

networks makes it possible to monitor the opinions and desires of users, which in turn contributes to the growth of sales.

Large social networks are a wide range of tools for audience analysis, and therefore to achieve marketing goals.

7. Position in search results. Nowadays, this method is given special importance, because the higher the position in the search results, the more likely that the client will go to the site. The increase in this indicator has practical benefits, since the percentage of clicks on the first link averages 18.2% of all clicks on one request, the second — 10.05%, the third — already 7.22%. It corresponds to the purpose of increasing sales, but it is determined primarily by the quality of the site, its structure (text materials, links) [2].

Conclusion. Thus, the analysis of existing methods of evaluating the effectiveness of Internet advertising showed that with these tools will help to determine the feasibility of using a particular type of advertising to promote products on the Internet, but the use of only one method will not give a complete picture of the results of the advertising campaign. This is possible only with the use of several tools and thorough analysis.

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ELECTRONIC HUMAN RESOURCE MANAGEMENT SYSTEM

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Resume – Every year companies change their understanding of values and goals. Currently, companies are thinking about the importance of human resources. An Electronic Human Resource is needed to monitor the quality, skills and capabilities of employees. In recent years electronic human resource management (E-HRM) is a leading organizational system in human resource management (HRM), applications of which are considered to be very cost-effective. Is it necessary to implement this concept in every company?

Резюме – С каждым годом компании меняют свое понимание о ценностях и целях. В настоящее время компании задумываются о важности человеческих ресурсов. Электронный человеческий ресурс необходим для контроля над качеством, навыками и возможностями работников. В последние годы электронный человеческий ресурс используется в большинстве крупных компаний и учреждений и является одним из ведущих организационных систем в управлении человеческими ресурсами, применение которых считается очень эффективным и экономичным. Необходимо ли внедрять данную концепцию в каждую компанию?

Introduction. Human potential, the ability of a top-manager to properly set a goal and effectively manage resources become the main factor in the success of any company. Nowadays the HR managers are responsible for increasing competition in a market place, changes in the employer relationship and rapid advances in HR technology. Today companies involve high-qualified employees in a working process. Human Resources department finds HR managers who are involved in mentoring, training, coaching. Many HR departments are charged with company's development and generate the culture of the company. They build teams empowerment policies. New technical knowledge, skills, experiences and abilities require HR managers who are flexible and willing to deal with the changes and difficulties in the global workplace [1].

According to these, companies introduced web-based applications for HRM purposes, and these are named as E-HRM system. The rapid development of the Internet during the last time has improved the application and implementation of electronic HRM.

So in order to implement and develop the E-HRM system globally, there is a need for interested, expert and professional managers in the area of web and know how to apply this system's tools internationally to take basic steps in potential of companies.

The main element in potential of companies. Technological development, innovations, electronic applications lead today employees to a greater awareness, capability, opportunities. New technologies have created a new generation of employees. The new concept of E-HRM has become the part of human resources. This concept is suitable for managers, who keep all departments under control and play an important role for the company. E-HRM is worked out by information technologies. It helps companies to get well-educated human capital. It

includes information about business, finance and personal activities in addition to saving resources. It provides HR with support for future planning and empowerment [2].

This definition suggests the integration of next aspects:

1. Content of E-HRM: focuses on interconnection between HR-managers and IT [3].
2. Implementation of E-HRM: focuses on the process of adoption of E-HRM by employees.
3. Targeted Employees and Managers: focuses on all levels of managers and employees that are actively involved in using E-HRM applications.

Levels of E-HRM.

1. Operational E-HRM includes the basic HR activities in the administrative area, for example, salary administration, employee personal data.

2. Relational E-HRM includes the basic business processes such as recruiting and selecting new personnel, training, mentoring, knowledge management, coaching, motivation and rewards.

3. Transformational E-HRM includes the duties with workforce. It is aimed to develop the company's strategic choices [3].

E-HRM provides access to the employee information: skills, award, education, membership, experience, information from previous working place. It helps HR-managers to communicate with employees from different departments, with colleagues from different countries. Today the Internet has become a means for employers to search for candidates and for applicants who look for a job. Companies usually hire the candidates using the Internet as a medium. Most employers will recruit their employees from the online job search engines and new selection process are keeping tests online by testing their level of knowledge, behavior and etc. [4].

Also, companies try to reduce costs. E-HRM allows organizing training inside the company, making it available "any time", "anywhere" reducing direct costs, for example, instructors, training facilities, and indirect costs (travel time, lodging and travel expenses). Managers can communicate with employees via the Internet, mainly e-mail, and reduce costs too. It means using the Internet or organization's Intranet to facilitate the training for the workforce. Getting the online modules of training, a large number of employees can be a part of working process. One of the most critical success factors for implanting an E-HRM system is the support and involvement of top managers in the project during its life cycle. Also an executive sponsor should be appointed to coordinate, communicate, and integrate all aspects of the project between the development team and top management. The executive sponsor should communicate, integrate and approve the shared vision of the organization and the responsibilities and a structure of the new E-HRM system [5].

With the growing awareness for environmental sustainability, many companies are looking for ways to "go green." Implementing a E-HRM will help reduce almost all of the paperwork associated with HR tasks we can save money and time.

In order to implement and develop the E-HRM system in global setting the following items should be considered:

Try to hire part-time and full-time professional and knowledge-oriented employees, develop computer skills and knowledge, paying attention to new technological environment in companies is one of the necessary functions of the E-HRM, increase the number of managers and experts in utilizing worldwide web in order to save time and costs [6].

Conclusion. E-HRM is a web based tool to automate and support HR processes. It allows using an empowerment policy. E-HRM is a business solution which provides a complete online support in the management of all business processes for managing human resources in any company. It is efficient for managers to have information about employees, colleagues with the help of this tool. Companies should progress gradually. It means they should go through all operational, communicational and change processes of the E-HRM [7].

Pervious research proposes that E-HRM can improve the efficiency of HR activities, systematize the work of employees and managers, take and use all information about company. But the world around us is changing.

The E-HRM provides an organized structure in order to manage, develop those employees who are skillful in the area of web and face problems in operational and strategic sections and also those who have the ability to manage different cultures. It is very important to consider the cultures of different countries to make the company widespread in the world.

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MARKETPLACE AS A NEW SEGMENT OF E-COMMERCE

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Resume – The article deals with the issues related to the essence, special features and advantages of the marketplace – a new segment of e-commerce. Its development in the Republic of Belarus and abroad is also considered.

Резюме – В статье рассмотрены вопросы, касающиеся сущности, особенностей и преимуществ маркетплейсов – нового сегмента e-commerce; развитие их в Республике Беларусь и за рубежом.

Introduction. Information technology is rapidly changing the world. The rules of doing business, sales, advertising, logistics are also changing. To replace e-commerce websites and online stores there have been created electronic trading platforms and price-aggregators, also known as the marketplace. They are called "the model of the future", "the threat to online stores." Marketplaces are leading in trade ratings and help market participants to find each other. In 2016, compared to 2014, the traffic of online stores increased by only 4%, while the marketplace added 78%. The marketplace is growing 19 times faster than the Internet stores. Thus, consumers are increasingly making a choice in favor of the marketplace [1].

The popularity of marketplaces is easily explained: you can place countless products, provide convenient conditions for purchase, and provide the necessary guarantees and high quality products. All this is very attractive for the buyer: there is no more need to browse dozens of sites or go to the Mall, as everything you need can be bought on one electronic platform.

Main part. Marketplace is a market square, place of trade. In e-commerce and online business, a marketplace is a place where all market participants concerned can meet, negotiate, sign contracts and cooperate. Marketplace in e-commerce is an online platform that collects, systematizes information about the goods and services of different companies registered in the system, and provides such information at the request of the buyer in a structured form suitable for comparison, selection and purchase of the selected product.

The following data show why the online marketplace is more promising than separate online stores and online service providers: the first three places, giving almost a third (32.6%) of the total annual retail turnover in 2016, took three online marketplaces: "Alibaba" group, the site "Rakuten" and "eBay". The fourth and fifth places are occupied by two hybrid online marketplaces (online stores, partially using and cooperating with external sellers) - "Amazon" and "Jingdong", which account for 16.8% of turnover. Thus, marketplaces and hybrid marketplaces are already responsible for almost half of all retail in the world [2].

There are discussions about what peculiarities of work of this or that trading platform are, whether it can be considered as marketplace or not. But there are several important points that must be presented at the marketplaces. Firstly, it is the presence of the organization – the operator of the trading platform; secondly, the streamlined processes of connecting new merchants (suppliers) and bringing their range to the audience; thirdly, the established model of mutual settlements with merchants and customer service processes.

Let us now consider the benefits of the marketplace model for participants. In this business model, there are three stakeholders: buyers, suppliers of goods and services (merchants) and the operator company that implemented the marketplace. The benefit for the consumer is obvious: on one site he can quickly and conveniently get a specific offer. All the necessary shopping cart is collected on one site, and all the problems can be solved on the principle of "single window" (without reference to each of the suppliers directly).

As for the range, buyers are beginning to understand that even the largest hypermarkets cannot offer such a wide range of products as online marketplace. Not to mention the fact that the marketplaces have the opportunity to choose the best prices for the same product. Another trend is leaving brands behind. Instead of searching for a well-known brand, buyers are now looking for a product or service with the maximum number of honest good reviews on the global network. And to find and compare reviews on the marketplace is more convenient and easier than on commercial portals of a different type.