Based on our research on the cognitive distortion method, we found it advisable to test its effect in practice. Two groups of people participated in the experiment. Each group was offered a questionnaire with an offer to purchase a product (in our case, headphones). The first group received an offer where positive framing was applied. The second group was presented with negative framing. In the first case, the participants were asked the following question: "These noise-canceling headphones last two times longer than conventional wired ones. You'll save about 1,000 rubles a year because you won't have to buy new ones often. The price is 1,500 rubles. Would you buy these headphones?" The answers were divided as follows: 68% agreed to buy headphones for the offered price, 32% refused. The second received a negative-framed proposal, which read as follows: "If you continue to use regular wired headphones, you will spend 1,000 rubles more per year due to their frequent replacement. The same noise-canceling headphones last twice as long." The price remained the same. This time only 52% agreed to buy headphones for the offered price and 48% refused. Thus, based on the results of the experiment, it can be concluded that the use of framing in sales increases the probability of a consumer buying a product by about 15%.

Thus, we can make a conclusion that incorporating Cognitive Distortions (in particular "Framing effect") into marketing and management strategies has a significant impact on the decision-making process of consumers. The usage of Positive framing can increase the probability of purchasing a product up to 15%, which confirms the importance of the correct presentation of information to influence consumer choice.

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GAMIFICATION IN HR MANAGEMENT

Gamification refers to the use of games and game-related components outside the traditional playground with a serious purpose within organisations or training institutions with an aim to make everyday duties more attractive and pleasant. In the past few years, gamification has emerged as a trend within the business and marketing sectors and has recently grabbed the attention of scientists, educators and practitioners. Researchers and

practitioners consider that gamification can be used in any process which involves employees.

Gamification is not simply playing games. Games create the imaginative world, which differs from reality, however, gamification augments reality with the elements of a game [1]. The power of gamification comes down to this: it taps into the competitive fires we all have and as we play a game, we become more engaged, feel a greater sense of accomplishment and are more willing to go an extra mile in either making more sales calls, completing more training programs, or answering more customer center calls [2]. Gamification can be used at different stages of HR management.

1. Recruitment. Mass recruitment at large corporations can become a real challenge. While automation software helps with routine tasks, the creative part like screening the candidates and leading the critical talents through the recruitment funnel falls on the recruiter's shoulders. That's when gamification comes into play.

Collecting points is used in increasing the number of referral candidates from their colleagues. Better works, for example, introduced a point referral system. In this program, employees get points for each referred candidate that goes past the screening phase. At the end of the year, employees can spend their accumulated points on prizes.

2. Employee onboarding. According to the Glassdoor research, a strong onboarding process improves retention rates by 82% and productivity rates by 70%. Companies with weak onboarding are likely to lose new hires within the first year due to a lack of engagement and socializing with company culture.

Key elements of successful onboarding include mentorship and coaching to help new hires assimilate with peers, immersion in the workplace culture, and on-demand learning. To create a seamless onboarding experience and make these elements work, HR managers use gamification techniques. Just like in a real game, points, badges, and rewards motivate employees to level up. Games help HR make training more meaningful and fun [3].

To evaluate the effectiveness of implementing gamification in business, I analyzed some cases from real companies. The table below summarizes the effectiveness of gamification strategies used by these organizations:

Table 1.1 – Employee engagement outcomes through gamification

Company	Gamefication Application	Key Metric Improved	Quantitative Result
Nextjump	Gym participation incentives	Employee gym attendance	67% of employees engaged
Ford Canada	Learning portal gamification	User actions on training platform	100% increase in 5 weeks
Astra Zeneca	Medicine training gamification	Agent participation /completion	97% participation, 99% completion
CalLogix	Employee retention gamification	Attrition /absenteeism reduction	50% less attrition, 80% less absenteeism ($380k saved/year)
SAP Streamwork	Brainstorming idea generation	New ideas produced	58% more ideas

Microsoft	Language Quality Game	Error detection in localization	26,000 tasks completed, +170 errors found

Despite the proven effectiveness of gamification in enhancing employee engagement, training, and corporate culture, its adoption in Belarus remains limited. Available research and public data indicate a lack of widespread implementation in Belarusian companies, suggesting that gamification is still an emerging concept in the country's HR practices.

However, international studies demonstrate that gamification can significantly improve workplace dynamics by boosting collaboration, innovation, and participation in training programs. For Belarusian businesses, gamification may become a new key opportunity. In a competitive labor market, gamification could help attract and retain talent, increase productivity, and foster a more adaptive corporate culture.

Given the current gap, Belarusian organizations should consider exploring gamification as a strategic tool. Early adopters may gain a competitive edge by enhancing employee motivation, streamlining skill development, and driving innovation. As global markets increasingly prioritize dynamic workplaces, integrating gamification could position Belarusian firms for long-term growth and success.

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GENERATIVE ARTIFICIAL INTELLIGENCE: COPYRIGHT ISSUES AND JOB DISPLACEMENT IN CREATIVE INDUSTRIES

Generative Artificial Intelligence models are program algorithms created through unsupervised or semi-supervised "deep learning" training on huge volumes of raw, unstructured, unlabeled data scraped from the Internet or other huge data sources. During training, the algorithm performs and evaluates millions of attempts to predict the next element in a sequence and adjusting itself to minimize the difference between its predictions and the initial data. AI based off "deep learning" is well suited for tasks that