Well, in general, there are two types of remuneration:

1) internal - occurs during the very process of work through a sense of the importance of their work. This remuneration includes various types of incentives, such as recognition of the merits of employees, the opportunity for professional growth, flexible working hours, corporate events, etc. Such motivation methods allow employees to feel valuable and meaningful to the company, which helps to increase satisfaction and loyalty to the employer.

2) external - salary, promotion, symbols of official status and prestige. Monetary remuneration is one of the most effective methods of motivating employees, as it provides a direct link between work results and wages. However, this method may not always be flexible enough, as it increases the company's costs and may lead to employees neglecting the quality of work in favor of quantity, as I wrote earlier

Staff motivation is an important aspect of personnel management, which requires constant attention and analysis from the company's management. Various methods of motivation, such as tangible and intangible incentives, creating a favorable working atmosphere, participating in decision-making, feedback, training and development, corporate culture, setting realistic goals and a healthy working atmosphere, can be used to increase productivity, employee satisfaction and, as a result, increase company profits.

Литература

1. Leadership and team management: a textbook / comp. Fadeeva V.N.; Tomsk Polytechnic University. – Tomsk: Publishing House of Tomsk Polytechnic University, 2014. – 188 p.

2. The image of the manager: studies. the manual / O.M. Volodko. – Minsk : Amalfea, 2008. – 312 p.

3. Workshop on the psychology of team building : studies. handbook / V. L. Sitnikov, A.V. Komarova, T. V. Slotina. – St. Petersburg : St. Petersburg State University of Railways, 2011. – 217 p.

THE CONCEPT OF IMAGE

Навицкая Е.В.
Научный руководитель: преподаватель Бондарчук Д.И.
Белорусский национальный технический университет

An image is a purposefully or spontaneously formed impression, representation of a person, of an object or phenomenon designed to have an emotional and

psychological impact on others. The essence of an image is that it is an important communication tool and affects relationships with others. Image includes aspects such as appearance, style, behavior, communication, reputation and other factors that form the overall perception of an object. Creating and maintaining a positive image is an important element of successful business in the modern world, as it helps to attract customers, partners, investors and public recognition. The image in society plays an important role, determining both the perception of a person by society and his own view of himself. Without an appropriate image, it is impossible to become part of a certain social group, get a high position, achieve certain communication goals.

The concept of "image" has been moulded and improved over many centuries. Even before using the term "image" itself, many sought to present themselves to the masses as others would like them to be. The idea of "image" arose in the twentieth century in the field of entrepreneurship as a means of psychological impact that could be perfomed on the consumer. The term "image" was originally used in commercial advertising to differentiate goods and commodities and had a rather narrow meaning. The concept of "image" entered the active lexicon from the journalistic practice of the 1960s, where it was used to pay heed to the stage image of popular musicians. Later, the image became an element of the theory and practice of PR, firmly embedded in political and public life. The first works in the 70s considered the image on the example of the United States as a means of manipulating mass consciousness. Since that time, the concept has been transformed and studied by modern sciences: cultural studies, psychology, sociology, management, philosophy, etc. In the 80s a new science appeared – imageology, the science of image, its role and ways of its formation. Since the 90s, the image has become the subject of increased public attention in connection with the new socio-economic conditions of society.

There are different types of image that can be applied to different objects. The first type of image is personal. This is an image that is formed around a person's personality, appearance, clothing style, demeanor, communication, everything that others think about him and other aspects. The next type of image is a subject image: an image applied to objects such as goods, trademarks, periodicals, products, services. This is an image that is associated with a specific product or service, including its quality, design, packaging, price and other characteristics. Another type of image is corporate: the image of a company, organization, including its prestige, reputation, stability, values, culture, products or services. There is also a professional image, that is, the image of a representative of a particular profession. This image includes professional knowledge, skills and experience, as well as specific personal qualities necessary to achieve high skill within the chosen profession. There is also a national image. It implies the image of a representative of a particular nationality, the image of the country, the perception by

the foreign public of the national characteristics of the population, the level of economic development, political system, culture, natural features, etc. Each of these types of image requires special attention to detail and management in order to achieve desired goals and create a positive perception among the target audience.

The process of creating and managing an image is called imagemaking. Imagemaking allows you to distinguish an object among many similar ones, forming a certain attitude towards it in people, so it is a special effort to show a person or object in the eyes of others from the best side. The main task of imagemaking is to create a memorable and unique image of the object in the eyes of the public. It involves the use of various technologies, manipulations, and promotion methods that are used to form the desired image. In addition to the real facts about a person or object, an image is created on the basis of PR, advertising and marketing campaigns, public speaking and events, communication with clients and partners, use of social media, fictional facts about a person, aimed at creating an artificial image. There are 2 ways to create an image: spontaneous and purposeful. Spontaneous involves a process without external interference or pressure. Purposeful involves conscious work on oneself.

A personal image is an image that can reflect personal qualities, interests, values, and lifestyle. Creating and maintaining a personal image plays an important role in professional and personal life, as it can influence the perception of others and the achievement of goals. Important aspects of a person's image include: appearance (grooming, appropriate makeup, hairstyle and clothes), facial expressions and gaze (the facial expression conveys the inner world of a person, so it is important that it corresponds to the desired image), kinetic image (posture, gestures, gait), verbal image (it is important how a person speaks, so the image is influenced not only by speech literacy and vocabulary, but also by timbre, pitch of voice and intonation), psychological aspects (the most important components of an image are the inner world, behavior, worldview, principles and beliefs), the background image (information that can be obtained about a person from various sources such as social networks, mass media), the material image (things surrounding a person, like a car or the interior of an apartment, should emphasize the image being created).

Usually, the concept of image is understood as a positive image, that is, a set of positive characteristics that are intentionally attributed to a person, object or phenomenon. A positive image is one of the most important factors ensuring the successful operation of an enterprise. Creating a positive image requires special attention to detail and a strategic approach. There are many factors influencing the formation of a positive image. The main ones are: the financial situation of the organization, the history of the organization, its traditions and reputation, the personality of the leader, publicity, taking care of the staff, social responsibility

to society, organization management, corporate identity, the ethics of activities and relationships and many others. It takes some effort to create a positive image. Professionalism and quality of products or services, honesty and transparency in customer relations, compliance with the values and expectations of the target audience, active participation in public life and social responsibility are important.

An image is a formed impression aimed at popularizing someone, less often something. It includes not only the appearance, but also the psychological and behavioral manifestations of a person. The formation and maintenance of a positive image requires constant attention and efforts on the part of the company or individual, but can significantly enhance their reputation and success in the market. A well-thought-out image will attract the target audience. With its help, you can create a positive impression of a person or object and use it for the necessary purposes. This can be a political or administrative activity, the creation of a personal brand, the promotion of ideas and any other activity. Image formation is a long process that requires patience, constant attention and a professional approach.

Литература

1. Image and Narrative [Electronic resource]. – Mode of access: https://www.imageandnarrative.be/inarchive/issue08/dirkvandenbergh.htm. – Date of access: 30.03.2024.

2. When images matter more than reality [Electronic resource]. – Mode of access: https://www.freedomlab.com/posts/when-images-matter-more-than-reality. – Date of access: 28.03.2024.

CREATIVE MANAGEMENT: ITS DEFINITION AND MAIN IMPLEMENTS

Рогова А.А.
Научный руководитель: преподаватель Бондарчук Д.И.
Белорусский национальный технический университет

It is no secret that we live in an era where the digital economy, robotization of business intelligence, informatization and knowledge have led to a high rate of change in many professional processes, such as management.

In today's increasingly competitive world, creativity and innovation play an important role in the success of any organization. Creative management is becoming an integral part of the development strategy of companies, allowing not only to stand out in the market, but also to effectively solve complex problems. The