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## CHANGEABLE SITUATION IN LABOR MARKET

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Nowadays we are in the early stages of a new digital age that will transform our lives and our work in the nearest future. And what is this future? To some degree, it is already here - robots and computers performing a wide range of routine activities better and more cheaply than humans. In short, this new digital machine age of robots and artificial intelligence, will change the daily lives of everyone.

The point is that automation has enabled manufacturers to make more than ever before, at a much lower cost. The statistics shows a human may earn \$25 an hour, a robot costs around \$8 an hour over a five-year period. According to estimates from the Boston Consulting Group the cost could fall to \$2 an hour in the next 15 years. It goes without saying that some professions are endangered

It is clear that automation improves productivity, reduces errors, and improves quality and speed, all of which is very good if you own the factory. By the way, If you are a worker in that plant, your job could be at risk. The good news is that only 5 percent of all occupations are at risk according to a new report from McKinsey Global Institute.

On-the-day forecasts from specialists from CIS are as follows: first of all such professions as copywriter, lecturer, needlewoman, lift man and postman are expected to disappear very soon. Then after the year of 2020 watchman, packer and cashier are going to become unnecessary. And they say English teacher is also considered to disappear as a result of existence of numerous online courses and applications.

By the way, rather than disappearing, jobs will change dramatically. McKinsey predicts that half of workers' current tasks could be automated by the year 2055 using technology that currently exists. Those changes won't lead to mass unemployment - instead, the automation could increase global productivity and emergence of new professions.

According to McKinsey report about half of all the activities could potentially be automated by adapting technologies. That amounts to almost \$16 trillion in wages in the USA. It is a considerable sum of money for American economy. And even a half of this sum is critical for the Belarusian economy. And this is about not only low-skilled, low-wage work that could be automated; middle-skilled and high-paying, high-skilled occupations, too, have a degree of automation potential. As processes are transformed by the automation of individual activities, people will perform activities that complement the work that machines do, and as a result new occupations are expected to occur.

Thus the survey shows that by the year of 2015 the following new occupations have already emerged in the Republic of Belarus:

- *Belarusian State Technical University* - Manufacture of products based on 3d technology;
- *Institute of Entrepreneurial Activity* - Business administration (business on the Internet);
- *Polotsk State University* - Design and production of software-controlled electronic devices;
- *Brest State Technical University* - Programmable mobile systems;
- *Belarusian State University of Informatics and Radioelectronics* - Information systems and technologies (in gaming industry);
- *Vitebsk State Technological University* - Automation of technological processes and productions, etc.

Thus the Belarusian labor market also suffers changes. And this is only the beginning. Nowadays, we can easily see a need in specialists of international level with a view to business globalization. We can only imagine what we will be doing in 10 and 20 years from now. Many jobs do not currently exist. But they will be.

In conclusion, it should be said that the process of automation enforces people to adapt to the changeable situation in the labor market. So the world will change and so will we.

## BUSINESS CUSTOMS: AMERICAN VS BRITISH

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Recently, a great deal of emphasis has been placed on culture-specific communicative differences. As a student of the School of International Business Communications I am well aware of the necessity to examine, analyze and understand cultural particularities. When it comes to business, not only should we consider the fundamental features of mentality, but also construct a model of business behavior that is based on them.

Despite the significance of the topic, little attention has been paid to differentiating between seemingly close business cultures, e.g. of the USA and the UK. There is a phenomenon known as the “cultures of similarity”, which occurs when analogous features seem to be prevailing, therefore differences are commonly ignored. And though the 2 countries have much in common, distinctions in behavior or style reflect intrinsic cultural values, such as how individuals view time and space or how success is defined.

Today, the U.S. is home to 29.6 million small businesses, 40% of the world's billionaires, as well as 139 of the world's 500 largest companies. Britain is the world's fifth largest trading nation, and the total business population has been growing steadily with increases of 55% since 2000. Therefore, efficient business interaction with the counties is undoubtedly promising. As our country’s economy becomes increasingly international, especially in terms of outsourcing, it’s essential to improve our cross-cultural competence.

The purpose of this paper is to point out and compare the peculiarities of British and American business behaviors, which helps improve communication strategies. To get a practical overview of the topic I turned to some interviews of businessmen who cooperate with these countries. It is commonly pointed out that differences often root in unequal “level of formality” in interpersonal communication of the Americans and the British. The analysis of various forums and casual