

2. Targeted advertising. Targeting allows you to form a target audience based on social, geographical, age, gender and other factors. This, of course, makes its impact much more effective, because the advertiser gets the opportunity to appeal not to all users in general, but specifically to those people who are interested in the products or services being promoted. Such advertising on social networks costs much less than targeted advertising in the most popular search engines.

3. A group or community on a social network makes it possible to attract new customers for free: attracting subscribers, selecting news, creating advertising materials, and so on. A huge advantage of having your own community on a social network is that the advertiser gets the opportunity to maintain direct communication with their customers, find out their real opinions about their product or service, and adjust their work based on the data received. Bonuses and gifts for repost turn subscribers into carriers of your advertising.

**Conclusion.** Every entrepreneur can promote their product independently: advertising on social networks can become very effective. It is necessary to take into account some important points: determine the target audience; conduct an audit and a competent and detailed analysis of the interests, priorities and behavior of potential customers; create communities and groups on social networks; analyse traffic, track the effectiveness of advertising and create suitable content.

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#### STRESS AND NEW WAYS TO COPE WITH STRESSFUL SITUATIONS IN THE COMPANY

*А. А. Касперович, студент группы 10508119 ФММП БНТУ,  
научный руководитель – старший преподаватель М. В. Храмова*

*Резюме – бизнес и работа способны доставить как массу положительных эмоций, так и стать причиной тревог и разочарований. Стресс – это нормальная реакция организма на нестандартную ситуацию, когда нужно активизировать и мобилизовать различные системы организма, однако его уровень требует вдумчивого регулирования. Управление стрессом – важная задача менеджера.*

*Resume – business and work can deliver both a lot of positive emotions and cause anxiety and disappointment. Stress is a normal reaction of the body to a non-standard situation when it is necessary to activate and mobilize various body systems. Still the vital task of an efficient manager is stress management.*

**Introduction.** First, you need to understand what stress is. Stress is a reaction of the human body that occurs in response to the action of an irritant, which is out of control. When a person is constantly exposed to stressful situations, his body intensively wastes its strength and energy. This leads to rapid exhaustion and burnout, low productivity and low morale in the team.

**Main part.** When a leader is interested in his employees, in his team, he notices changes in behavior that indicate that subordinates are under stress. At work, the employee must be mobilized, otherwise he or she will not be able to concentrate and effectively perform his tasks. But this level of mobilization should not go off scale and develop into stress. The task of the leader is to manage this state. The ability to manage the state of the team and control stress is one of the most important competencies of a leader. It is important to deal with stress regularly within the company. When it is important for a manager that the team is efficient, he will be interested in having employees fit and sound every day. Significant reduction in high stress level requires team leader to create a balanced schedule, not to overload employees, encourage them to take regular breaks from work. Nevertheless, there are some tips which enable the managers themselves to handle daily challenges, namely:

- make a detailed list of tasks that you have to resolve in the descending order of their importance;
- focus on the highest priorities first. If you need to do something not particularly pleasant, do it first. And devote the rest of the day to more pleasant activities and responsibilities;
- split large projects into parts;
- delegate responsibility. You don't have to do everything. If there are people in your company who can handle one of your tasks, why not let them handle that task? Let go of the desire to independently perform and control all, even the most insignificant tasks. And you will reduce your stress levels;
- be friendly with colleagues and subordinates;
- improve your communication skills – learn to speak so that you are understood exactly the way you want.

There are also unusual ways to cope with stress:

1. Transfer everything to paper. If all the unpleasant things are already behind you, and you are still under the control of negative emotions, try to write a factual account of the event – you will wake up the rational person in yourself and distract yourself from the negative.

2. Look at the situation from the outside. If you recall unpleasant events in your memory and try to imagine yourself as an observer, and not the main character, there will be less grief. Be a spectator, not an actor, and you will shed the burden of negative emotions and take a sober look at things.

Stress is constantly present in the life of a modern manager, so there is a danger that it will become familiar and invisible. Many people forget what it is like when the nervous system is in balance. Increased anxiety and stress at work causes physiological reactions, emotional stress, obsessive thoughts appear, pan-

ic attacks, breathing becomes shallow, muscles are pinched. Stress resistance is one of the basic mental skills that allows us to adequately respond to stressful situations. Resilience is an important factor for a leader. The manager is constantly in contact with people, extinguishes local and personal fires within the company. The leader needs to increase not only his own stress resistance, but also employees'. Without stress resistance, you can spoil your career with harsh statements and actions, as well as bring yourself to a nervous breakdown or other disorder. The main rule of stress tolerance is to close the stress response cycle and work with the physical and emotional state.

**Conclusion.** Work stress can be used to your advantage. There are people who react negatively to stress and they start to panic. Those who respond positively to stress find a resource in it, activate the energy reserves and resources of their body. As a result, in a short period of time, they show the best dynamics of work and the best result. The main thing is to see new opportunities and, thus, get a new qualification or move up the career ladder. Stress is a situation where you can find new opportunities. Prosperous mental and psychological well-being affects the realization of potential, the ability to cope with normal workloads, work productively and contribute to society. But keep balance.

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#### DIGITAL OPTIMIZATION OF BUSINESS PROCESSES

*М. А. Козак, студент группы 10502119 ФММП БНТУ,  
научный руководитель – старший преподаватель Г. В. Прибыльская*

*Резюме – цифровая трансформация бизнеса осуществляется для создания обновленных, устойчивых бизнес-моделей компаний, способных эффективно работать в условиях современной цифровой экономики и адаптироваться к их изменениям. В данной статье рассматривается определение цифровой трансформации, а также ее основные направления.*

*Resume – digital business transformation is carried out to create updated, sustainable business models of companies that are able to operate effectively in the modern digital economy and adapt to their changes. This article discusses the definition of digital transformation, as well as its main directions.*