

Main part. Using the example of “Dana Holdings”, the author wants to show how the Belarusian economy copes with sanctions and their consequences. Dana Holdings is a Belarusian group of construction companies owned and founded by Serbian businessmen Caricci. This company is implementing a number of major development projects in Minsk. The holding includes six companies, three of which are located in the same building and they are “Belinte-Roba” (since 2020 “Dubai Water Front” LLC), “Dana Astra” and “Zomex Investment” (since 2020 “Emirates Blue Sky” LLC) [2].

Since December 2020, the company has been sanctioned for the support of the regime of our president. This also has happened because the president's family maintains relations with the Caricci family, and one of president's relatives works for this company. Further, more and more countries joined the sanctions against Dana Holdings (from December 2020 – Great Britain, from March 2021 – Switzerland, from March 2022 – Japan and from October 2022 – Ukraine) [2].

Dana Holdings can no longer take loans from European banks, cooperate with European companies even through an intermediary. How has the economic activity of Dana Holdings changed? The company's executives said that the sanctions would not stop the activities of the Holdings. Money coming from Europe now comes from Asia or Arab countries. Supplies of building materials, that were imported from Europe, are made with the help of friendly companies [3].

Conclusion. Summing up, we can notice that being under the sanctions, Belarusian companies continue to work and find new ways to solve problems.

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GAMIFICATION IN BUSINESS

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Резюме – в данной статье рассматривается понятие геймификации, преимущества и недостатки ее внедрения в бизнес-процессы.

Resume – this article discusses the concept of gamification; advantages and disadvantages of its implementation in business processes.

Introduction. We live in a time when Generation Y (people born nearly after 1980) makes up the majority of the working population. It is important to understand that the motivation of these people differs from the motivation of the representatives of past generations. Modern employees and customers have computers since childhood, many of them are accustomed to digital technologies and "fast" information, and it has an impact on their psychological characteristics. Generation Y, unlike the previous generation X, do not live for the sake of work. If they don't like something, they easily give up what they started. You need to constantly maintain their interest. This is the purpose of gamification.

Main part. Gamification is gaming techniques transferred to business. The main elements of gamification are levels, rewards, achievements, special player statuses, virtual money or points and leaderboards (rating tables). It can take a form of a game, test, survey, quiz, raffle, interaction in Instagram stories and posts or gamification through chatbots in messengers.

The global gamification market size was estimated at USD 13.44 billion in 2022 and it is expected to reach around USD 96.8 billion by 2030 [1]. Technology will become one of the elements of the development strategy of many companies from different fields. So, according to a survey by Boston Retail Partners, almost 87 % of retailers plan to use game mechanics in business processes [2].

The corporate sector demonstrates a huge demand for gaming technologies. According to a Talent LMS study, employees say gamification makes them feel more productive (89 %) and happier (88 %) at work [3].

Gamification can be implemented in almost all spheres of human activity, but it is most widely used in the economy and business processes. There are two main directions for implementing gamification in business:

1. Internal. Gamification is considered a useful tool in company management. New employees often have to memorize huge amounts of theoretical material. This approach leads to the fact that the information is hard to remember and difficult to apply in practice. To avoid such problems companies actively implement game mechanics at the onboarding stage, making process of learning easier. Gamification in a corporate environment is used not only for training, but also for involving employees in work processes. Game technologies and competitive elements help to increase motivation and maintain interest in routine tasks. There is another advantage – in the game you can always start again. Business gamification brings this feeling to work, so even perfectionists will find it easy to take on complex tasks and bring them to the end.

2. External. In marketing gamification helps to attract new customers, increase sales and brand awareness. Firstly, advertising campaigns with game elements are always eye-catching. Secondly, the ad arouses interest among customers, so they share it with friends and write reviews. The word-of-mouth effect helps to popularize the product and increase the desire to purchase it.

Also gamification increases customer engagement by making them to spend more time with the company. It can be a quiz or a mini-game on the site to get a discount. Such activity entertains, provides social approval from other participants and a sense of community with them, gives the joy of victory. In addition, it also allows companies to collect information about customers for further analysis and use. To sum up, the more time people spend on the site and the more positive emotions they receive, the higher their loyalty to the brand.

There are some disadvantages connected with the implementation of gamification in business: it is difficult and expensive. It is almost impossible to implement this technique without specialists. There is a need for professional help in finding a concept and for money on the development and implementation of gaming technologies. But if you find experienced specialists and correctly formulate the task, then the investment will pay off.

Conclusion. Gamification is a modern technique, which can be beneficial for business founders, employees and ordinary people. Gamification simplifies learning processes, increases productivity and makes routine tasks more interesting. Proper use of this tool allows businesses to increase employee engagement, customer loyalty and brand awareness. Summing up, it can be said, that in the economy of the nearest future gamification will take a stable position and most companies will implement at least the simplest elements of this concept.

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ACTIONS AIMED TO IMPROVE THE IMAGE OF A COMPANY

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Резюме – один из ключевых факторов успеха любой организации заключается в ее облике или же имидже. Поскольку имидж организации – это то, что люди видят и чувствуют по отношению к ней, это играет важную роль в принятии решения о том, с кем работать и какие продукты или услуги выбирать.