

people are under influence of advertising. That's why, we can say that advertising does not mean anything to us, but at the same time say that it affects others. I can only admit that in any case we are under the influence of advertising and future entrepreneurs understand this and use it as an effective tool to attract buyers.

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DRESS CODE AS THE FACTOR OF EFFECTIVE DOING BUSINESS

We live in a rapidly developing world due to continuous changes in all spheres of our lives, including economic, political, cultural, and social aspects. Since no organization can function independently and is primarily aimed at satisfying its clients' needs, following the changing tendencies in the business world becomes its prime objective. No longer companies can rely on the product alone, but have to create a certain image of the product as well as the image of the company, and as a consequence to attract more customers, and to expand their businesses across national boundaries.

These objectives can be attained by many ways, among them are advertising, marketing, PR, which are widely known to the public. Corporate culture is also one of the main factors that determine either success or failure in doing business. Corporate culture includes organizational values, norms, working language, beliefs and habits, the way of thinking, perceiving and interaction.

Dress-code is that very element in the organizational culture that influences the way customers perceive the company and the product. It implies stability and confidence. Moreover, the way of dressing of the personnel can tell us a lot not only of the corporate culture, but also of the way of managing. Business style is an element of a system which strives for discipline and order. Consequently, when employees observe some rules and regulations, including the manner of clothing, their productivity increases.

There's no doubt that business style fosters performing duties in a more effective way, and helps to set employees up for their jobs. Dress-code is a stimulus

for the representatives of the company, as employers compensate lack of freedom with numerous remunerations and rewardings.

To prove the importance of dress-code, it should be mentioned that in foreign companies as well as in large Russian ones the rules of dress-code are either claimed in labour contracts or negotiated while hiring for jobs.

While speaking about dress-code in Belarus, it should be pointed out that while in the West dress-code is a certain rule to follow, dress-code in Belarus is a rather rare phenomenon due to the lack of understanding of its importance.

In the era of globalization, when companies strive for gaining top positions in the business world, dress code can be considered as a tool that will foster better perception of Belarusian companies and organizations by foreign ones, increase the popularity of Belarusian products, create a certain image of Belarusian companies and increase the status of our country in the world market.