

panels. KMs, which include graphene, can increase the strength of aircraft wings, and in biomedicine, improve tissue engineering and drug delivery. Representatives of the entire industrial world are investing in order to take part in the graphene revolution. Lux Research reports show that the graphene market in dollars grew from 9 (2018) to 126 million (2020).

In our country, much attention is also paid to developments in the field of production and production of new materials. Belarusian scientists are actively cooperating with Russian and Chinese colleagues, hoping to achieve significant success in this direction.

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#### IMPACT OF THE PANDEMIC ON BUSINESS

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*Резюме – Бизнес зависит от множества факторов. Таких как актуальность продукта или услуги, уровень развития общества, уровень конкуренции, даже сезон года играет немалую роль, и, конечно, обычное везение. В повседневной жизни мало кто на это обращает внимание. Казалось бы, это проблема самих предпринимателей. Но сейчас мы переживаем непростой период жизни, связанный с пандемией коронавируса.*

*Resume – Business depends on many factors. Such as the relevance of the product or service, the level of development of society, the level of competition, even the season of the year plays a significant role, and of course the usual luck. In everyday life, few people pay attention to this. It would seem that this is a problem for entrepreneurs themselves. But now we are going through a difficult period of life associated with the coronavirus pandemic.*

**Introduction.** Now, probably, there is no person who has not heard about this worldwide problem. In this situation, there are huge changes in society: changing attitudes, relationships, meanings and rules. It is important to mention business. There are a huge number of different types of businesses all over the world. And now many of them are broken. Some have to close, while losing a huge amount of finance, someone is trying to stay afloat [4]. How do they do it? Entrepreneurs are looking for other ways to sell their products or services. Everything is transferred to a remote basis, delivery, etc. More cunning entrepreneurs, having weighed the current situation, found a solution in other business sectors. If you fail in your business, then it does not mean that you cannot succeed in another [3]. The main thing is to know where to go. But logically, not everything is so bad. There are entrepreneurs who are initially in the right industry. In an industry where, thanks to a pandemic, the owner has the upper hand and can dictate the rules. Quite interesting. Many people notice the changes and can easily list those whose business is falling down the ladder, and whose bold steps are rising up.

**Main part.** If we take into account the fact that many countries have introduced quarantines, it is clear that people have stopped visiting public places. So, it is not easy for trading markets that do not use the Internet to host their services. Entertainment centers, swimming pools, hockey pitches, gyms have temporarily stopped working, no matter how sad it sounds [5]. So, how do people have fun, how do they spend their free time? Well, now people spend more time on the Internet. Billions of people in quarantine around the world have increased the burden on streaming services [3]. Netflix and Youtube even changed the settings, reducing the quality of video streaming [1]. Traffic to social networks, online cinemas, and gaming portals has increased. Megogo service reported an increase the average time spent on the site by one user by 22 % – the traffic on quarantine days has already equaled the traffic of the weekend before the quarantine [1]. The level of sales for online game developers has also increased dramatically [3]. This is not surprising, because the call to play computer games came even from the World Health Organization. According to EasyPay, in March-April, compared to February, online payments for loans increased by 38 %, for Internet-by 17 %, for mobile communications – by 14 %, for utilities – by 7 % [1]. What about food? Visiting restaurants and cafes was replaced by the work of couriers. Companies with well-established logistics and order acceptance services that were initially ready for remote sales were the most prepared for the crisis [5]. After the quarantine was announced, the number of orders in company Zakaz.ua increased rapidly. If we compare February and March, the number of orders increased at least twice, and the demand for goods increased by 68.5 %. The Glovo delivery service records an increase in the number of orders by a third and an increase in the average receipt by 25 % [1]. In addition, the crisis has shown how popular the services of postal operators are. With the advent of quarantine, the demand for courier delivery has in-

creased dramatically. The number of international shipments in March increased by 55 % compared to last year [1].

**Conclusion.** But no matter how difficult it is, the life goes on. And it is important to know how to behave in different situations. It is useful for an entrepreneur to always keep several options of events in mind. No one knows what will happen tomorrow. You need to be mobile and not be afraid of changes, you need to be able to adapt to them [2]. We are living in a moment of great change. And we must believe that these changes are for the better.

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#### MOTIVATION OF STAFF AS ONE OF THE MOST IMPORTANT FUNCTIONS OF MANAGEMENT

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*Resume – Staff motivation is one of the ways to increase productivity. Staff motivation is also a key area of personnel policy of any company. The use of various types of motivation increases the overall performance of the team. Staff motivation can be material and non-material, positive and negative, external and internal any enterprise.*

*Резюме – Мотивация персонала – один из способов повышения производительности труда. Мотивация труда персонала также является ключевым*