

2. VC.RU [Electronic resource]. – Mode of access: <https://vc.ru/u/761018-umbrella-group/341876-biznes-trendy-2022-prognoz-trendy-budushchego-i-novye-modeli-vedeniya-biznesa>. – Date of access: 12.04.2023.

3. Vetrov and partners [Electronic resource]. – Mode of access: <https://vitvet.com/articles/trendy-biznesana-2023/>. – Date of access: 16.04.2022.

УДК 331.421

WAYS TO IMPROVE EMPLOYEES' WORK

*М. Н. Тюминкина, А. Ю. Кошель, студенты группы 10508121 ФММП БНТУ,
научный руководитель – канд. пед. наук А. И. Сорокина*

Резюме – в современном мире большинство компаний уделяют особое внимание не только качеству и результату работы сотрудников, но и условиям, в которых они находятся каждый день. В данной статье описываются различные пути улучшения условий работы сотрудников.

Resume – in the modern world, most companies pay special attention not only to the quality and result of the work of employees, but also to the conditions in which they find themselves every day. This article describes various ways to improve the working conditions of employees.

Introduction. Involvement and loyalty of employees to their work is a direct way to the success of any company.

That is why it is very important for companies to be able to interest their employees with the help of such factors as: the possibility of professional growth, self-improvement, merited salary and providing good working conditions.

There is no doubt that the way of providing good working conditions for employees is one of the most important factors for successful productive work. Unfortunately, many companies neglect this factor and this is a real problem.

Main part.

There is no secret that one of the most important elements of employee motivation is the comfort and convenience of office space. Statistics show that more than 90 % of workers worldwide report a direct link between workplace comfort and the quality and efficiency of their work. Moreover, 7 out of 10 people are dissatisfied with their current workplaces. In this case, a rather important question arises: "How to create comfortable working conditions for employees?" [1].

After a long analysis of the information provided on the Internet, we can identify 3 main ways to improve the company's environment:

1) recreation areas, that allows employees to get rid of stress and gain strength to solve new complex tasks;

2) special events, which allow employees to provide emotional comfort and create close ties between employees and warm atmosphere in a team;

3) teleworking, especially for people who need to spend time home looking after their children or for the elderly.

Many employees prefer to choose distant work and this is not only due to the pandemic situation. First of all, distant work is convenient, safe and simple. No need to spend money on public transport or car gasoline to drive to the other end of the city where the company is located. Employees can also forget about the dress-code that some companies require from them. An employee just needs to open his laptop and start doing the necessary work.

After analyzing many companies, we can identify those that have most successfully created comfortable conditions for their employees.

First of all, it's Google that has more than 70 offices in 50 countries, and the corporate culture of the company creates all conditions not only for comfortable work, but also for leisure. They suggest their employees lounge areas, free meals, free equipment for work (personal computers and telephones), areas for sports. The Google office in Mountain View contains one interesting innovation - sleep pods, where employees can enjoy quality sleep [2].

The next company is Xiaomi. The working day of Xiaomi employees can begin at completely different time, as work is carried out with countries around the world. The Xiaomi office is a great example of an open space hot-desking workplace, but there are also closed areas. Moreover, there are recreation areas and a huge gym, where you can devote your time to your health [1].

Another one is Amazon. One of the most impressive office buildings on the planet is the Amazon campus lounge. Three huge spheres opened there in 2018, inside of which a real tropical forest blossomed. There are amazing spheres of imagination, action, comfort and relaxation [2].

And the last one is Belarusian company Wargaming (now Lesta Games). At the entrance to the office, employees are immediately dip in the atmosphere of their favorite games thanks to numerous attributes and 3-D models of tanks and airplanes. They can also have lunch and talk to each other in the spacious kitchen, as well as spend their free time in the recreation room with a huge TV with a game console and even a poker table [3].

Despite all the positive aspects, there are disadvantages of recreation areas: 1) some employees may overuse leisure opportunities and lose their productivity; 2) entertainment areas in small companies can border on workplaces and distract those employees who are in the working process.

Conclusion. As Carlos Castaneda once said: "If you don't like what you get, change what you give". This means that it is important for companies to take care not only of their customers, but also of their employees, since they are the ones who do most of the work and bring success to the company.

REFERENCES

1. Looking at Xiaomi's headquarters in China [Electronic resource]. – Mode of access: <https://chudo.tech/2019/11/05/xiaomi-hq-china/> – Date of access: 11.04.2023.
2. Amazon office in Seattle [Electronic resource]. – Mode of access: <https://vladimirmerkushev.medium.com> – Date of access: 12.04.2023.

3. Visiting Wargaming in Minsk [Electronic resource]. – Mode of access: <https://nedvijdom.ru> – Date of access: 15.04.2023.

УДК 339.138

APPLICATION OF NEUROMARKETING IN MANAGEMENT

*А. П. Хацкевич, Н. С. Метелица, студенты группы 10503320 БНТУ,
научный руководитель – канд. пед. наук Л. В. Соловьева*

Резюме – в данной статье рассматривается применение нейромаркетинга в менеджменте.

Resume – this article looks at the application of neuromarketing in management.

Introduction. Neuromarketing is a kind of smart marketing based on the study of consumer psychology, and its aim may be to achieve high results in management at the lowest possible cost. At present, research based on the study of the human brain is widely used in marketing, but it can also be applied to management. Roger Dooley in his book "Neuromarketing. How to influence the subconscious mind of the consumer" explores the main areas of neuromarketing and gives advice on how to apply them to senior and middle managers when dealing with customers and employees.

Main part. Neuromarketing uses techniques from neurophysiology, psychology and behavioral economics to analyze consumers' reactions to different marketing strategies and help companies create more effective campaigns. For example, neuromarketing can be used to determine how to change product packaging to make it more appealing to consumers, or how to change pricing policies to increase sales.

Over the many years of evolution, various experiments in the psychology of consumer understanding have been conducted. Thanks to the development of modern medicine there are unlimited possibilities in the study of the human brain by imaging brain processes and functional magnetic resonance imaging (fMRI) we can observe consumer reactions to a particular offer, price or one that carries a certain value. Employees' reactions to various subtleties in a company that cannot be seen by the naked eye can be observed. Various conclusions about consumer behavior can be drawn from the studies conducted, and the masses can be influenced unknowingly.

Below we give examples of the application of neuromarketing in management and marketing:

1. Analysis of customer emotions. Determining what emotions advertising messages, products and services evoke in potential customers can help companies create more effective and attractive offers.

2. Testing products and services. Neuromarketing research allows the assessment of potential customers' reactions to new products and services, which helps companies know how successfully they can compete in the market.