

**SECTION 3**  
**CURRENT ISSUES OF INTERNATIONAL MANAGEMENT AND**  
**MARKETING**

**PUBLIC RELATIONS TODAY: NEW PROMOTIONAL TRENDS**

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The impact of PR strategies is very crucial for communication between an organization and its publics. Many things have radically changed the way customers behave, make purchases and choose the companies where they want to buy something. Nowadays PR specialists should be aware of all the changes in public relations, adjust to them and attempt to frame the information about the company in a positive light.

Public relations (PR) is a term that is widely misunderstood and misused to describe anything from selling to hosting, when in fact it is a very specific communications process. Every company deals with groups of people affected by what that organization does or says. Like advertising and sales promotion, public relations is a vital link in a company's marketing communication mix. It's a way of building goodwill and a positive reputation for the organization.

Today's public relations have radically departed from their historical roots in publicity and journalism and become a management discipline—that is, one based on research and strategy. As a management function, public relations encompasses anticipating, analyzing and interpreting public opinion; counseling management at all levels in the organization with regard to policy decisions; researching, conducting and evaluating programs of actions and communication to achieve the informed public understanding necessary to the success of an organization's objectives.

The arrival of the Internet and modern computer technologies have allowed companies greater flexibility in using the Internet to establish and achieve their public relations strategies. Now people can't imagine their lives without the Internet. Company Web sites and social networks are used to introduce new products, promote existing products, obtain consumer feedback, post news releases, showcase upcoming events, provide links to related sites, release financial information, interact with customers and potential customers, and perform many more marketing activities.

Another outcome of PR is developing a personal online brand. Whether you are selling products or services using your personal identity or promoting yourself to potential employers, your personal brand needs to be professional and polished. An effective personal branding strategy provides professionals the platform and opportunity to establish credibility and succeed in their niche.

Many experts agree on the need for changing a tomorrow's profile of an ideal PR-specialist. A successful PR manager must have skills in media relations and social media, research, negotiation, creativity, logistics, facilitation and problem solving. Public relations specialists handle organizational functions, such as media, community, consumer, industry, and governmental relations; political campaigns, interest group representation; conflict mediation; and employee relationships between them and representatives from print and broadcast journalism and investor relations. Public relations specialists must understand the attitudes and concerns of community, consumer, employee and public interest groups.

In conclusion, I would like to stress that PR manager is a key member of the corporate communications team and an integral contributor to building awareness and preference for the company. To become a good PR-specialist a person should be responsible for planning and executing new and creative ideas of the company to build a good image of it, as well as supporting executive communications and maintaining strong connections with the media.

## ETHICS AND CORPORATE SOCIAL RESPONSIBILITY: BELARUS EXPERIENCE

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Today the interaction with the environment and various interest groups is essential for business in order to stay competitive on the market. Top - managers of the most successful companies seek to improve ethical performance in business and consider both the long-range best interests of the company and the company's relationship to the society within which it operates. The concepts of corporate social responsibility and ethics in business play an important role in harmonizing a company's economic values with the social and ethical values of other groups in the environment.