

7) Time management should apply the law of compulsory efficiency, and it states that there is never enough time to do all tasks, but there is always enough time for what is important. So, you have to decide what will bring you the best benefit and result. The law of forced efficiency works as follows:

a) Urgent and important tasks come first, because if you don't want to fail, they must be completed as soon as possible.

b) Important but not urgent tasks. You can forget about them for a while, but they can greatly influence on something in the future. If such tasks are constantly postponed, they will be transferred to the first group, so you need to determine by what time they need to be completed.

c) Urgent but unimportant tasks affect your success. Doing these tasks will not help you to achieve desired results and they may affect your productivity in a negative way. These tasks should be entrusted to someone else or reduce their number, because they take up most of the time.

d) Non-urgent and unimportant things. They do not affect your efficiency if they are not performed. Remove them from your to-do list.

1) Imagine that from the very beginning of the day, you need to eat a living frog, and your consolation would be that this is the worst thing happened this day. You can compare the "frog" with the most unpleasant and necessary task that needs to be done today. When you try to leave it for later, it will give an additional emotional stress. It is necessary to work without much thought and delay - just do it.

2) The most important word in time management is the word "NO". It is necessary to learn how to refuse and say no to tasks that will not bring you any benefit.

3) Try to observe what you do in your free time. Make a list of useless activities, for example, playing computer games or surfing the social networks. Add to the list such things that are useless and do not lead to a goal.

Conclusion. Thereby, those who want to be successful, you need to learn how to organize your day correctly, using the time management rules. And then there will be time not only for work, but also for effectively organized leisure time.

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PSYCHOLOGY OF ADVERTISING

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Resume – The article contains methods of psychological impact of advertising on a person. There are examples of various ways, used by modern marketers to provide product sales.

Резюме – Статья содержит способы психологического воздействия рекламы на человека. Приводятся примеры различных способов и уловок, используемых современными маркетологами для обеспечения эффективного сбыта продаваемой продукции.

Introduction. Nowadays advertising plays a significant role in every person's life. It directly affects the image and lifestyle, touches the views and attitudes to yourself and to the environment. Advertising shows us a certain behavior in a given situation. Today scientific and technological progress is not static and is developing quite quickly. And, unfortunately, the modern generation becomes slave to this progress, and advertising skillfully uses it.

Main part. Advertising is a type of activity that combines art and science, which are based on psychology, mathematics, statistics, logic and sociology. As an independent science, the psychology of advertising appeared over a hundred years ago. The founder of this science is the psychologist Walter Dill Scott, who in 1903 published his work "The Theory and Practice of Advertising", which describes the main issues of the impact of advertising on the buyer. Psychology of advertising, as a psychological science, studies the basic tools of influencing a person, as well as the peculiarities of people's perception of color, image, text, graphic design, and so on. Using this science allows to create certain conditions under which a "dialogue" is formed between the advertiser and the consumer of the goods, and as a result, it leads to effective sales of goods or services. Advertising, as the main marketing tool, uses the means of persuasion to ensure the interest of potential customers to the offered products by distributing through public channels [1]. The psychology of advertising pays considerable attention to influence, trying to force us to buy one or another product, which was useless for us before viewing advertisement. In order to avoid such situation, it is necessary to be aware of all the methods of influence that create the basis for advertising. Any product or service must satisfy an existing need. According to A. Maslow, there are five groups of needs. He suggested that a person satisfies needs in the following grade: 85% – physiological,

70% – safety and protection, 51% – love and belonging, 40% – self-esteem, 12% – self-actualization [2]. Based on this structure, marketers use certain methods to create advertisement. The first method is the effect of gratitude. Nobody wants to feel like a debtor, that's why receiving a gift, we have a desire to give something in return. The second method of attracting buyers is the effect of imitation. It is one of the most common ways that marketers use. The trick is that in Internet advertising they use photos of potential customers' friends, who previously bought a product or service. The next method is the effect of attraction. It's a well-known fact that in various voting nice people win. Thanks to that, marketers use in their projects popular actors and models. The next is the effect of authority, which implies from the previous method. As the following example we can consider a doctor, who advertises tooth-paste. People, seeing an actor in a white coat, undoubtedly begin to trust this advertisement [3]. Neuro-linguistic programming method is also used by marketers. This method is a way of imposing on customers visual images, that express emotions, associations, and as a result, desire to purchase goods [4].

Conclusion. The main aim of marketers is to identify the buyer's need, which he had not previously noticed, and then he should be convinced that target product can fully satisfy this need. In order to avoid falling into the advertising trap, you should clearly understand your needs and make decisions according to your own feelings.

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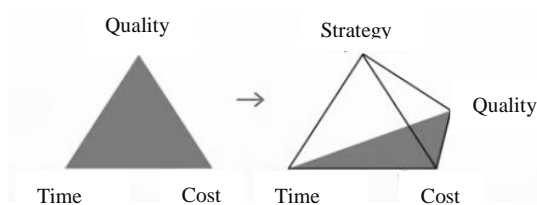
PROJECTS AS INSTRUMENT OF IMPLEMENTATION OF THE DEVELOPMENT STRATEGY OF THE COMPANY

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Resume – in this article development strategies of the company are considered. Special attention is paid to projects which are considered as implementation tools of the development strategy of the company. Roles of political approaches and planning of resources are designated by drawing up strategy of the company.

Резюме – в данной статье рассмотрены стратегии развития компании. Особое внимание уделено проектам, которые рассмотрены в качестве инструментов внедрения стратегии развития компании. Обозначены роли политических подходов и планирования ресурсов при составлении стратегии компании.

Introduction. Nearly a third of projects are not considered successful. Nearly 20% of projects in general remain incomplete. Such situation is directly connected with questions of strategic project management. Understanding of a role of projects carried out to the organizations to transition from threefold restriction to pyramidal (picture 1).



Picture 1 – Transition from triple limiting to pyramidal
Source: Own elaboration.

Main part. The main idea of strategic management: is to implement accurately the correct projects. If the first part belongs to a classical triangle, then the second sends to questions of strategy. But today we see not only strategy. From where there is a problem of the choice of the correct projects. Choice of the problems:

- the result of the project doesn't answers the purpose of development of the company (STRATEGY);