

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

calculate costs and designate the desired profit, or set prices based on competitors. However, there are rules that allow you to determine and assign beautiful and correct prices [1].

Main part. Nowadays, the price remains the most important criterion for making consumer decisions. Despite the fact that other non-price factors of competition have been widely developed, price retains its position as a traditional element of competition policy and has a significant impact on both the market position and the profit of the enterprise [2].

Although customers will not buy products at too high a price, the company will not succeed if it values products too low to cover all business expenses. Along with product, location and promotion, price can have a major impact on business success.

In order to avoid mistakes and determine the right price, companies should consider the following pricing rules [3]:

1. *Use pricing.* Pricing is a powerful marketing tool. Companies that use this tool have a much greater impact on the market than competitors who do not use it. Proper use of the price allows the organization to quickly determine the format of its positioning. That pricing gives quick economic returns to the company.

2. *Reduce marketing costs.* In order to properly reduce investment in marketing it is necessary to act in three directions, namely, to rationally reduce the costs of wages, suppliers and the budget.

3. *Use the right pricing strategy.* There are many different pricing strategies: aggression, crowding out, exhaustion, client price, draining, price leadership, etc. Each company must independently choose the strategy that will help to set the price correctly.

4. *Set an incomparable price.* Companies need to understand how it is compared with others. The main comparison options are:

- comparison with competitors;
- comparison with substitute products;
- comparison with past experience.

5. *Do not apply dumping.* Dumping is a company's strategy of reducing costs, which leads to advantageous prices in the eyes of customers. When a company begins to dump, the market falls down and, therefore, it becomes interesting for a minimum number of companies to work in such a market.

6. *Know what to do when dumping,* if the initiator is other companies. There are 5 strategies that can be followed in terms of dumping:

- reduction of prices to the level of a competitor;
- improving the quality or service;
- the impossibility of comparing prices;
- increase in profitability per client;
- introduction to the range of low-price offers [4].

7. *Count earnings and losses.* It is necessary to analyze indicators daily, to use the right analysis and monitoring tools that will allow a good analysis of the business, to use pricing based on the analysis data. It is important to understand how to maximally effectively deploy all available information on a company and how to change the price and in which direction so as to get the maximum return from it.

8. *Be able to justify the price.* Justification of the price is necessary in order to sell more expensive. In such a situation, the company must justify to consumers why this happened, for what reasons, and why they should continue to buy. This allows you to make customers more loyal. You can justify the price in various ways: creating a brand, positioning, forming and increasing value, as well as justifying the benefits of the purchase.

9. *Investigate prices.* It implies the determination of the optimal price in the market for the company's clients. Prices can be investigated in 3 directions: on the basis of external data, on the basis of a purchase, on the basis of wishes.

10. *Use marketing tools.* Do not forget that the role perception of the price is influenced by such marketing tools as strategies of “price lines”, “strategy of skimming”, “strategy of penetration”, etc.

Conclusion. Pricing has a direct impact on the production and sales activities of the organization, and, therefore, predetermines its business results. Thus, how managers set prices can have many implications for their companies. Not every price that is set should maximize profits. Many small businesses use price to compete, change market share, or create different income scenarios. Understanding how pricing affects the business model, and not just the profit, will help to choose the price levels for the company [5].

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NEUROMARKETING – THE MANAGEMENT OF CONSUMER MASS CONSCIOUSNESS

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Resume - The article reveals the concept of neuromarketing, studied the history of its appearance. The spheres of use of this concept, its influence on sales and brand image are revealed.

Резюме - В статье описана концепция нейромаркетинга, изучена история его возникновения. Рассмотрены сферы использования нейромаркетинга, его влияние на продажи и имидж торговой марки.

Introduction. Neuromarketing is a word which causes thoughts about medicine and trading at the same time. And about something scientific and magical, like neurolinguistic programming. Principally, all these associations are appropriate. Neuromarketing is a science which was born as a result of research of the human brain, which gave an answer to the eternal question of sellers: "How to make consumers buy my product?"

Really, the modern consumer market is full of a variety of trade offers. Nothing, perhaps, will surprise today's consumer. Assortment? "The next store has bigger one!" Quality? "I have just recently seen much better!" Price? "We've seen sales much bigger!" It is possible to understand a consumer, but it is difficult. Retailers constantly have to spend a lot of money in order to look into a mysterious soul of a client: a good marketing research is not cheap. And what is more – there is no any guarantee that research will reflect all customers' thoughts. The buyer is prudent and secretive. Additionally, he or she does not want to feel like a Guinea pig and pour out his soul for the prosperity of some kind of the company.

Yes, if a person wants to be sincere, he or she cannot always answer the question why he or she prefers a particular product. Put it mildly, the mind and real motivation don't play a role here. It's all only about emotions and the subconscious.

Consumer mass consciousness. For the first time the word "neuromarketing" sounded from the lips of Harvard researchers. The part "neuro" relates to the human brain and the part "marketing" - to trading. In other words, it came to a certain control over the buyer without his knowledge and against his will. This word had quickly spread between countries. The Americans did not accept it, and then a wave of protest against neuromarketing rose. Newborn science was accused of manipulating human consciousness, brainwashing, and even witchcraft and shamanism. In general, the Americans preferred to forget about it. But in Austria and Germany reaction to the idea was the other – thinkers of these countries have always been keen on the study of consciousness and the subconscious, and nothing shameful in the study of the depths had been seen. Neuromarketing is a scientific study of involuntary human reactions to any attributes of the store - name, logo, color combination, audio signals, symbols, etc. - and their interpretation. Research is subjected to pulse, perspiration, and currents of the brain, an eyeball movement and other spontaneous people's reaction. Magnetic resonance imaging of the brain is used here. So, Arndt Trindl, having created and headed a group of scientists, with national pedantry and diligence began to study the human brain. Shortly, the human brain evolved unevenly. In particular, our mind, scientists say, is in charge of the limbic system. This is the oldest part in which all our feelings and emotions occur. Studies of the Austrians proved that neural activity begins in the limbic system of the brain. This means that any stimulus coming from the outside is reflected first in the emotions, then in the subconscious and only then in consciousness.

Different people, of course, perceive and react differently to different stimuli from the outside. We all have different nervous systems, we were brought up differently. However, there are common points that unite all people. The subconscious directs four major motives: safety, sociality, alpha dominance and innovation.

But how can we apply it specifically in trade? All we have in certain cases certain emotions that awaken the so-called neural activity. Researchers have proven that people are much more willing to make a purchase in a state of neural activity. In other words, in the case when there was an impact on their senses. How to achieve this? First of all, the store should take care of the visual filling of the interior, Arndt Trindl advises. Even a discount store, decorated attractively and brightly, can cause strong emotions among visitors. So, during the experiment in one of the department store, the researchers placed a large and emotionally expressive photo. The visits doubled, and the turnover of it increased by 25 percent. The photo was removed, and the life of the Department returned to the normal mode".

There are a lot of other ways to cheer up customers: for example, to make special lighting, convenient thoughtful passages, change the logo, the image of the store. A remarkable emotional impulse to purchase are the photos of children placed in the trading halls. This technique is ideal if the target audience of the store is women. In general, everything that concerns the theme of children, happiness and safety are "female" topics. And as a result, there are spikes in buying activity. And what will affect the man? Whether we like it or not, the nerve