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## CONFLICT MANAGEMENT

Conflicts that are allowed to fester and grow will ultimately diminish productivity and damage staff morale. Moreover, employers seek employees with the skills to manage and diffuse conflict.

Conflict management, also known as conflict resolution, involves having a workplace that precludes conflict and a management team that successfully handles and resolves workplace issues. Poor communication or interpersonal tension can easily cause simple disagreements to flare up into resentment or worse.

Managers themselves cannot stand aside from the problem of conflicts for the performance of the team much depends on its solution. Managers should handle conflicts in such a way as to minimize negative consequences in the future.

So, the aim of this paper is to identify the causes of conflicts. Moreover, the survey among the students of the Belarusian State Economic University on the question: “How to deal with conflict situations at work or study?” has been conducted. From the survey, we wanted to find out how students react to the occurrence of conflicts, whether it causes them discomfort, how it affects their performance, what methods and rules they are accompanied by when resolving conflict situations.

The results of the survey show that 95.2% of students face conflict situations not only at work and school, but also in everyday life, conflicts most often cause discomfort to about 89% of students, and about 73% of respondents believe that the occurrence of conflict situations strongly affects their performance. In a survey on ways to deal with conflicts, 42.4% of students do not know the answer, as they believe that it is necessary to act and react to the conflict in the way “feels inside”. And the remaining 57.6% of respondents claim that they are guided by certain rules that help to respond adequately to the conflict that has arisen.

Nowadays there exists a number of strategies to resolve conflict situations. They are as follows: forcing, accommodating, avoiding, compromising, collaborating.

One cannot but mention a special algorithm for negotiations. It includes:

1. definition of the subject of the conflict;
2. identification of solutions;

3. reaching an agreement;
4. implementation of the agreement.

It is necessary to determine the essence of the claims of the parties and formulate the problem of the conflict.

It should be also stated that there are specific rules for resolving and minimizing conflicts.

Rule 1. Treat the initiator of the conflict fairly.

Rule 2. Create an atmosphere of cooperation.

Rule 3. Seek clarity in the discussion.

Rule 4. Be emotionally restrained.

Rule 5. Don't get personal.

The role of managers in managing conflict situations in the team is undoubtedly huge. The manager must know and be able to use the methods, techniques and rules of “conflict management”. It is desirable that the manager does not allow himself to be drawn into a conflict in the role of a participant, since the role of an “arbitrator” corresponds to the status of a manager more.

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#### **CURRENT MARKETING ISSUES: SAVYSHKIN PRODUCT CAMPAIGN**

Marketing psychology is a branch of applied psychology that studies the factors that influence customers' attitudes towards products and services. It can be used to predict how customers will behave and influence their behaviour – for example, to make their product more desirable and attractive [1].