

"Marketing through AR-VR, various chatbots". And the last place was shared by the items "Organization of non-standard events and promotions" and "Advertising of goods by a popular blogger, public personality", which were chosen by only 6 people. The study suggests that people do not always fall for the opinion of an authoritative leader and value an individual approach and careful attitude to.

The role of the impression economy is to make fundamental changes to established business models. Today's consumer environment is saturated with diverse product offerings, and a successful company must be able to stand out from the crowd and capture the attention of consumers. It is no longer enough to simply offer high quality products or services – it is necessary to create impressions that will differentiate the company from its competitors [5].

REFERENCES:

1. Pine, B. J. The Experience Economy : Work is Theatre & Every Business a Stage: training manual / B. J. Pine, J. H. Gilmore. – Harvard Business School Press, 1999. – 106 p.
2. Экономика впечатлений: нет ничего дороже личного впечатления [Electronic resource]. – Mode of access: <https://4brain.ru/blog/ekonomika-vpechatlenij-net-nichego-dorozhe-lichnogo-vpechatleniya>. – Date of access: 28.03.2024.
3. Strategy for the Experience Economy [Electronic resource]. – Mode of access: <https://rogermartin.medium.com/strategy-for-the-experience-economy-71ea48f764ad>. – Date of access: 28.03.2024.
4. Schmitt, B. H. Marketing Aesthetics : The Strategic Management of Brands, Identity, and Image: training manual / B. H. Schmitt, A. Simonson. – Drezden, 1997. – 368 p.
5. Экономика впечатлений: когда опыт и переживания становятся товаром [Electronic resource]. – Mode of access: <https://priceva.ru/blog/article/ekonomika-vpechatlenij-kogda-opyt-i-perezhivaniya-stanovyatsya-tovarem>. – Date of access: 28.03.2024.

Matvei Ignatuyk, Alla Melnikova
Science tutor *L. Bedritskaya*
BSEU (Minsk)

HOW MUCH MONEY YOU NEED TO BE HAPPY

The purpose of the article is to find out at what amount of money people start feeling happy. A lot of economic research has been conducted to find the answer to this question.

Back in the late XIX century, the English economist Alfred Marshall said that with increasing consumption of any good, the marginal utility of each additional unit of this good for the consumer decreases. American economist Richard Easterlin came to the same conclusion in his research. He showed that the growth of per capita income in a country is not related to the growth of life satisfaction of its citizens. At the same time,

people tend to compare their wealth with that of others, that is, the relative level of income is more important than the absolute one. And if everyone's income increases proportionally, then the average level of happiness does not change. This conclusion is called Easterlin paradox [1].

Easterlin paradox potentially casts doubt on one of the basic assumptions of economic policy: the growth of income (and therefore consumption opportunities) increases well-being. Since the 1970s, the growth of empirical studies designed to identify the economic determinants of subjective well-being began. However, Easterlin paradox has been disproved. American economists Betsy Stevenson and Justin Wolfers proved on a huge sample of more than 130 countries that the levels of GDP per capita and happiness have an almost linear relationship and move synchronously in the same direction in both poor and rich countries [2].

Studies of happiness are divided into its study at the macro level of society, meso level of organizations and micro level of individuals. Since 2011 the UN has been applying the "Better Life Index". It assesses housing conditions, education level, life expectancy and self-assessed health, employment and earnings, voter activity and their involvement in policy development, water and air quality, the amount of time for sleep and leisure [3].

Since the 2000s, with the development of behavioral sciences, more attention has been paid to finding and interpreting the relationship between happiness and income at the individual level. Researchers came to the conclusion that high income brings life satisfaction, but not happiness. At the same time, they found an answer to the question of how much money is needed for happiness: self-assessment of emotional well-being increases with income only up to a certain point – the effect disappears after income reaches \$75,000 per year [4].

Scientists claim that one should look not at the overall level of happiness, but at the frequency with which people experience it. The frequency of happiness is more strongly influenced by buying experiences than buying things. People with higher incomes are more likely to have more varied time, which in turn gives them new experiences. People's emotional well-being can also grow above the "saturation point" of \$75,000 annual income [5].

The ideal size of salary for a happy and comfortable life in Belarus is 3-5 thousand rubles per month. This answer was given by almost 42% of users of the rabota.by service. This is 2-3 times higher than the average salary in the republic. The top five most popular areas for changing activities and professions include such professional areas as: "Art, entertainment, mass media"; "Information Technology"; "Automobile business"; "Sports clubs, fitness, beauty salons"; "Tourism, hotels, restaurants". And as additional options the respondents noted the desire to engage in charity, crafts, floristry and even numerology. This confirms that the level of income creates comfort, and positive impressions are necessary for the feeling of happiness [6].

In conclusion, while the link between income and happiness is real, it is modest and conditional. We must be careful not to overemphasize money's role in happiness. Happiness is a complex topic involving various factors – money being just one of them. Genetics, health, relationships, leisure time, and purpose likely matter more for well-

being than dollars alone. Yet, used wisely, money can enhance our sense of well-being and improve our lives.

REFERENCES:

1. Easterlin, R. Does Economic Growth Improve the Human Lot? Some Empirical Evidence. Published in: Nations and Households in Economic Growth: Essays in Honor of Moses Abramovitz [Electronic resource] / R. Easterlin // Munich Personal RePEc Archive. – 1974. – Mode of access: https://mpra.ub.uni-muenchen.de/111773/1/MPRA_paper_111773.pdf. – Date of access: 01.03.2024.
2. Stevenson, B. Economic Growth and Subjective Well-Being: Reassessing the Easterlin Paradox [Electronic resource] / B. Stevenson, J. Wolfers // NBER Working Paper No. 14282. – August 2008. – JEL No. D6,I3,J1. – Mode of access: <https://www.nber.org/papers/w14282>. – Date of access: 01.03.2024.
3. Better Life Index. Organization for Economic Cooperation and Development [Electronic resource]. – Mode of access: <https://www.oecdbetterlifeindex.org>. – Date of access: 10.03.2024.
4. Kahneman, D. High income improves evaluation of life but not emotional well-being [Electronic resource] / D. Kahneman, A. Deaton // Proceedings of the National Academy of Sciences. – 2010. – Mode of access: <https://www.pnas.org/doi/10.1073/pnas.1011492107>. – Date of access: 08.03.2024.
5. Killingsworth, M. A. Experienced well-being rises with income, even above \$75,000 per year [Electronic resource] / M. A. Killingsworth // Proceedings of the National Academy of Sciences (PNAS). – 2021. – Mode of access: <https://www.pnas.org/doi/10.1073/pnas.2016976118>. – Date of access: 08.03.2024.
6. What kind of salary do Belarusians dream of // rabota.by [Electronic resource]. – Mode of access: https://rabota.by/article/32635?hhtmFrom=article_list. – Date of access: 19.03.2024.

Mariya Kashkan, Angelina Astapovich
Science tutor *L. Bedritskaya*
BSEU (Minsk)

THE ROLE OF INFORMAL GROUPS IN ORGANIZATON

The purpose of this paper is to analyze how informal organizations affect employees' performance.

Informal groups consist of people who share a common identity and strive to achieve a common goal. They are structures where personal attitudes, prejudices, likes and dislikes determine human relationships. Informal groups are created at the will of their members and have no hierarchy. Informal groups generally emerge by default. Policies, procedures or ranks do not play a role in establishing them. Such teams always arise in formal organizations. Moreover, the nature of the tasks they solve in many cases