

mood of employees, because the more enthusiastic the workers are, the better the service will be provided and the happier the client will be.

In conclusion it can be stated that the experience economy simply represents a shift in consumer expectations to which brands must respond to continue flourishing. According to Capgemini, 75% of businesses believe they are customer-centric, yet only 30% of customers agree, and this discrepancy creates an experience gap. To close this gap and succeed in the experience economy, businesses need to redefine how they understand their customers, not just as “personas” but as people, to form deeper relationships and build closer bonds of trust [**Error! Reference source not found.**].

### REFERENCES:

1. The Guardian: James Harkin “The experience economy” / 2005 [Electronic resource]. – Mode of access: <https://www.theguardian.com/business/2005/nov/12/comment.comment>. – Date of access: 04.03.2023.

2. The Experience Economy: Millennials Paving A New Way Forward for Marketing / Nicole d’Entremont [Electronic resource]. – Mode of access: <https://medium.com/the-forge-institute/the-experience-economy-millennials-paving-a-new-way-forward-for-marketing-fc508483e80>. – Date of access: 07.03.2023.

3. Application of experience economy tools in the hotel industry / J. A. Pshenichnykh and A. P. Adamyuk [Electronic resource]. – Mode of access: [https://vestnik.guu.ru/jour/article/view/3434?locale=en\\_US](https://vestnik.guu.ru/jour/article/view/3434?locale=en_US). – Date of access: 20.03.2023.

4. The experience economy and what it means for your small business / Libby Margo - Growth hacking / 19.01.2020 [Electronic resource]. – Mode of access: <https://journeys.autopilotapp.com/blog/experience-economy-small-business/>. – Date of access: 21.03.2023.

5. Pine, B. J., Gilmore, J. H. The Experience Economy: Work is Theatre & Every Business a Stage / B. J. Pine, J. H. Gilmore. – Harvard Business Press, 1999. – 254 p.

**Anastasia Zybkovskaya**  
Science tutor *K. Radzkova*  
BSEU (Minsk)

### NECESSITY FOR DIVERSITY, EQUITY AND INCLUSION (DEI) IN THE WORKSPACE

The current trends towards diversity, equity and inclusion (DEI) have been around for a long time, but in 2022 and 2023 their influence has significantly increased. Due to social movements, the pursuit for DEI has become at the heart of many modern organizations. Despite this, debate continues about the necessity of these trends in the

workplace. The purpose of our work is to analyze the results of the implementation of the DEI policy in modern organizations.

To understand the nuances in the DEI landscape the following key terms should be taken into consideration:

Diversity is the presence of differences within the workplace. This includes differences in race, ethnicity, gender, sexual orientation, age. It also refers to differences in physical ability, appearance, parental and marital status, income — all of those are components of diversity.

Equity in the workplace is about ensuring that all employees access the same opportunities, resources, and treatment. Equity means employees are valued basing on their skills, knowledge, and abilities in a workplace, rather than their characteristics.

Inclusion is the practice of ensuring that people feel a sense of belonging in the workplace. Every employee feels comfortable in the organization when it comes to being their authentic selves.

It is believed that DEI in the workplace is essential for several reasons.

The first aspect to point out is that diversity increases the variability of approaches to solving work problems, makes it possible to see business processes from different angles, increases innovation and creativity. A diverse group can generate ideas that no single individual could come up with alone.

Secondly, the implementation of the principles of DEI has a positive impact on the growth of financial indicators of the company. According to the last survey 73% of companies that employ gender equality practices are more profitable and productive. Statistics show that companies without gender diversity perform worse than their counterparts without such problems [1].

Moreover, Deloitte's 2023 Global Human Capital Trends report highlights the importance of DEI in the workplace for employee engagement. Employees are more likely to demonstrate trust and commitment, which increases their sense of belonging, improves team spirits and reduces the level of staff turnover [2].

Finally, according to our own research survey, 93.5% of respondents consider diversity in the workplace essential for the organization. 78.8% of respondents agree that DEI initiatives enhance organizational performance. Nearly 81.3% also believe DEI initiatives enhance mission and values. It can be concluded that DEI policy helps to form a positive perception of the organization by both employees and customers.

80% of respondents consider corporate culture in companies has become more inclusive and diverse over the past few years. However, trends towards DEI are not ubiquitous.

According to the Global Gender Gap Report 2022, the Republic of Belarus ranked 36th out of 146 in the study of gender inequality [3]. In addition, numbers suggest that there is still an enormous amount of biases regarding the hiring of women for CEO positions. In 2022 women run only 25 of 500 companies or 5% of the companies that appear on the Fortune Global 500 list, which ranks the largest companies by revenue worldwide. It is an all-time high level for women's leadership [4]. Finally, according to the National Statistic Committee of the Republic of Belarus, more than 40% of the working population in the Republic of Belarus are Millennials. Gen X, Gen Z and Baby

Boomers represent only 32%, 19% and 8% of the workforce, respectively. This indicates a low diversity in age and gender groups in companies [5].

The results of our research confirmed the lack of the spread of the DEI policy in organizations and the need to implement it. DEI is mutually beneficial for organizations, individuals and society. Thanks to these trends, there is an increase in revenue from sales and innovations, an increase in social mobility and employee engagement. Diversity, Equity and Inclusion contribute to great work climate in the company in which employees feel confident in sharing their ideas and respecting colleagues, even if their convictions are different. In world practice, the DEI policy applies to an increasing number of organizations, although it remains a relatively new tendency in some business fields.

### REFERENCES:

1. Entrepreneur. 73 Percent of Companies With Gender-Equality Practices Increased Profitability and Productivity in 2021 [Electronic resource]. – Mode of access: <https://www.entrepreneur.com/leadership/73-percent-of-companies-with-gender-equality-practices/372660>. – Date of access: 10.03.2023.

2. Deloitte Insights: 2023 Global Human Capital Trends [Electronic resource]. – Mode of access: <https://www2.deloitte.com/us/en/insights/focus/human-capital-trends.html>. – Date of access: 10.03.2023.

3. World Economic Forum: Global Gender Gap Report 2022 [Electronic resource]. – Mode of access: <https://www.weforum.org/reports/global-gender-gap-report-2022/digest/>. – Date of access: 10.03.2023.

4. Fortune: The Fortune Global 500 [Electronic resource]. – Mode of access: <https://fortune.com/ranking/global500/2022/search/>. – Date of access: 10.03.2023.

5. Экономические характеристики населения Республики Беларусь // Минск, Национальный статистический комитет Республики Беларусь [Электронный ресурс]. – Минск, 2021. – Режим доступа: <https://www.belstat.gov.by/upload/iblock/79d/79ddb2671a47a02509839b3b6b7d261b.pdf>. – Дата доступа: 11.03.2023.

**Polina Kerestsedjiyants, Yana Bashura**  
Science tutor *L.V. Bedritskaya*  
BSEU (Minsk)

### NEUROMANAGEMENT – A NEW BRANCH OF MANAGEMENT

Neuromanagement is a part of neurosciences which study the brain activity involved in the management processes of an organization, decision making perception and it deals with the management and understanding of brain towards emotions, thoughts and behaviors. The evolution of neuroscience helped the scientists to identify the relationship between management, economics, leadership and organizational behavior.