

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

remain the main trading partners, the presence of Belarusian manufacturers in the markets of Asia, Africa America and Oceania is expanding [2]. So, new horizons are opening as well as new challenges are appearing. As a result, managers must grasp the globalization process and the competition it creates for them, and they must act effectively and efficiently to overcome such obstacles.

Another problem for management is figuring out how to use innovative and complex technologies. Technological horizon has changed the mode of operation of any function of an organization. Manufacturing and distribution heavily rely on the technological assets. Newer and ever-changing technical innovations characterize modern business era. This demands a technology viewpoint in management. The human factor of management should be aware of and anticipate technological advances. So, the employees must remain updated regarding new technology. There is no way any organization can compete with other competitors without adopting modern technology. Therefore, the modern manager should have a thorough understanding of these facets of the technical setting to survive on this evolving business market.

The following challenge deals with ethics and responsibility. The moral principles or standards that define whether our actions are right or wrong are the focus of ethics. Businesses must adhere to ethical principles in their policies and procedures. Managers have to therefore comprehend ethical norms and principles and act accordingly taking into account a wide variety of cultural influences. Ethics is the basis for various managerial decisions. Management should also understand how to fulfill its social responsibilities. Social responsibilities refer to a company's responsibilities to the society, community, people, shareholders, and so on. It is a concept that has evolved with time and is a major challenge to the modern managers.

The next challenge is connected with workforce diversity that refers to the mix of people from various backgrounds such as gender, race, ethnicity, and so on. Customers, suppliers and even staff are increasingly based in foreign countries, drawn from a rich tapestry of cultural backgrounds. As a result, a manager's challenge is to accommodate these broad groups of people by addressing differing lifestyles, family demands, and work styles.

Delegating power to staff is a big difficulty for managers in today's global environment. People seek flexibility in their workplaces; they want to be involved in decision-making and to be able to express themselves creatively within organizations. It is easier to achieve corporate goals when managers and employees share the same values and aims. However, improper delegation can demotivate staff and lead to employee turnover, disengagement, and job stagnation. Employees are the most important aspect of an organization's internal environment. It is necessary to transfer decision-making authority to subordinate level employees in order to maintain a mutual relationship between managers and employees, which is a difficult task. Therefore, managers should establish self-managed teams or autonomous work groups to empower employees.

Thus, we can conclude that the task of the efficient global manager is to take into consideration all the complexities of globalization and the changing needs of companies operating on the international stage and be able to response to the evolving challenges effectively.

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AM I A PERFECT FIT: LABOR MARKET SUITABILITY AS SEEN BY FIBC SENIOR STUDENTS

Nowadays the perception of labor market suitability among students is significantly influenced by various factors. These factors include not only alignment with their interests, salary prospects, job security, and opportunities for career advancement, but also the possession of a blend of soft and hard skills. Within the realm of LinkedIn, discussions about job prospects often revolve around the demand for specific hard skills such as data analysis, programming, digital marketing, and project management. Moreover, there is growing emphasis on soft skills like communication, adaptability, leadership, and emotional intelligence, which are deemed essential for thriving in diverse professional settings. Combining these skills can enhance one's employability and career advancement opportunities.

The object of our research is hard and soft skills possessed by FIBC senior students, while the subject is the alignment of these skills with multinational job requirements on LinkedIn platform.

The overall aim of the study was to investigate FIBC students' perceptions of their preparedness and alignment with multinational job requirements on LinkedIn platform. The objectives were to collect data on contemporary labor market's requirements for candidates applying for a job in multinational companies in the field of interpretation and intercultural communications using job-hunting websites; to identify soft and hard skills commonly demanded by the employers for obtaining a job in this sphere; to evaluate the degree of alignment of FIBC senior students' skills and the skill demands of multinational job opportunities in the target specialization by conducting a survey. Questions for identifying the degree of suitability of FIBC students were compiled in the process of searching for suitable job positions in LinkedIn such as international and course coordinator, international translator, business partner representative, customer support training specialist.

The survey was conducted among 32 senior students of FIBC. The respondents answered a number of questions in terms of evaluating such soft skills as organization,