

BLOCKCHAIN IN MARKETING

*А.Р. Лобко, студент группы 10504116, ФММП БНТУ,
научный руководитель – преподаватель Т.В. Матвеенок.*

Resume – In this article we will research how marketing can change due to blockchain technologies. Examine the basics of the blockchain, as well as disadvantages that do not allow this technology conquer the market quickly.

Резюме - Сегодня термин «блокчейн» обычно ассоциируется с биткойнами. Но на самом деле — это технология, благодаря которой криптовалюта стала возможной. Все его преимущества могут быть использованы в маркетинге. Так почему же блокчейн все еще не становится популярной тенденцией и очень медленно сливается с цифровым маркетингом?

Introduction. Today the term “blockchain” is generally associated with bitcoins. But in fact - this is a technology through which cryptocurrency has become possible. All of its benefits can be used in marketing. So, why, does blockchain still not become a popular trend and very slowly merge into digital marketing?

Main part. There are two reasons why blockchain has not yet become a popular trend and very slowly merges into digital marketing.

1) Adequately assess the benefits of the system, poorly understanding its pros and cons, is unrealistic.

2) Most marketers do not want to introduce these technologies. It seems to them that they are associated only with Bitcoins, and will not bring any benefit to marketing. Let's see what are the prospects for the blockchain in Internet marketing and how it will change the advertising campaigns. What is a blockchain? Blockchain is a data storage method that lives up to its name - “locked circuit”. This kind of register can store data on financial transactions, contracts, rights, loans, sales. [1] This is a database in which all participants contribute information in real time. The main advantage of the blockchain system is the impossibility of hacking. The data about each participant of the “chain” and its actions are stored at all members of the system and are updated simultaneously. Therefore, even if 99 computers with data from 100 are disabled, it does not harm the system. Each user has access to all information about the actions of the participant. [2] In addition, blockchain technology provides:

1) Transparency of all operations. You do not change the data so that other participants in the chain do not know about it. If you made a transaction on someone's account, information about this will appear in each block.

2) High level of trust to all participants in the chain. For example, the Ethereum resource, created on the basis of blockchain, works with smart contracts. The transaction is made automatically only when both participants perform their duties. So, how can blockchain be used in marketing? Blockchain can change the relationship between the client, the advertiser and the sites for placing ads. Let's look how:

1) Show ads to real customers

Due to the fact that advertisements can be shown to bots, a part of the advertising budget would be wasted. With blockchain you will not lose your money, because to work with the system you need a digital signature of the user. User may not even reveal his real name, and you will be sure that he is real, and that it is not a bot who clicks on an ad. Even Microsoft is already developing a blockchain-based identification system, because this chain guarantees the security and integrity of each transaction. [3]

2) Show ads without intermediaries

The company, about which you know nothing, invites you to place an announcement on its sites, assuring that millions will see it. Will you believe this promise? When scrolling clicks you can even fake statistics data on a site traffic.

How to make your transaction with the advertising platform verified?

There are two options:

1) Automate the purchase of advertising through the guarantor. For example, Facebook, Google and other companies that have no attendances have impressive attendance. By placing ads through them, you will be sure that the ad will see the right number of people. But this method has a minus - the intermediary company needs to pay a percentage.

2) Use blockchain technology. You know that you are placing ads on a site that does not generate clicks and visits, but do not pay interest to the guarantor. And this is thanks to the digital identification of blockchains. The authenticity of the user is verified with an accuracy of 100%, so bots do not break through such encryption.

Conclusion. If you understand the subtleties of the blockchain, then its advantages for marketing become obvious. Blockchain will help Get away from the monopoly of social networks and Google and reduce their impact on online advertising. Make safe deals without guarantors. Pay for services, advertising and other services without intermediaries and interest.

Place any data in the chain so that it cannot be deleted or edited without the consent of the users.

REFERENCES

1. Digital Gold: Bitcoin and the Inside Story of the Misfits and Millionaires Trying to Reinvent Money / Nathaniel Popper, Williams, 2016. – №1 – P. 6-7.
2. Blockchain: Blueprint for a New Economy / Melanie Swan, Olymp business, 2017. – №2 – P. 41.
3. Blockchain Revolution: How the Technology Behind Bitcoin Is Changing Money, Business, and the World / Don Tapscott, Alex Tapscott, EXMO, 2017. – №3 – P. 32.

УДК 334.024

LEADER OR MANAGER

*Ю.А. Ломако, студентка группы 10507115, ФММП БНТУ,
научный руководитель – канд.пед.наук, доцент А.И. Сорокина*

Resume – In the modern world it isn't enough to be a manager, it needs to be a leader for successful management of a company and project teams. Each leader has a specific set of skills that inspire the team to follow him. We can say that these qualities are different in all branches of business. Today, there is no clear answer to the question whether leadership qualities are inborn or they are developing. We conducted a survey and found out which skills are important for a leader in all industries.

Резюме – В современном мире недостаточно быть менеджером, нужно быть лидером для успешного управления компанией и командами проектов. Каждый лидер обладает определенными набором навыков, которые вдохновляют команду следовать за ним. Мы можем говорить, что эти качества различны во всех отраслях предпринимательства. На сегодняшний день нет четкого ответа на вопрос, являются ли лидерские качества врожденными или они развиваются. Мы провели опрос и выяснили, какие навыки важны для лидера во всех отраслях.

Introduction. There are high requirements for managers in modern economic conditions. In a market economy, a modern manager should possess a number of important qualities and abilities. The effectiveness of a manager is determined by his personal qualities and interaction with a team.

In order to clearly understand the purpose of work, you need to know who a manager is and what abilities he must have. First of all, a manager is a person who is officially responsible for the functions of team management and organization of activities. In contradiction to a leader, a manager has formally regulated rights, duties and represents a team in other organizations [1].

Main part. We have compiled a general image of a modern manager, relying on the indicators of a sociological survey. The key of the research was a personality of a manager and his qualities, belonging to the group of special abilities and necessary to achieve positive results. The survey involved the owners of industrial enterprises and stores, government officials, accountants. The respondents were tasked to prioritize the qualities of a modern manager: morality, competence, flexibility, creativity, ability to organize, communicability and HR-skills.

According to the results of the survey, we were able to identify three necessary characteristics of a modern manager: competence, ability to organize and creativity. Picture 1 shows the results of the research.

1. According to the results of the survey, 45% of respondents answered that a modern manager should have some competences. According to his/her position, a manager must be well-educated in a particular working area, in the fundamentals of modern economics, law. And taking into account the specifics of his/her activity, he/she should be keenly aware of philosophy, pedagogy, psychology, etc. A manager should be a good speaker and communicator.

2. According to 25% of respondents, the ability to organize work plays a second role for a manager. Currently, one of the central tasks that managers have to perform in their teams is the creation of conditions for the activity, initiative, creativity and the development of labor motivation of employees. He is required to organize work of his subordinates in accordance with goals of an organization, he needs to understand motives of people's behavior. The higher the level of work organization, the higher its productivity, economic and psychological position.

3. According to the survey, 17% of respondents believe that in modern conditions creativity and its factors are determinants of successful management activities, as they contribute to a quick decision-making, development of original strategies, introduction of innovations and implementation of other significant management functions.