ers, containing all the functions of an office system. You can set up paid and free numbers, voice menus so that callers get to the right department, call forwarding or call to multiple devices so that you never miss a single important call from your customers. It is possible to leave greetings for customers by recording an audio recording or entering a text message that is converted to speech. This can help direct clients to the right department for them.

Conclusion. Microsoft Teams helps you solve many of the problems that you, your company, or an individual department have. Microsoft Teams makes it much easier to work with clients, business partners at a distance and at a convenient time, helps to effectively plan and organize online conferences.

<div align="center">LITERATURE</div>

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INTRODUCTION OF VIRTUAL REALITY IN MARKETING

К. А. Мрочек студентка группы 10508120 ФММП БНТУ,
научный руководитель – старший преподаватель Г. В. Прибыльская

Резюме – в данной статье отражается тенденция использования VR и AR-контента в области продвижения продукта или услуги на рынке. Выделяются преимущества и недостатки этих технологий, приводится ценность технологии как для компаний, так и для покупателей.

Resume – this article reflects the trend of using VR and AR-content in the field of promoting a product or service on the market. The advantages and disadvantages of these technologies are highlighted, the value of the technology for both companies and buyers is given.

Introduction. The events of recent years have forced businesses to look for ways to switch to online mode. And if companies that specialized in contacting customers through websites or applications felt great, companies whose activities depended on live communication with customers had to adapt and quickly. This gave a great impetus to the introduction of virtual reality (VR) and augmented reality (AR) into various business processes. To begin with, the concepts of AR and VR are different from each other. Augmented reality means adding graphic ele-

ments to a real-life world. While virtual reality completely immerses the viewer in a computerized world. The origins of these technologies are taken from the 1970s and are mainly associated with the world of computer games. It was only after a couple of decades that marketers saw the potential of these technologies, and they have become widespread in the field of advertising and presentation of the object in the last 7 years. How can they be applied in marketing?

The main part. In the modern world, where everyone has a mobile phone with an open Internet connection, augmented reality applications have become particularly widespread [1]. Applications for fitting clothes, accessories, hairstyles, makeup, etc. are very popular now. The essence is simple: point the camera at yourself and select an item from the catalog. Such an interactive fitting allows customers to choose the most suitable thing for their style and taste.

IKEA has impressively modified this technology to suit its needs [2]. The company offers to download an application that will place a piece of furniture selected from the catalog in a scanned room. The application not only allows you to see if the selected object fits the interior, but also determines whether it fits in the space allocated for it. IKEA did not limit itself to one application and created another one, the purpose of which was to display the assembly process of the purchased goods. The company notes that these steps simplify the life of customers, speed up the decision-making process on the purchase of a product and reduce the burden on the technical support department.

Some companies have decided to abandon applications altogether and have transformed AR content into some kind of street advertising. For example, Timberland installed a monitor on the window in front of its store, which literally tries on clothes from the new collection on people passing by the window, which contributed to the growth of sales of this collection [2].

It is worth focusing on the technical components necessary for the demonstration of VR content. For the illusion of transferring a person into virtual reality, you should use special VR glasses. This technology is very expensive, but as the demand for it increases, due to its widespread use in the entertainment sector, its cost began to decrease. However, this has not yet led to the fact that anyone can purchase it, so companies prefer local product demonstrations through virtual reality. For example, Merrell did this by placing an interactive scene in one of the shopping centers, which transported the viewer to extreme mountain conditions. Other companies decided to bypass this attribute and immerse the viewer in virtual reality only through video. Many examples of such content can be found in the Internet space. This undoubtedly increased the reach of the audience, but there was also less interactive interaction.

Conclusion. Thus, AR and VR have come a long way from a tool for computer games to a powerful competitive marketing attribute. Therefore, the areas and ways of using augmented and virtual reality in marketing will expand every year, and their cost will decrease. Thanks to such technologies, young creative specialists will be able to revive their craziest ideas, which will excite social

networks every time. And while people will demand bread and circuses, crave new sensations that are not available in real life, AR and VR will live and thrive, opening up new horizons.

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MOTIVATION OF EMPLOYEES AT THE ENTERPRISE

Н. В. Оселедец, студент группы 10502121 ФММП БНТУ,
Научный руководитель – преподаватель Е. О. Миронова

Резюме – в данной статье рассматривается процесс мотивации, который является одним из важнейших факторов, влияющих на эффективность работы предприятия. Кроме этого, были рассмотрены материальные и нематериальные методы мотивации, что позволяет сделать вывод, что использование различных методов мотивации оказывает влияние не только на повышение производительности сотрудников организации, но и на увеличение эффективности деятельности организации в целом.

Resume – this article considers the process of motivation, which stays one of the most important factors affecting the efficiency of the enterprise. In addition, material and non-material methods of motivation were considered, what allows to conclude, that the use of various methods of motivation has an impact not only on increasing the productivity of employees of the organization, but also on increasing the efficiency of the organization as a whole.

Introduction. In the modern world, the process of personnel management in an enterprise is the main function of managers. According to scientists, one of the most important and needed factors for the effectiveness of personnel management in an organization is its stimulation and motivation.

The main part. Motivation is a drive to action. This process allows to manage the behavior of employees, direct them and organize. It also determines the activity of people, directing them to achieve the goals of the company. It al-