**6.3 Образцы текстов для реферирования**

* **для специальности: 6-05-0311-02 «Экономика и управление» (профилизация «Экономика и управление туристическим бизнесом» / «Экономика и управление гостиничным бизнесом»)**

**How company culture and values shape employees and the business**

**Sahil Mathur, the CHRO of InMobi Group**

(<https://www.peoplematters.in/article/culture/how-company-culture-and-values-shape-employees-and-the-business-38025>)

A strong company culture and values have a significant impact on the success of any business. These two elements not only shape the employees of an organisation but also help shape the overall success of the business.

In today's competitive world, it is crucial for companies to focus on the development and management of talent in order to create a productive and engaged workforce. By providing employees with the right support, psychological safety, resources, and tools, that they need to be themselves and that they need to do their jobs effectively, companies can help ensure that their employees are able to truly thrive and be in a flow state, in their careers.

Experiences created at work, relate to what people feel within and outside. A work experience is created and influenced by self, others, leaders, founders, business, and therefore all the situations that include these. All of these contribute to company culture. One of the key factors is helping people have a culture based on non-linear growth, which identifies strengths and potential within people and invests in that growth, via enhanced opportunities of experience + exposure + education. Cross-functional projects, stretch assignments, bridge opportunities with other teams and people, and leadership development programs, all these aid employees in developing new skills and gaining exposure to different areas of the business. This also helps unlock employees and helps them find things that align with their true calling.

Specific programs like 'First Time Leader', 'High-potential Development', 'Leadership Development', to name a few, are particularly valuable for creating a culture of growth and development. These programs can help employees build the skills and experience they need to take on leadership roles within the organisation. They may include training, mentorship, and hands-on experience working in proximity with senior leaders and across multiple parts of the organisation.

To truly bring out elite performance from employees, there must be a culture that creates the right positive push with a lot of coaching, thereby creating support first and challenging the next philosophy. This truly helps employees thrive and deliver elite performances. This can take the organisation to a very different orbit.

Truly recognising and celebrating the achievements of employees is also an important aspect of building a successful company culture. This can include providing platforms for employees to showcase their work and garner recognition, and creating monetary and non-monetary rituals that truly make people feel valued and special.

In order to create a productive and engaged workforce, companies must also focus on giving employees what they need to thrive. This can include offering the right tools, resources, and support they need to do their jobs effectively, as well as creating a work environment that is conducive to productivity and creativity. This spans from physical working space to perks to all-around well-being mechanisms.

A culture that empowers the workforce is crucial. There must be freedom with the right responsibility and accountability. This enables the delivery of sustained outcomes for the business. A culture that provides employees with the freedom and flexibility to take ownership of their work and make decisions with a co-founder mindset, will have a positive impact on the business.

In conclusion, creating and sustaining a strong company culture and values is essential for the success of any business. By focusing on the development and management of talent, offering a seamless work experience, creating a psychologically safe space, recognizing and celebrating the achievements of employees, positively nudging for elite performance, giving employees what they need to thrive, and empowering the workforce to deliver sustained outcomes, companies can create a productive and engaged workforce that is essential for driving the growth and success of their business.

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**Marketing and Adverting**

Advertising is everywhere — television, radio, magazines, newspapers, stores, the World Wide Web, billboards, theaters, sports arenas, and even on highway road signs. The average person is exposed to more than 2,000 advertisements every week. In advertising, advertisers control the message, where it will be seen or heard, and how often it will be repeated.

There are two main types of advertising: *promotional and institutional.* Promotional advertisingis when the goal is to increase sales. The targets of promotional advertising are consumers or business-to-business customers.

Promotional advertising can introduce a new business, change a company image, promote a new product, advertise an existing one, or encourage the use of a particular service. Sometimes, the goal of promotional advertising is to encourage potential customers to ask for information, call for an appointment, go online, or enter a store. This is called generating leads or developing prospects.

Institutional advertisingtries to create a favorable image for a company and foster goodwill in the marketplace. There are many institutional advertising techniques in use today. Connecting its name to a worthy cause helps a company make a favorable impression on its customers.

Media are the agencies, means, or instruments used to convey advertising messages to the public. The four general categories of advertising media are print, broadcast, online, and specialty. Print mediaincludes advertising in newspapers, magazines, direct mail, signs, and billboards. This is one of the oldest and most effective types of advertising.

*Newspapers* continue to be an important advertising outlet for many consumer-oriented products and services. Local papers provide a timely way for companies to reach their target audiences. Many retailers and local companies rely on daily newspapers to advertise their products and services. Newspaper advertising does have limitations, however. Some newspapers are distributed to subscribers outside the business’s target market. Also, newspapers have a limited shelf life because they are read and then thrown away each day. Many newspapers are still printed with black ink or with just a limited number of color pages.

*Magazines* have a longer life span than newspapers. People tend to keep magazines for a more extended period of time. This increases the chance that they, and the ads in them, will be reread or passed along to others. People also read magazines more slowly and thoroughly than newspapers. Magazines are generally printed in color and have better print quality than newspapers.

There are drawbacks to magazine advertising. The cost of advertising in magazines is higher than newspaper advertising. In addition, magazines are often printed a month or two in advance of publication. The deadline for submitting ads is several weeks or months before actual publication, and this requires careful planning.

*Direct marketing* is a highly focused form of advertising. The two types of direct marketing are printed direct mail sent to a home or business and electronic direct mail delivered to an e-mail address. Such direct marketing is a good way to keep current customers aware of new products, services, and upcoming sales. It is also a cost effective way to generate leads and qualify prospective customers.

Printed direct-mail advertising takes many forms in including newsletters, catalogs, coupons, samplers, price lists, circulars, invitations to special sales or events, letters, and more. Direct mail is most effective with existing customers. However, in order to grow, a company must find new customers.

*Broadcast media*encompass radio and television. Over a lifetime of 70 years, the average person will spend nearly ten years watching television and almost six years listening to the radio. You can see why advertising through broadcast media is popular.

*Television i*s the ultimate advertising medium for many businesses because it can combine all the creative elements necessary— sight, sound, action, and color—to produce a compelling advertising message. As a result, television is a very effective medium for demonstrating a product’s features and benefits.

There are disadvantages to television advertising. Television has the highest production costs of any type of media and a high dollar cost for the TV time purchased. Prime-time and special event costs can be prohibitive.

*Radio* is a mobile medium that can be heard just about anywhere. It is also a timely medium—radio advertisers can update their messages, ads, and offers daily, even hourly. Radio has the immediacy of newspapers without the high production costs of television.

However, products and services can only be described, not seen. Advertisers cannot rely on visual involvement to hold a listener’s attention. That is why a catchy jingle is important. Radio advertisements also have a short life span.

*Online advertising*is a form of advertising that uses either e-mail or the World Wide Web. It is still a small part of overall advertising spending, but it is growing steadily. Electronic direct-mail advertising is sent via e-mail.

Most online advertising appears as banner ads. A banner ad comes in various shapes and sizes, but it is usually a rectangle seen at the top, bottom, or side of a Web page.

*Specialty media,* which are sometimes called giveaways or advertising specialties, are relatively inexpensive, useful items featuring an advertiser’s name or logo. To be successful as advertising tools, specialty items must be practical, used frequently, and placed in locations with high visibility. Common items that fit this description include hats, calendars, pens and pencils. Specialty items carry the identity of the business sponsoring them and an advertising message. The distribution of the items is usually limited.

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**Expert Qualities That Make a Good Real Estate Agent**

Good real estate agents can be difficult to find if you don’t know the qualities to look for. We had a chat to some industry experts to find out what you should be looking for when scouting around for the perfect agent.

Qualities of a good agent

1. They communicate. As a house seller or buyer it can be stressful dealing with an agent who’s not a great communicator. Jean Gordon from Estate Agent Stars says that one of the biggest frustrations for people is a lack of communication from their agent. “It’s so important that agents stay in constant contact with their clients and customers. What seems like insignificant information to an agent who’s been in the business for years can be really important to clients who are new to the real estate game,” says Gordon.

2. They’re proactive. Ben Hatch from Harcourts Real Estate in WA says a good agent should be proactively calling potential buyers, communicating with existing customers and constantly chasing new leads. The key element of being proactive is keeping the client well informed. Looking ahead: A glimpse of the agents of the future

3. They listen. Most good agents will tell you to be wary of an agent who talks too much. Hatch says that if you can’t get a word in when communicating with your agent, then you’ve got a problem. “As a client or customer, you’re the one who should be doing most of the talking and making sure that your agent understands your special requests and needs. A good agent should be asking all the questions not the other way around,” says Hatch.

4. They’re client motivated. Put simply, if the customer gets a good a deal, the agent gets a good deal, which is why it‘s so important to choose an agent who puts their vendors first. Lucy White from David Murphy Real Estate in Mosman says a good agent will always have their clients’ needs as their top priority. “Buying and selling houses can be stressful and it’s important for the agent to make sure that the client is feeling supported and happy.”

5. They can adapt to their clients’ needs. It’s also important it is for an agent to be able to ‘read’ their client. “Some clients like to communicate via email, some prefer a quick text message and others like to receive a phone call so they can have a chat about what’s happening with their sale,” says White. “It’s the responsibility of a good agent to suss out the clients preferred method of communication so they don’t feel either ignored by silence or pressured by too much communication.”

6. They know their clients time frame. Jean Gordon says that timing awareness is essential to a good client/agent relationship. “You need to know if the client is in a hurry to sell. If they need to settle soon, the agent should know this and should be working to a tighter time frame. If the client isn’t in a rush the agent can shop around and advise the client to wait for a better market so they can get a decent price on their house,” says Gordon.

7. They know their customers selling motivation. Ben Hatch says a good agent always knows why their clients are selling and will ask themselves the following questions: Is your customer selling to buy? Is this an investment property? Are they going live in this home and then knock it down? “These are all things that good agents need to think about. A good agent will know the difference and will adapt accordingly.”

8. They aren’t afraid to give you their last 20 clients as references. Jean Gordon says the best way to get a good agent is use their past clients as references. “If you’ve lined up a new agent and you want to make sure that they’re the best fit for you, ask them for testimonials or statements from their last 20 clients.

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**Money**

Money is any good that is widely used and accepted in transactions involving the transfer of goods and services from one person to another. Economists differentiate between three different types of money: commodity money, fiat money, and bank money.

Commodity money is a good whose value serves as the value of money. Gold coins are an example of commodity money.

Fiat money is money that has value only because of the government regulation or law. Dollar bills are an example of fiat money.

Bank money is the balance held in checking accounts and savings accounts. Bank deposits usually form the larger part of the money supply of a country.

Some people may think that money's function is limited to one use — to buy things. Money actually has three functions, which allow money to be exchangeable, durable, and valuable. Classically it is said that money acts as a medium of exchange, a unit of account, and a store of value.

The most important function of money is as a medium of exchange to facilitate transactions. Without money, all transactions would have to be conducted by barter, which involves direct exchange of one good or service for another. The difficulty with a barter system is that in order to obtain a particular good or service, a person has to possess a good or service of equal value, which the supplier also desires.

In order to be a medium of exchange, money must hold its value over time; that is, it must be a store of value. But as a store of value, money is not unique; many other stores of value exist, such as land, works of art, stamps.

Money also functions as a unit of account, providing a common measure of the value of goods and services being exchanged. Knowing the value or price of a good, in terms of money, enables both the supplier and the purchaser of the good to make decisions about how much of the good to supply and how much of the good to purchase.

Today money is considered one of the outstanding inventions of the entire history of mankind. The introduction of money has eliminated all the difficulties of a barter system, it has made easy to save wealth for future, and has played a significant role for the specialization in business through the division of labour. Although money itself creates nothing, it is very helpful in the process of production, consumption and exchange.

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**Sources of modern law**

Each country in the world has its own system of law. There are two main traditions of law in the world. One is based on English Common law and the other is Continental, or Roman law. The legal system in many countries, including Australia, Canada (except Quebec), Ghana, Hong Kong, India, Jamaica, Malaysia, New Zealand, Pakistan, Tanzania, the USA (except Louisiana), the Bahamas and Zambia, is based on common law. Continental, or Roman law has developed in most continental Europe, Latin America and in many countries in Asia and Africa. It has also influenced Japan.

Common lawis a system of law that prevails in England and in countries colonized by England. The name is derived from the medieval theory that the law administered by the king's courts represented the common custom of the kingdom, as opposed to the custom of local jurisdiction that was applied in local courts.

The common law consists of the substantive law and procedural rules that are created by judicial decisions made in the courts. Although legislation may override such decisions, the legislation itself is subject to interpretation and refinement in the courts.

Essential to the common law is the hierarchy of the courts in all of the UK jurisdictions and principle of binding precedent. In practice, this means that decision of a higher court is binding on a lower court, that is, the decision must be followed, and in the course of a trial the judges must refer to existing precedents. They will also consider decisions made in a lower court, although they are not bound to follow them. However, a rule set by a court of greater or equal status must be applied if it is to the point – relevant or pertinent. If the essential elements of a case were the same as those of previous recorded cases, then the judge was bound to reach the same decision regarding guilt or innocence. If no precedent could be found, then the judge made a decision based upon existing legal principles, and his decisions would become a precedent for other courts to follow when a similar case arose. The doctrine of precedent is still a central feature of modern common law systems. Courts are bound by the decisions of previous courts unless it can be shown that the facts differ from previous cases. Sometimes governments make new laws—statutes to modify or clarify the common law, or to make rules where none existed before.

Continental systems are sometimes known as codified legal systems. They have resulted from attempts by government to produce a set of codes to govern every legal aspect of a citizen’s life. Thus it was necessary for the legislators to speculate quite comprehensively about human behavior rather simply looking at previous cases.

In codifying their legal systems, many countries have looked to the examples of Revolutionary and Napoleonic France, whose legislators wanted to break with previous case law, which had often produced corrupt and biased judgments, and to apply new egalitarian social theories to the law.

Many countries can be said to have belonged to the Roman tradition long before codifying their laws, and large uncodified or uncodifiable areas of the law still remain. French public law has never been codified, and French courts have produced a great deal of case law in interpreting codes that become out of date because of social change. The clear distinction between legislature and judiciary has weakened in many countries, including Germany, France and Italy, where courts are able to challenge the constitutional legality of a law made by parliament.

The original difference is that, historically, common law was law developed by custom, beginning before there were any written laws and continuing to be applied by courts after there were written laws, too, whereas civil law (continental laws) developed out of the Roman law.

The difference between civil law and common law lies not just in the mere fact of codification, but in the methodological approach to codes and statutes. In civil law countries, legislation is seen as the primary source of law. By default, courts thus base their judgments on the provisions of codes and statutes, from which solutions in particular cases are to be derived.