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IMPLEMENTATION OF THE PR CAMPAIGN STRATEGY OF BELARUSIAN, GERMAN AND AMERICAN MARKETPLACES

Реализация стратегии PR-кампании белорусских, немецких и американских маркетплейсов

Advertising is an integral part of the marketing and commercial work of any organization. In the constantly changing conditions of market relations and in the conditions of increasing saturation of the consumer market with services and goods, advertising activity acquires a new meaning, which is distinguished by a number of specific features, knowledge and consideration of which will allow to activate the process of promoting services and selling goods. They also allow to streamline the customer service process through "advertising support".

The relevance of the research topic is due to the fact that today e-commerce is one of the most important tools for the development of foreign economic activity. The purpose of the work is to develop a PR campaign strategy for Belarusian marketplaces based on a comparative analysis of foreign marketplaces. The object of research is marketplaces. The subject of the study is the strategies of PR campaigns of foreign and domestic marketplaces.

Nowadays an increasing number of enterprises are entering the foreign market, and the speed of data transmission and constant updating of information are of great importance. Such a phenomenon as electronic commerce is gradually replacing the traditional one, erasing geographical boundaries and the difference between the size of the enterprise. The e-commerce technologies developed to date allow entrepreneurs to transmit information using modern information and communication systems when making transactions, achieving increased accuracy, speed and efficiency when concluding, confirming and executing commercial transactions. E-commerce thus unites all forms of business transactions and transactions carried out electronically.

PR campaigns of Belarusian, German and American marketplaces use various tools to promote their products. In all three countries, marketplaces use different

speech strategies to attract attention and convince consumers. The Belarusian marketplace focuses on dynamics and action, the German one strives to create a sense of significance for the consumer, and the American one emphasizes individuality and personal attitude using the pronoun «you». Each marketplace is focused on its target audience, which is reflected in the speech strategies used. Belarusian – for active, ready-to-act consumers, German – for those who value their importance and personal importance, and American – for individualists who value personal experience.

As a recommendation for optimizing the PR strategy of the Kufar marketplace for Belarus, it is recommended: 1) to shoot a video, and also to make sure that it is guaranteed to gain a sufficiently large number of views on the YouTube social network and TikTok, which after watching the consumer will be able to feel the significance of this product and what opportunities it can give him; 2) to use various cumulative bonus systems for regular users; 3) strive to create a personal connection with customers, use "you" in advertising texts, but also continue to use active verbs and the imperative mood in advertising texts.

The study revealed three key assortment strategies of marketplaces that are inherent in both domestic and foreign marketplaces: a brand with a sales focus on marketplaces, the division of the assortment by sales channels, the allocation of a special assortment for marketplaces. In the course of the study, it was found that the most characteristic of the text of the advertising discourse of marketplaces are such lexical means of creating expressiveness as metaphor, personification, epithet, comparison. Periphrasis, metonymy, and synecdoche are used much less frequently, but they are representative.

In conclusion, we'd like to stress that creating and then following the right PR-campaign taking into consideration modern trends and technological advances in the marketing sphere will definitely improve the efficiency of e-commerce activity.

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GUANXI CONCEPT INFLUENCE ON THE CONDUCT BUSINESS IN CHINA

Влияние концепта гуанси на ведение бизнеса в Китае

The Business Culture Complexity Index ranks China as the 20th most difficult business culture in the world. Guanxi has a lot to do with it. In this regard, it is imperative to have a thorough understanding of why guanxi matters so much. The goal of our research is to define the meaning of guanxi concept and its influence on