

pictures, lots of text and different colours and fonts – can be too overwhelming for drivers to read as they pass by. Be sure that your business is clearly and prominently displayed, so that viewers will associate the ad to your brand.

So our young businessmen should analyse and take into consideration the principles and secrets of advertising on billboards of foreign successful companies to arise our customer's interest to buy Belarusian products.

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## THE DARK SIDE OF PUBLIC RELATIONS

Public Relations (PR) is an integral part of an economy. It seeks to create, maintain, and protect the organization's reputation, enhance its prestige, and present a good image. Studies have shown that consumers often base their purchase decision on a company's reputation, so public relations can have a definite impact on a company's sales and revenue.

Public Relations have an evil twin: Dark Public Relations (DPR). It involves the unethical damaging of a client's reputation or corporate identity. It's the complete opposite of what PR should be about.

Dark Public Relations is a hidden danger that can pose a threat to the survival of the biggest and best-run companies. DPR can involve a general blackening of a company's reputation or a more specific attack on a particular product or service line.

Due to the nature of the work, very few DPR firms promote themselves as DPR specialists. The few that do stress that they work within legal boundaries and hide under the more general umbrella of public relations.

A DPR campaign can be both short and long-term, and building it can be a long and complex project. Usually it begins with extensive information gathering. The DPR firm may employ professional investigators to ferret out embarrassing intelligence.

There are some tactics how DPR firms can achieve their aims.

The "friendly" press.

Using journalists who can be enticed by an easy, pre-packaged and colorful story, the DPR firm may be able to insert negative stories about its target into mainstream print and online media.

Online anonymity.

Through blogs and news groups, DPR firms cloaked in Internet anonymity start harmful discussions about a company or brand and replay them over and over to create a negative impact. Internet anonymity means that these communications can be based on false information.

The specious rapport.

The reports that have been written are designed to appear convincing, with data and conducted so-called independent laboratory tests, FTI Consulting has found that these tests, statements and endorsements commonly turn out to have been manipulated or entirely fictitious.

Compromising method.

This method is to run some sort of information that raises doubts among the target audience of the competence of an opponent. The main difficulty of this method is to find and editorial compromising information.

The method of administrative resources.

In this case, the administrative structures set against the certain company and with the help of these structures, and happen its destruction.

There are some cases, when companies use DPR:

1) To improve the position in the competition. Obviously, if one of the "players" is weakened, it is losing market share and it moves on to other participants.

2) To impact on partners. If they are not properly fulfil the terms of cooperation, they can use indirect methods, and thus achieve the desired effect, and save a well-established linkages.

3) For advertising by acting from the opposite side. Indeed, accurately calculated discredit campaign can cause the opposite effect, and play on the rise of the market business valuation.

Dark PR is a business tool. Depending on who uses this tool, it can bring good or do harm. However, even successful companies will not be able to protect themselves without having a staff of powerful PR-group.

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## EFFECTS OF E-COMMERCE ON BUSINESS

Electronic commerce is a relatively new phenomenon. Its rapid expansion since the mid-1990s has drawn attention to the impact it will have on promoting trade, economic growth and development.

Electronic commerce offers economy-wide benefits to all countries. The gains are likely to be concentrated in developed countries in the short run but, developing countries will have more to benefit in the long run. The volume of international trade will increase via e-commerce. The countries open to imports from high-income economies will benefit from knowledge spillovers. In addition, electronic commerce is expected to create and destroy jobs. Electronic commerce and the Internet are posed to stimulate trade by lowering the cost of gathering and processing information from distant markets, by creating global access to specific goods and services and by making it possible to send over the Internet goods and services that traditionally required physical delivery.

The use of electronic means and the internet can make the process of initiating and doing trade a lot easier, faster, and less expensive. Collecting information is a costly activity when it involves acquiring information across national borders. In fact, these costs can be so high that they can be considered a substantial barrier to trade. Finding the right supplier, specifying the product's requirements and quality, negotiating the price, arranging deliveries and marketing products is also very costly. With the internet and e-commerce applications, a whole range of these activities can occur without having buyer and seller in close physical proximity.