

ciated with success, health and used for relaxation; black is safe, strong, authoritative, with its help achieve a sense of mystery and sophistication; white is considered the color of purity, clarity, it is used to combine several different colors and minimalist designs; purple is the color of respect and freedom, used to emphasize the creativity and uniqueness of the product [2].

Choosing the right colors, companies can stand out among competitors, tell about the brand philosophy and attract potential customers at first glance [3].

Conclusion. No color has a permanent connection to specific emotions. All those feelings that color evokes in a person are personal, related to personal experience, level of education, mood, religious affiliation. To build a successful brand it is necessary to use the psychology of color, taking into account national peculiarities of color perception, observing the rules when choosing colors of goods, logos, etc.

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THE IMPACT OF NEW TECHNOLOGIES ON THE BUSINESS TRAVEL MARKET

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Резюме – в данной статье рассматриваются изменения на рынке бизнес-путешествий, происходящие благодаря стремительному развитию технологий, а также причины, по которым данные изменения произошли.

Resume – this article discusses the changes in the business travel market that occur due to the rapid development of technologies, as well as the reasons why these changes have occurred.

Introduction. The emergence of new technologies has opened for many companies an opportunity to increase the efficiency of business. One of the main reasons for the changes in business travel market was the COVID-19 pandemic. Many travel companies had to adapt to the new reality, and, consequently, employ new technologies in their business.

Main part. As mentioned earlier, the Covid-19 pandemic has greatly affected the use of up-to-date technologies in the business travel market. One of such innovations is contactless technologies, where identity, reservations and booking are confirmed by biometric data. This kind of technology is employed to recognize faces [1], to book the room at the hotel, to purchase boarding tickets, to track luggage, etc. Artificial intelligence significantly speeds up the processes of checking in for a flight, buying tickets and choosing the right hotel. It is certainly a big advantage for business traveler. Artificial intelligence is the key that opens the way to creating a personalized experience that travelers want. Advanced AI-based technologies allow companies to become proactive thanks to forecasting capabilities. The author means a system of recommendations, for example, buying a ticket, ordering a hotel or sending to a specific destination, arriving at the most appropriate time [2]. Another innovation in the field of business travel can be called digitalization of payments. Previously, companies had to cooperate with offline travel agencies that dealt with paper invoices and faxing. Now companies can organize and pay for their trip absolutely independently by linking their corporate card. If we talk about saving time, then one of the most significant achievements in this regard can be considered the possibility of booking an inspection. The opportunity not to stand in long queues at the airport is definitely a dream of many travelers. In this regard, the author can quote Dave Thomson, director of product and design at Skyscanner. He said that in order for people to avoid big crowds at the airports, seat reservations for security screening and control must be introduced by airport management [3].

The process of organizing business trips used to have a number of features, and therefore was long and tedious. The main feature of this was the inability to get a wide range of options, since the entire organizational process was conducted through travel agencies that were connected to specific search engines for booking flights and hotels. As a result, the circle of choice was greatly narrowed, and the most successful options were often not noticed. Nowadays, the choice of options has increased significantly, primarily due to the emergence of numerous online booking systems and various information platforms. All this has opened up great opportunities to save time and money for the company.

Conclusion. For a long time, the business travel industry has lagged behind the private travel segment in its development. However, today, thanks to the development of new technologies and their introduction to business travel, corpo-

rate trips are in no way inferior to private trips. And the transition to mobile and contactless technologies may soon lead to the fact that the business travel sector will move to a completely new level.

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THE ROLE OF ADVERTISING IN PEOPLE'S LIVES. COMPARISON OF BELARUSIAN AND FOREIGN ADVERTISING

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Резюме – в данной статье рассмотрено отношение людей к рекламе: восприятие рекламы в современном мире. Не выезжая из страны, мы можем увидеть примеры продвижения товаров в других странах. На основе этого в этой статье сравнивается подача рекламы в Республике Беларусь и в зарубежных странах.

Resume – this article deals with the attitude of people to advertising: the perception of advertising in the modern world. Without leaving the country, we can see examples of product promotion in other countries. Based on this, this article compares the presentation of advertising in the Republic of Belarus and in foreign countries.

Introduction. Walking down the street, we are surrounded everywhere by some inscriptions, billboards, signs, which are advertising. We can hardly notice it anymore. Most likely, we will pay attention to the place where there is no advertising because it will seem empty to us, but it is not so easy to find such places. However, once upon a time people did not even know such a word like advertising. We associate the words sale or trade with advertising, which were created quite a long time ago [1].

Main part. In the last few years, there has been a huge change in the roles and functions of advertising in Belarus. In the modern economic culture of Belarus, it is becoming increasingly important. The country is experiencing a kind of advertising boom. People are just beginning to clearly understand about worth-