

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

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#### 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

forces them to communicate and interact with each other frequently. Members of the same organization depend on each other in many ways. In order to regulate these teams' activity manager should first acknowledge and except their existence. Next, the task is to streamline the objectives of the groups with those of the businesses itself [1].

Informal groups have a great effect on employees' attitude to their job and performance. Social interactions instill a sense of unity and solidarity among members which leads to job satisfaction and stability in the organization. Thus, it increases loyalty to the company, strengthens morale, thereby creating favorable organizational climate. Smooth-running organization also bases on swift transfer of data. In such collectives, information is exchanged between people quickly because the lines of communication are not defined. The great benefit of rapid communication is prompt feedback, so that workers' grievances and contentment are clear and timely known to management.

Interpersonal relationships provide employees with better understanding of what is going on in the company, establish a certain sense of control over the work environment. Informal communication is a useful tool which enables people to gain status and recognition among their colleagues. Moreover, it helps strengthen horizontal connections in the organization. Accordingly appears the chance to connect structural units without unnecessary bureaucracy. Teams that work well together are able to identify and resolve problems faster, reducing downtime and increasing overall efficiency. Clear horizontal communication ensures timeous light receipt, which underlines informed decision making. It also contributes spark of new ideas and stimulates innovations through constant views exchange amid staff. So, we can posit such easy-going link network generated in informal groups results in productivity and creativity growth [2].

Informal groups' initiative direction is important for a manager to achieve the company's goals. Correct setting of tasks and skillful motivational techniques allow to use the group's potential in order to create and improve products and services. Aims of those coinciding with corporate ones need appreciation and support from management, i.e. superiors are to supply necessary resources including place and consultation. A good example of such guidance is well known Japanese Quality Control Circles (QCC). The purpose of these teams is improving working conditions, the quality of outcome. Informal groups' goals non-associated with general ones should be underpinned as well. Employees' development and abiding knowledge transfer are the foundation of learning organization building, which is a key to company's long-term success.

Jeff Sutherland's book "Scrum: The Art of Doing Twice the Work in Half the Time" notes that the best teams are self-organizing and self-governing systems. They are capable of acting independently, therefore these groups are given the right of both making decisions and implementing them. Analysis of informal groups is helpful in managing self-organizing project teams. Understanding the relationships between workers, principals and opinions which unite them is important. It is applicable to creation of cohesive team sharing the set objectives and having characteristics required for achieving the desired result.

The existence of informal groups creates certain problems for the company, because they can either work for the company or against it. In order for a manager to succeed, it is necessary to identify informal leaders and develop mechanisms for managing them, as well as to influence the situation so that the goals of informal groups

coincide with the main goal of the organization as a whole. A good manager should learn to use the qualities of an informal leader to achieve certain goals, since these groups continuously interact with formal ones and influence the quality of work, as well as the attitude of employees towards their superiors and work in general. Correct interaction with informal leaders simplifies the task. The head of a formal organization can create commissions, committees that are visible to everyone, official and legal. Then they are to train people to interact within such a structure. If it is possible to ensure that all persons involved in the organization learn to build relationships with others, this will help smooth out the negative influence of informal groups and use them to benefit the main goal [3].

In conclusion, it should be noted that the role of informal groups in an organization is great, since they are one of the significant factors that have a direct impact on the work of employees and predetermine the emergence of specific opportunities and problems. The results of their activities depend on the manager's ability to coordinate the work of such groups and direct their resources to achieve the organization's goals.

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### MULTI-LEVEL MARKETING

Multilevel marketing (MLM) (also referred to as network marketing) is a business model that involves unsalaried, hierarchical sales teams selling products directly to consumers in conjunction with recruiting additional company sales representatives.

The purpose of our study is to explain that MLM is a good option as a part time job and a good opportunity to get a passive income. However, the person who decided to take an MLM as a job should be aware of illegal Pyramid Schemes (is an illegal system for providing income to members of a structure by constantly attracting funds from new participants: income to the first participants of the pyramid is paid at the expense of subsequent ones).

Under the MLM model, distributors are not the part of the company. They are most likely to be called as individual business owners who recruit their own distributor networks to help them to sell products. Multi-level marketing firms rely upon this extended network of independent distributors to generate revenue [1].