

A negative example of external staff marketing is the advertising of one of the most popular Russian banks. In order to attract both new customers and young employees, Alfa-Bank invited the popular artist Morgenstern to its advertising campaign in 2021. In the video, the performer consumed alcohol, humiliated women and created a defiant and obscene image of bank employees, calling him the best in the country without evidence. After the scandalous advertisement, the Russian Federal Antimonopoly Service received many complaints and the agency filed a case against the bank and the artist, citing violations of Russian advertising legislation [4]. As a result, Alfa-Bank's management quickly curtailed the advertising campaign, admitting their mistake and paying fines, but the bank's image and reputation were seriously damaged.

Thus, one of the key aspects of both external and internal HR marketing is the formation of the employer's image. Effective employer branding helps to create a positive perception of the company among both potential and current employees. This leads to an increase in labor productivity, the achievement of the strategic goals of the organization, as well as a reduction in staff turnover and recruitment costs.

In a rapidly changing market, companies that actively invest in personnel marketing and adapt their approaches to the needs of employees have every chance of taking a leading position. Rational human resource management is becoming not just a necessity, but a strategic asset contributing to the long-term success and prosperity of the organization.

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ECONOMIC PSYCHOLOGY

In modern realities economic psychology is a vital sphere in business and economy as a whole, inasmuch as the probability with which a consumer will make a purchase of the offered product depends on the seller's ability to use methods of economic

psychology. This science includes different types of impact, but in this work, we will focus on the method of cognitive distortions, due to its individual basis and wide range of applications. Thus, the purpose of our study is finding the answer to the following question: is it possible to increase the amount of demand and, consequently, the number of sales by using the method of cognitive distortions in supply.

Nevertheless, before inquiring into the details of the methods and results of our research, it is crucial to get familiarize with the terminology in order to enhance comprehension and deeper understanding. According to the The Great Economic Dictionary, “Economic psychology is psychological attitudes, stereotypes of economic thinking of people, social groups and strata of the population, which have a significant impact on their perception of economic reality and their economic behavior” [1]. All these aspects are deeply related to the concept of cognitive distortions, which is defined as “systematic deviations from rational judgment in economic decision-making, caused by inherent mental biases. These include overconfidence, loss aversion, framing effects, and hyperbolic discounting” [2].

Neoclassical economic theory asserts that individuals make rational decisions to maximize their utility and minimize their expenses. Therefore, we can say that rationality is defined by the fact that an individual's choice leads to outcomes that align with their goals. However, people are prone to making mistakes on a regular basis due to the fact that there are many factors that can limit their understanding of the situation including psychological and psychophysical characteristics, lack of information or accuracy of data. That is why psychologists have sought to examine the peculiarities of consumer behavior and describe common patterns that are called Cognitive Distortions.

The first type of cognitive distortions is known as “Loss Aversion”. It means that the pain of losing something is stronger than the satisfaction of gaining. Consider the following situation: an investor owns shares in the company which have decreased in value by 15%. However, instead of selling and minimizing the loss, the investor keeps owning them and hoping that the price will increase. This cognitive distortion underpins the Prospect Theory that was developed by psychologists Daniel Kahneman and Amos Tversky in 1979 [3].

The second type is called “Framing Effect”, which implies that people make different decisions based on the way (the “frame”) the information is presented. The “good framing” will sound like “Become the member of the eco-future with our products” instead of “Our products are eco-friendly”. The effect demonstrates that people perceive their choice is of great importance and has a significant impact on the future. This type of cognitive distortions was also thoroughly examined in the Prospect Theory by Daniel Kahneman and Amos Tversky [3].

Last but not least in this research is “Anchoring” which conveys that people rely on an initial piece of information (the “anchor”) and make decision based on that. How does the distortion work? People get a piece of information (for example: a price, data or mark) which turns into a reference point. All the subsequent decisions and opinions are going to adjust to the “anchor” even if it is irrelevant and insufficient. Marketers often use the Anchor effect by pointing at the old price and demonstrating the new one in order to create the perception of getting a good deal on the product or service.

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