

Given that 61 % of consumers will never return to a site that is not adapted for mobile devices, 80 % of the top-ranked sites are adapted. With 80 % of mobile phone owners preferring to buy from companies with easy-to-use mobile apps and websites, this data further emphasizes the value of simplicity. In addition, around 70 % of search queries from mobile devices lead to some form of online action, highlighting the importance of mobile marketing as a sales and engagement driver

Mobile data usage is predicted to grow 46 % per year, which only reinforces the importance of mobile marketing for companies seeking sustainable growth and a better customer experience.

So, it is possible to conclude, that mobile marketing has become an integral part of modern promotional strategies. Companies looking to strengthen their market position should consider mobile marketing not only as an opportunity to increase customer loyalty and conversions, but also as a strategically important element of long-term success in the digital economy.

A. Shatrovskaya

А.А. Шатровская

БГЭУ (Минск)

Научный руководитель И.С. Сидорчук

HYBRID WORKPLACE: FANTASY AND REALITY

Гибридное рабочее место: фантазии и реальность

The term «hybrid workplace» is used more and more to describe the new employment opportunity for modern workers. The purpose of this work is to analyze remote work as a new format of employment organization, identify its features, advantages, and disadvantages, as well as evaluate its impact on the productivity and efficiency of employees.

The hybrid workplace model is a flexible work environment that combines remote and office work. As a result of the COVID-19 pandemic, the world has undergone significant transformations. This has led to a number of challenges in the corporate sector and has forced organizations to implement remote work policies.

The next step in the evolution of the employment relationship was confirmed by Microsoft's Work Trends Index 2021 report. According to an August 2021 Medallia survey, less than 20 % of employees who work remotely are keen to return fully to the office without any flexibility.

Researchers at Jabra, an audio device company, suggest three possible approaches to a hybrid work model in an article for the Harvard Business Review:

1. Defining days to work from home and office.
2. Establishing a minimum number of days that must be spent in the office.
3. Allowing employees to work remotely and visit the office at will.

According to the results of a survey of 1st year students of the Belarusian State University of Economics, it was revealed that 72.5 % of students find the remote format of work more convenient and productive, while 27.5 % of students prefer the offline mode of work/study. The results of our study show that the new working reality has advantages and disadvantages, which include:

Pros: Reduced transport costs and saving time for travelling, which means a more competent use of the employee's time; Reduction of office space rental costs, utility payments; Ensuring employee comfort and satisfaction through freedom in choosing where to work, which will lead to increased productivity; Improvement of the level of motivation of employees, which is ensured by working in an optimal for him conditions; Expansion of the range of candidates, as it is possible to hire employees from different regions.

Cons: Deterioration of the psychological climate in the company: complication of communications between employees and departments, lower level of trust in the team; Inequality between office and remote employees; Risk of lower productivity due to lack of competence of employees, their lack of skills in managing their time and opportunities in the conditions of office space; The need for clear planning and organization of work to ensure that employees have equal access to information and the opportunity to collaborate; The need for additional costs for equipment required to support remote work.

Overall, it can be said that hybrid work format is a promising direction for the development of the employment sphere. It provides employees with new opportunities for organizing their lives and work, and can also contribute to increasing productivity and work efficiency. However, for the successful implementation of remote work format, it is necessary to consider its specifics and requirements for employees, as well as create conditions to maintain their motivation and productivity.

I. Shemet

И.С. Шемет

БГЭУ (Минск)

Научный руководитель Е.Ю. Белозерова

THE DIGITAL REVOLUTION: REMOTE WORK AND DIGITAL EDUCATION TRANSFORMING OUR WORLD

Цифровая революция: удаленная работа и цифровое образование меняют наш мир

The digital revolution has transformed our world, and its impact is felt in virtually every aspect of our lives. Two key areas where this impact is most profound are remote work and digital education. These trends have not only reshaped the way we work and learn but also brought about significant changes in the fabric of society.