

resources management. Neuromanagement creates a working atmosphere where understanding, motivation and collaboration become the main drivers of the company's success, it allows employees to integrate quickly into the company, find balance and fulfillment at work, improve their ability to mobilize and motivate staff, use a coaching method to recruit staff and improve team performance.

#### REFERENCES:

1. Moscow university Alumni club [Electronic resource]: Нейроменеджмент: тайные коммуникации лидера. – Mode of access: <http://www.moscowuniversityclub.ru>. – Date of access: 15.03.2023.
2. Karim, A. Neuromanagement; key to maintaining performance literature review / A. Karim, M. Faridi, S. Rafiq // *The International Journal of Business Management and Technology*. – 2019. – Vol. 3. – P. 130–138.
3. LifeXchange [Electronic resource]: NeuroScience: using the latest brain science to boost your business. – Mode of access: <https://lifexchangesolutions.com/neuromanagement/>. – Date of access: 15.03.2023.
4. Teacu, A. M. Neuromanagement – the Impact of Neuroscience on the Organizational Performance / A. M. Teacu // XXth International Conference “Risk in Contemporary Economy”, Galati, 2019 / Faculty of Economics and Business Administration, Dunarea de Jos University of Galati. – Galati, 2019. – P. 487–493.
5. SUPERHUMAINS [Electronic resource]: Neuromanagement – the true vector of organizational growth. – Mode of access: <https://superhuman.org/en/neuromanagement-the-true-vector-of-organizational-growth/>. – Date of access: 13.03.2023.
6. Fleetwood, S. HRM-Performance research: under-theorized and lacking explanatory power / S. Fleetwood, A. Hesketh // *International Journal of Human Resource Management*. – 2006. – Vol. 17 (12). – P. 1977-1993.

**Anton Leonov**  
Science tutor *E. Slesaryonok*  
BNTU (Minsk)

## THE ECONOMY OF IMPRESSIONS AS A NEW MODEL OF ECONOMIC DEVELOPMENT

Impressions are one of the most important elements that the company offers to its client. In this regard, such a concept as “the economy of impressions” or “the economy of experience” has arisen in marketing. According to this concept, impressions are a completely new offer in the development of the economy, which comes to replace the product. Getting impressions is recognized as an additional source of value for the

consumer. Recently, this concept of the “impression economy” has been actively finding its place in various sectors of the economy and allows us to step forward in relation to the “seller – buyer” [1].

The purpose of our work is to determine what the "impression economy" is, why it has started to develop right now and whether it really shows itself so well. It can be assumed that it is the development of the latest technologies and the increasing pace of competition in the market that forces companies to look for more and more new ways to attract buyers. Also, an important role is played by improving the material well-being of a person, from which people want to fill their lives with impressions.

Impression – the fourth-level economic offer, which was underestimated until recently. This is due to the fact that consumers attributed impressions to the third level – services. When a person buys a service, he buys actions that are performed for him, from which he does not get any moral pleasure. But when an impression is bought, a person pays for enjoying the process that will be remembered.

The “Economy of impressions” already affects many sectors of the economy. Even companies of the agricultural and industrial economy are mastering the trade of impressions. Wine producers open their wineries and vineyards to tourists; fruit growing companies allow visitors to harvest themselves; the event industry produces programs where viewers become direct participants in what is happening; educational projects seek not only to transfer knowledge, but also to give the opportunity to use it in practice [2].

In practice, there are some features characteristic of the “impression economy” that distinguish it from conventional economic systems: an increase in the share of intangible consumption in the overall consumption structure, that is, a noticeable decrease in the level of consumption of things, access to cultural values; emphasis on affective-emotional components of consumption of goods and services, preferential market segmentation based on individuality each consumer [3].

This transition to an economy where impressions are the engine of the whole process is in many ways similar to the same changes that had their impact earlier, at the start of the development of the industrial economy, and after the service economy. This transition begins from the moment when the company tries to give an impression as a means of increasing sales on the offers that exist at the moment. Service providers, realizing the value that impressions provide to customers, deliberately hide their additional services in the positive impact of impressions on a person.

Now we need to figure out whether this model, called the “impression economy”, is so good. Of course, as in any economic model, this one also has its drawbacks. The “impression economy” encourages consumers to increasingly consume, which, in fact, is an incentive for the entire economy, which tends to overproduction. But at the same time, it triggers negative processes that contribute to excessive consumption. For example, high exploitation of energy sources and natural resources necessary for the production of goods and services, increased negative impact on the environment, increasing environmental problems. These processes have not yet been overcome and have an impact on lowering people's lives.

Another problem is the formation of cultural, social and personal properties. In this direction, the influence of the “impression economy” has been poorly studied, which does not give any guarantees for a positive impact in society.

Thus, the result of our work shows that “economy of impressions” has become the next step up the pyramid of human needs, which helps service providers better navigate what the buyer wants at the moment. But at the same time, “the economy of impressions triggers social division – some consumers are chasing impressions, and the second – still continue to just buy goods. But since there is no limit to perfection, in any case there is something to improve. And it is likely that in the near future new concepts will appear that will have an even more flexible approach to consumer preferences.

### REFERENCES:

1. B. Joseph Pine II, James H. Gilmore: *The Economy of Impressions* / B. Joseph Pine II. – Cambridge; Harvard: Harvard business school, 2005. – 12 p.

2. Сичкарь, Т. В. Экономика впечатлений в проблемах становления цивилизации знания и риска (на примере научной деятельности Кирсанова К.А.) // Вестник Евразийской науки [Электронный ресурс]. – 2018. – №1. – Режим доступа: <https://esj.today/PDF/48ECVN118.pdf>. – Дата доступа: 21.02.2023.

3. *The economy of impressions in the dynamics of modern culture: collection of scientific articles* / ed.: I. A. Chernikov. – Bulletin of the Moscow State University of Culture and Arts, 2020. – №4 (96). – P. 58–69.

**Elizaveta Lipovkina, Marina Grom**  
Science tutor *G. Karlova*  
BSEU (Minsk)

### PERSONALIZATION IN MARKETING

One of the widely used modern methods in marketing is personalization - a means of attracting customers, in which companies prepare individual offers, taking into account interests, habits and behavior of consumers.

The main purpose of our research is to analyze the impact of personalization on consumer choice and define whether this marketing method is really promising.

This method of attracting and retaining customers is used everywhere: in advertising on Instagram, on YouTube, on movie viewing services, etc. Marketing strategies are changing and adapting to consumers' needs.

There exists an algorithm of personalization: data collection followed by analysis and segmentation of the market in order to create individual offers. Cookies, or text files with information about users, their preferences and actions, are very helpful to marketers in this process, as they indicate what sites and products consumers are interested in.