

depending on how strongly both people hold these beliefs, the conflict can be very difficult to resolve.

Internal arguments lead to kitchen mistakes, table confusion, and poor coordination, all of which create avoidable food waste. Better communication reduces this waste, keeping profits higher and minimizing unnecessary resource waste.

Conflicts between staff and customers are a particular application of conflict resolution skills. Dissatisfied customers can have a very negative impact on your business. Most food service businesses depend on repeat business and word-of-mouth advertising. When a customer is unhappy with the food or service, you lose potential future business. You may also lose other customers who have heard about your customer's bad experience, as people are more likely to share bad experiences than good ones. Especially today, with sites like TripAdvisor, it has become very easy for the average person to post public reviews of their experiences.

When the person is calm and able to fully discuss the situation, you should move on to the problem-solving stage. The client should be asked what they would like to do to solve the problem. One should propose solutions that are within one's authority. Agree on a solution. If a satisfactory solution cannot be offered, the person should be helped to complain to the manager or owner. If this is not immediately possible, you should take full details of the problem from the person and promise to pass on the information. You should let the person know when the owner or manager has responded. You should always thank the person for bringing the complaint to their attention.

If there is responsibility for staff, you need to make sure they understand effective complaints procedures. You need to make sure they know how complaints should be handled in the restaurant. Many companies have a 'no questions asked' policy. If customers return a menu item, it is replaced free of charge or they are refunded.

In conclusion, it is worth noting that reducing the number of conflicts contributes to a more comfortable and pleasant atmosphere for both staff and visitors. This has a positive impact on customer loyalty and the image of the institution.

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GAME TECHNOLOGIES IN TRAINING AND EMPLOYEE ADAPTATION: A NEW ERA OF CORPORATE LEARNING

Игровые технологии в обучении и адаптации сотрудников: новая эра корпоративного обучения

As organizations navigate rapid technological advancements and digital transformation, effective employee training and adaptation are essential. Traditional

training methods often fail to engage employees, leading to slow skill acquisition and poor retention. In this context, gamification and game technologies offer innovative solutions to enhance learning experiences. This thesis explores gamification's potential in corporate learning, assessing its effectiveness in motivating employees and facilitating adaptation to change [1, p. 23].

The primary goal of this study is to evaluate how gamified learning environments can increase employee motivation and engagement, resulting in faster skill acquisition and smoother transitions in the workplace. Gamification incorporates game mechanics into learning, leveraging psychological principles that govern motivation, such as Self-Determination Theory, which highlights how competition and rewards foster participation and achievement.

Successful case studies demonstrate the implementation of gamified training in organizations like Deloitte and IBM, which have reported improvements in knowledge retention and employee satisfaction. Game technologies such as simulations and virtual reality (VR) provide realistic training scenarios, allowing employees to practice skills safely, enhancing their confidence and competence [2, p. 1].

This research employs qualitative and quantitative methods to assess gamification's impact. Surveys and performance metrics reveal a positive correlation between gamified learning and employee performance, with participants reporting higher motivation and faster mastery of new skills compared to traditional training settings. Gamification also encourages a growth mindset by providing immediate feedback and rewarding progress, helping employees view challenges as growth opportunities.

Despite its benefits, challenges remain, including potential resistance from employees accustomed to traditional methods. Effective design and implementation require careful consideration of game mechanics, target audience, and organizational culture to align with learning objectives [3].

As digital transformation evolves, the potential for gamification in corporate learning is vast. Future research should explore the long-term effects of gamified training on performance and retention. Integrating artificial intelligence (AI) could further personalize these experiences to meet individual employee needs.

In conclusion, gamification and game technologies herald a new era of corporate learning, emphasizing employee engagement, motivation, and skill acquisition. By harnessing game mechanics, organizations can create dynamic training environments that promote continuous learning and adaptation, essential for building a skilled and adaptable workforce [4, p. 12].

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CULTURAL-BASED CHALLENGES OF MODERN LEADERSHIP IN INTERNATIONAL BUSINESS RELATIONS

Культурные проблемы современного лидерства в международных деловых отношениях

In the era of globalization, the ability to navigate cultural diversity is crucial for effective leadership in international business relations. Dr. David Livermore, President of the US Cultural Intelligence Center, in his latest research mentions a fact that almost 90 % of top managers from 68 countries name the development of leadership skills in the sphere of international business relations as the major challenge facing modern managers in the XXI century [1, p. 38]. And this issue must be dealt with efficiently if we want to thrive as leaders in the future.

The aim of our study was to analyze the major culturally-based challenges in contemporary international business relations, providing insights into how present-day managers can adapt to foster cohesion and success in culturally diverse teams. The abstract explores the impact of cultural diversity on leadership styles, and the challenges faced by managers in multicultural settings, offering strategies for addressing these issues.

Cultural diversity influences leadership styles significantly, as values, norms, and communication preferences vary across societies. For example, Western cultures, such as those of the United States and Germany, often favor a transactional leadership style characterized by clear structures, goal orientation, and meritocracy. In contrast, Eastern cultures, such as those of Japan or China, tend to embrace transformational or paternalistic leadership, emphasizing collective harmony, loyalty, and respect for hierarchy [1, p. 115–125]. The African Ubuntu leadership philosophy, rooted in the principle of «I am because we are» highlights the importance of interconnectedness and community well-being [2]. These and other cultural nuances mean that a one-size-fits-all approach to leadership is often ineffective in international contexts.