

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].

MLMs provide to new contractors two sources of income: either to sell products to customers who are not involved in the MLM directly, then making the profit from the commission of these sold products, or to recruit new distributors and earn commissions based on what they buy and their sales to retail customers. MLM offers the opportunity to earn significant income, especially if you build a large and successful network. Successful MLM distributors can earn substantial commissions and bonuses based on their sales and the sales of their downline.

As MLM provides with passive income, distributors can choose their own schedule and work from home or anywhere they prefer. This flexibility can be appealing to individuals seeking work-life balance or those who want to be their own boss.

It is important to note that the experiences and outcomes in MLM can vary significantly depending on the specific company, the products or services offered, and an individual's skills and dedication. It is advisable to thoroughly research and evaluate any MLM opportunity before making a decision.

Turning to a Pyramid scheme, it looks very similar to multilevel marketing. It also expands the business by recruiting several layers of members, which form a pyramid system. However, pyramid schemes are illegal scams, while multilevel marketing is legitimate. But there is the most important difference: for an MLM to be compliant (i.e., legal and not a pyramid scheme), it must adhere to the 70% rule that states the following, “at least 70% of all goods sold must be purchased by non-distributors [2].”

This means that consumers outside the company need to be buying the majority of a company's products — rather than downstream in the distributor network or with the distributors themselves stocking up on inventory. However, it is incredibly hard to prove if an MLM is not in compliance.

The reason for this is that is almost impossible to track if the distributor has sold at least 70% of his/her goods to actual consumers. And even if a distributor were clearing 70% of their inventory in a given month, the “financial freedom” offered by many MLMs simply cannot be achieved through direct sales alone.

It is crucial to distinguish between legitimate MLM companies, which have a focus on product sales and a sustainable compensation structure, and illegal pyramid schemes that primarily rely on recruitment. MLM companies operate within legal boundaries and usually have genuine products or services to offer, whereas pyramid schemes are fraudulent and financially risky.

Often in a pyramid scheme, you will be encouraged or even required to buy a certain amount of product at regular intervals, even if you already have more inventory than you can use or sell.

To avoid getting involved in an illegal pyramid scheme, person must be aware of the following warning signs: promoters make extravagant promises about your earning potential, they emphasize recruiting new distributors for your sales network as the real way to make money, they play on your emotions or use high-pressure sales tactics, saying you will lose the opportunity if you do not act now and discouraging you from taking time to study the company, distributors buy more products than they want to use or can resell, just to stay active in the company or to qualify for bonuses or other rewards.

In conclusion, it is fair to say that MLM could be a good source of passive income, yet whoever is in business must know what pyramid schemes are and ways to avoid getting involved in them.

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THE CURRENT ISSUES OF INTERNATIONAL MANAGEMENT

The purpose of this work is to analyze the key challenges modern international management faces and define the ways to cope with them.

The world is huge and everything is intertwined, so global business impacts every organization and the effective strategies of management and marketing are absolutely necessary. The defining condition for the success of management is the transformation of the established culture of management and corporate ethics to the level of modern achievements, standards developed by the world practice. The 21st century is the time of great changes and challenges. Flexibility and capability of a manager to adapt to current situation is one of the key factors in the effective work of every organization on both national and international level.

To the most common challenges of international management one can refer the following ones [1].

One of the major emerging challenges for management is the globalization of business. Any corporation, regardless of size or nature, can no longer ignore this phenomenon. Globalization entails easy trade in goods and services, providing clients with a diverse range of options throughout a borderless world. At the same time, it constantly pressurizes firms around the world for improving quality, cutting prices, and/or producing new and improved goods in response to client needs and expectations. Aside from that, the regional agreement and World Trade Organization (WTO) have increased market competition and added complexity to the manager's task. According to the information from the official site of the Ministry of Foreign Affairs of the Republic of Belarus our country implements a multi-vector economic policy and actively participates in international integration processes. While Russia, the EAEU and the CIS countries