

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.

When corporate managers are dealing with ethics clear understanding is extremely important, because most ethical issues are controversial, involving emotional questions of right and wrong behaviour. A good first step is to have a clear definition of ethics. Ethics refers to the moral principles or values that generally govern the conduct of an individual or a group. Ethics also can be viewed as the standard of behavior by which conduct is judged, unwritten rules people have developed for interactions with each other. Most ethical issues and problems involve questions of right and wrong conduct. While the boundaries of what is legal and what is not are often fairly clear, the boundaries of ethical decision making are predicated on which ethical theory one is following.

Ethics is closely related to the factors that keep people and organizations from doing harm and create order in a society. These factors include ethics, laws, formal and informal groups, self-regulation and the media. These six factors (the social glue) are more important today than ever before due to the increasing complexity of the global economy and the melding of customs and traditions within societies.

It's necessary to highlight that ethics and economics are complementary, not contradicted. Socially responsible companies will outperform their peers by focusing on the world's social problems and viewing them as opportunities to build profits and help the world at the same time. It is also the notion that companies cannot thrive for long in the world where billions of people are suffering and are desperately poor. Thus, it is in business's interest to find ways to attack society's ills.

Good management is obviously critical to the success of ethical performance in business. Many organizations have become more interested in ethical issues. One vivid example of it is the increase in the number of large companies that appoint ethics officers. More and more companies are providing ethics resources for their employees. Many companies of various sizes have developed a code of ethics as a guideline to help marketing managers and other employees make better decisions. Such codes describe the general value system and help employees avoid confusion when determining whether their decisions are ethical or not.

However, skeptics say that business should focus on making a profit and leave social and environmental problems to nonprofit organizations. In addition, they point out that donating money and time for social causes will be reflected in the final prices

Since 2006 the concept of CSR has been widely discussed in our country due to the support of the United Nations Development Programme. In 2014 National CSR Excellence Award was established to recognize exceptional achievements in multiple categories. Such award is a great tool for companies to build good reputation and foster company's loyalty.

All things considered, people expect a high standard of ethical behavior from business. Companies can reach these standards and improve ethical performance if the company's culture is based on sound ethical principles and open to dialogue about controversial ethical issues that disturb the public. The strongest and most successful corporate culture is one capable of harmonizing a company's economic values with the social and ethical values of other groups in environment.

BIM TECHNOLOGY IN PURCHASING MANAGEMENT IN CONSTRUCTION

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Construction is one of the most conservative sectors of the economy. As 2000 years ago people used to build using their hands and some improvised tools, it is still happening now, with the exception that the tools have become ten times more technological.

Rapid changes, associated with the development of modern technologies are taking place today in our life. However, paper documentation is more commonly used in the construction. It leads to the fact that working with data in the building industry is more complicated than in other industries. Anyway, the domestic construction industry needs radical changes.

Lifecycle Management in any type of construction involves solving three basic problems: budgets, timelines and risks. And these main problems can be solved by the usage of BIM technology (Building Information Model).

In Belarus, BIM is defined as "information technology for modeling of industrial and civil objects." And the key word here - "information". That is, BIM allows you to sum up all the information about the object under construction [1].

