

–Preventive (reinsurance) - the availability of effective solutions for improving relations in the team is accompanied by a lack of funds for this process.

–Reactive — there are conflicts in the state, but there is no overall predictable picture of further development.

If you have a definite goal, then it must exist. American economist Michael Porter believes that the idea of creating any kinds of activities, coordinating the selected levels. Levels, types and types of strategies are known, but errors are rarely mentioned. Typical mistakes are made when developing a company strategy:

1) Only a few people from the top management team are involved in the development. In extreme cases, the strategy is written by the first person of the company.

2) The basis of those who have strengths.

3) The strategy can be focused only on the achievement of any indicators, mainly financial ones.

4) Strategy is an order. Such a strategy is developed as a rigid plan and is always overly detailed.

5) The individual preparation of the document and its subsequent editing are conducted alternately, which reduces the full potential of the management team as an expert group.

6) The main thing is to set the direction. The development of benchmarks is conducted in isolation from the development of the implementation plan for the strategy. Often, management believes that a good strategy will be implemented automatically.

7) Sometimes not enough attention is paid to risk assessment and the availability of necessary resources.

From each error, you can extract the opposite recommendation. In order to properly develop and successfully implement a strategy, it is necessary to analyze market factors that are constantly and strongly changing, which can adversely affect the success of the enterprise and contribute to its crisis. Therefore, first of all, a microeconomic analysis of supply and demand is carried out, and the level of competition in a certain system of indicators is also studied. It is necessary to build clear, pragmatic and feasible strategies. After all, this is the key to success.

Conclusion. Thus, in a market economy, one of the decisive factors in the efficiency and competitiveness of an enterprise is to ensure a high quality of human resources. Target personnel policy can be solved in different ways, the choice of alternatives is quite wide.

Constant changes in the market lead to the need to apply a strategic approach to the enterprise business system. And the most important task of the strategy is that it is necessary to raise the enterprise from its present state to a new level.

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THE IMPACT OF SOCIAL NETWORKS PROFILES IN THE PROCESS OF HIRING

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Resume – This article covers the possibility of analyzing social network profiles of potential employees during the process of hiring, includes the advantages and disadvantages of such criterion as well as the degree of popularity of SN in general.

Резюме – В данной статье анализируется возможность изучения профилей потенциальных сотрудников в соц. сетях при найме на работу, приводятся аргументы как в пользу, так и против данного критерия, а также освещается степень популярности социальных сетей в целом.

Facebook was not originally created to be a company. It was built to accomplish a social mission - to make the world more open and connected. [1]

Mark Zuckerberg

Introduction. If you're going to ask me what I can't definitely imagine my life without, the answer will obviously be as follows: family, friends, taking photos, sunsets and of course social networks. iPhone screen time informs me I spend around 1,5 hour per day connected to the SN. And I assume to be not the only one doing stuff like that which can be proved by a little research I've conducted. It showed that the average time my friends spend in SN per day is around 3 hours and 42 minutes. Sounds weird, doesn't it?

Currently we're inclined to be extremely digital and it does make sense. As Generation Z we're used to be online and it's obvious that social networks are highly popular, we get acquainted and establish relations there, we share our thoughts there, we literally live there which leads to the consequence that social networking is to be deeply analyzed as a criterion of hiring.

Main part. The classic process and criteria of hiring have significantly changed since the beginning of the 21st century. It's not really necessary to be personally acquainted for people to work together, education doesn't matter in particular fields and the role of artificial intelligence increases permanently. Our world is absolutely open and all the necessary information can be found easily. That's why it's not a problem to find someone's profile on Instagram or Facebook and become aware of everything publicly available. Of course, confidential data is out of the question, it has to stay secure which's mentioned in the Data Policy of social networks [2] and guaranteed by the Criminal Code of the Republic of Belarus [3]. But all open source information about each of us can be viewed by everyone from all over the globe. And the question is if these facts should be taken into account while recruiting process? The answer isn't as obvious as it may seem at first glance.

From the one side it looks like a must to consider employee's profile in social media to get better understanding of person's interests, habits, thoughts. What people post and where they put their comments, likes and dislikes really matter as all of these represents their personalities and can be taken into account while making the decisions about hiring. In short it can be called as a phenomenon of social media ethics and etiquette. Yes, it really exists. It became a very popular trend to write and talk about the behavior in social networks, and this fact has its basis: SM are the projection of the real world and they have their own rules to be followed if willing to be respected and taken seriously [4]. Following social media ethics and etiquette is a very significant source of information due to the fact that it forms the impression and helps to understand if the person is the right fit because it allows to get a better idea whether the person is going to establish positive relations with the existing team or he's really hard to deal with. It's 100% clear that our images and our lives are directly connected with our SM profiles. We're nowadays more public than we could ever imagine.

But at the same time all of us understand these trends therefore we're tend to pay more attention to our social image and to care a lot about the impression we make. By virtue of that our profiles may look too glossy like as we live absolutely ideal lives. It gets harder and harder to distinguish whether the information is true or false and that means we're nowadays more secretive than we could ever imagine.

Conclusion. It's really hard to recognize the impact of social media because it can be the source of very different kind of information either positive or negative. But there're no doubts about the point that people's profiles can be viewed and analyzed by HRs in order to find out if the person is a right candidate for the position because HRs' responsibilities are not only about the skillset but also about relations in the team (which is actually even more important in some cases). My personal opinion in this case is that human resources specialists have to pay attention to people's profiles as it can help them to get rid of candidates who aren't a good fit for the current team because it can affect a team spirit in a very negative way. Team spirit has to be corporate and pursue the goal of making great company's image in all possible fields and aspects, that's why it's extremely important to make sure team members do understand, respect and are ready to help each other.

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RULES OF PRICING IN THE ORGANIZATION

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Resume – Price is a value that is assigned to a product or service and is the result of a complex set of calculations, research, and understanding, as well as the ability to take risks. The pricing strategy, among other things, takes into account segments, solvency, market conditions, competitors' actions, trading margins and input costs. It targets specific customers and against competitors.

Резюме – Цена - это ценность, которая присваивается продукту или услуге и является результатом сложного набора расчетов, исследований и понимания, а также способности принимать риски. Стратегия ценообразования, среди прочего, учитывает сегменты, платежеспособность, рыночные условия, действия конкурентов, торговую маржу и затраты на ввод. Она нацелена на определенных клиентов и против конкурентов.

Introduction. For most people, the price is only the monetary expression of the product / work / service. But in practice, it can be an effective marketing tool. Often, companies have a standard approach to pricing - they