities of a manager and creativity. Therefore, a person who has mastered art management will not have to complain about the lack of demand.

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RECOMMENDATIONS FOR IMPROVING AIRLINE SERVICE

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Резюме – в данной статье рассматривается понятие сервиса, клиентского опыта, их роль в развитии стратегии авиакомпании и рекомендации по улучшению качества сервиса.

Resume – this article discusses the concept of service, customer experience, their role in the development of the airline's strategy and recommendations for improving the quality of service.

Introduction. In a market economy, the goal of any business is to increase profits. To achieve this goal, companies try to find ways to reduce costs, increase the number of goods and services provided, attract new customers, etc. However, when it comes to the airline industry, the key to success is to improve the quality.

Main part. In general, service can be described as a solution to a customer's problem before it manifests itself. The service includes all areas of business, not just those where there is a direct interaction with a client, any activity affects the quality of the service. Customer service exerts a multiplier effect: it multiplies results achieved by advertising, marketing, and sales [1]. At the heart of this effect is the phenomenon of word of mouth, when consumers create and strengthen positive reputation in the market with their favorable reviews. Thus, the function of the service is to create a desire among customers in order to continue cooperation with the company by forming positive associations. It means that the main focus of the company should be consumer satisfaction.

A conscious attitude to the quality of service as a competitive advantage of a company has become a global trend. 81.6 % of organizations agree that customer experience offers a competitive edge [2]. Despite the fact that customers' ideas about quality service are constantly changing, the basic requirements remain the same. Customers want courtesy, willingness to help, enthusiasm and professionalism from the company's employees. An example of a company that