

of greenwashing in business, companies need to maintain people's trust in order not to lose their customers.

Moving from theory and practice, the focus shifts to the key methods for addressing this issue. Such as: tightening of legislation; education and consumer information; creation of independent certification organizations, that will monitor and analyse companies in order to reveal greenwashing; transparency and reporting of companies;

In conclusion, one can't but mention greenwashing is a serious threat to the environment and society. It misleads consumers, creating a false sense of companies' commitment to sustainable development. This not only undermines the credibility of true environmental initiatives, but also makes it difficult for consumers to choose truly responsible brands. As a result, not only ecosystems suffer, but also bona fide companies that adhere to high standards. It is necessary to fight greenwashing to protect the interests of nature and consumers, as well as to create a fair competitive environment.

REFERENCES:

1. EARTH.ORG [Electronic resource]. – Mode of access: <https://earth.org/what-is-greenwashing-in-marketing/>. – Date of access: 20.03.2025.
2. HBR [Electronic resource] : Harvard Business Review. – Mode of access: <https://hbr.org/2022/07/how-greenwashing-affects-the-bottom-line>. – Date of access: 20.03.2025.
3. KANTAR [Electronic resource] : How to avoid your brand inadvertently tarred with the 'Greenwashing brush'. – Mode of access: <https://www.kantar.com/inspiration/the-negative-impact-of-greenwashing-and-how-to-keep-your-marketing-aligned-with-the-un-sdgs>. – Date of access: 20.03.2025.

Oleg Bystrimovich, Matvei Zhukovskii

Science tutor *T. Bergel*

BSEU (Minsk)

NAVIGATING THE NEW WORKFORCE: UNDERSTANDING GEN Z'S IMPACT ON EMPLOYMENT DYNAMICS

The purpose of the study is to explore the unique characteristics, values, and expectations of Generation Z as they enter the workforce.

Generation Z, often referred to as Gen Z, encompasses individuals born between 1995 to 2010. As the first generation to grow up with the Internet, smartphones, and social media from a young age, Gen Z is deeply influenced by technology and digital connectivity. They are often described as tech-savvy, socially conscious, and entrepreneurial. As this generation enters the workforce in increasing numbers, they bring with them new expectations, priorities, and communication styles that are reshaping employment dynamics. While this transformation offers exciting opportunities, it also presents challenges for employers and teams unaccustomed to their unique approach to work.

Effective management of Gen Z employees requires a change in the conventional workplace habits. Though they are creative and energetic, their attitudes and expectations are quite different from those of earlier generations.

Gen Z employees deeply value professional freedom and autonomy. They tend to feel most at ease when they can be independent and fully express their ideas and creativity. But they can be sensitive to being micromanaged in any way. Generation Z puts a high value on flexibility in their work timing and place. This generation has a lower tendency to adhere to the traditional workday, and they prefer environments that accommodate remote or hybrid work setups. Employers accustomed to rigid structures face challenges in meeting these new expectations.

The mental health of Generation Z has become the utmost concern since this age group showed to be more open to talking through their encounters with anxiety, stress, and burnout. While such openness is a positive step, which means managers must become more empathetic, offer mental health support, and foster an organizational culture that values wellness.

Raised during an era of instant gratification, Generation Z employees expect constant review of their work rather than wait for annual evaluation. They prefer managers who can act as role models and provide timely assistance, which costs more time and effort on the part of the management [1].

Successfully integrating Gen Z employees into the workforce requires a thoughtful approach. Generation Z excels in tech-supported setups; hence, offering contemporary equipment and platforms will most likely improve their productivity levels. Utilization of cloud-supported project management tools and collaboration software is required to maintain their interest.

Generation Z focuses on continuous learning and individual growth. Providing access to training programs, mentoring schemes, and clearly mapped career paths will reinforce their feelings of commitment to their job. They are keen on acquiring new competencies that will prepare them for future challenges.

Frequent feedback meetings, both formal and informal, can be used to keep Gen Z employees engaged and aligned with organizational objectives. Managers need to emphasize constructive criticism that points to strengths as well as areas for improvement.

Clarity regarding organizational objectives, policies, and expectations is critical for fostering trust among Generation Z. They value transparent communication and desires to perceive themselves as significant participants in the achievement of the organization's goals [2].

One area where Gen Z's influence is particularly noticeable in the workplace is communication. Their language often reflects the digital age, blending colloquial expressions, internet slang, and emojis. While this makes communication feel more approachable, it's important for employers to establish boundaries to maintain professionalism [3].

Generation Z is reshaping the workplace with their emphasis on flexibility, purpose, and technology. To manage the new workforce, employers need to change their management styles, communication methods, and workplace cultures. By recognizing the challenges and possibilities Gen Z brings, organizations can create an environment in

which this generation can flourish. Those firms that place the emphasis on learning about Generation Z, whether by providing constructive criticism, adopting new technology, or establishing an open culture, will be well-placed to unlock their potential and build future success.

REFERENCES:

1. The challenges of managing Generation Z in the workplace [Electronic resource] : REBA. – Mode of access: <https://reba.global/resource/4-challenges-of-managing-generation-z-in-the-workplace.html>. – Date of access: 21.03.2025.
2. Grace Smith Understanding Gen Z in the Workplace: Challenges and Opportunities for Employers [Electronic resource]. – Mode of access: <https://www.thrivesparrow.com/blog/gen-z-in-the-workplace>. – Date of access: 24.03.2025.
3. Rebecca M Knight Not all employers are tolerating Gen Z's laid-back language [Electronic resource]. – Mode of access: <https://www.bbc.com/worklife/article/20240307-gen-z-casual-workplace-language>. – Date of access: 26.03.2025.

Nikita Drobov

Science tutor *G. Prybylskaja*
BNTU (Minsk)

THE ECONOMICS OF IMPRESSIONS IN THE B2B SECTOR: FROM THEORY TO PRACTICE.

The relevance of the topic is due to the fact that businesses are faced with the need to stand out in an oversaturated market, meet the needs of the digital generation of customers and create emotional connections with future partners, which affects profits.

Impression economics is generally considered to be the concept by which the value of a product or service is assessed by the emotions created and the unique experience for the consumer. This definitely creates a competitive advantage, which is why companies strive to give customers a special experience in order to sell their products better [1].

The purpose of the study is to show that it is no longer enough for a business in a highly competitive market to simply offer a high-quality product or favorable conditions.

Using the tools of the impression economy in the B2B sector is not only realistic, but also becoming a trend. Although rationality and efficiency remain fundamental in decision-making, impressions also play a huge role.

But why does this work in B2B? In almost all companies, decisions are made by real people who can be influenced by different experiences, emotions, and biases. Also, long-term relationships with a partner often become more important than a single transaction - impressions will strengthen loyalty and reduce the risks of termination of the partnership, or prolong the partnership. We must not forget about differentiation in a completely competitive market, when products and prices are similar and the experience of interaction can become the main variable in the choice.