

As Jack Welch said, who was recognized as the most effective CEO in the world: "The company cannot guarantee its employees employment. This can only be done by satisfied customers." [2] This is true, because if the buyer does not have any memories of the brand, the brand won't exist. After all, the main purpose of buying is the impression itself.

Belarusian businessmen adopt Western methods of business improvement. And the economy of impressions is one of the main current methods of increasing sales. According to statistics, people in our country have been more likely to drink coffee outside the home recently. And it already means a lot – a start has been made. But still there is such a deterrent, as the purchasing power and, as a consequence, the decline in demand. At the moment, our market is only "preparing" for the invasion of the economy of impressions to the full extent, but we can safely assume that if this actively works in other countries, our entrepreneurs will be able to present professionally this "find" of the marketing in our market.

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MODERN ART AS AN INNOVATIVE TEAM BUILDING TECHNIQUE

In international economy there is a tendency of strengthening the value of human capital as the main asset of an enterprise and the key factor of rival ability on the world market.

But since a person is not a stable resource and its effectiveness depends on various circumstances, many approaches and techniques exist for maximizing human potential.

Human is forced by needs. For satisfying these needs people have to earn money, i.e. find a job. Due to the Maslow's theory, needs are divided into primary and secondary. Many global researches showed, that because of a high level of social life and material security, primary needs receded into the background while the secondary ones took on a central role. Such a breakdown of occasions had a direct impact on the management generally, where financial motivation is now a sideway lever of efficiency.

Since ancient times people have had inherent process of unification, as collective efforts could accomplish more than working separately from each other. This property is actively used by managers in enterprises with the aim of improving economics. However, teamwork cannot always go swimmingly and is often accompanied by misunderstandings and even conflicts.

In this connection a term called "event-management" was introduced in economy. It is science and art, theory and practice of organizing events to create a friendly atmosphere, team spirit and boost the productivity of employees [1]. Although modern activities are aimed at structuring team building, they often have a weak correlation with the elimination of secondary needs of workers, which suggests the irrational use of resources.

But what are secondary needs? They consist of human desire to be understood, respected and to self-express, or to create. Creativity. Why don't turn to this activity as a source of creating a special atmosphere in the company?

There is a branch in contemporary art named performance. Performance is the creation of a work by an artist or a group of artists in a certain place at a certain time [2]. The peculiarity of the performance from other directions is the lack of choreography and various combinations, invented in advance. So performance is an improvisational action in the framework of some systems or concepts, which limit the action or encourage its realization. A special criterion of performance is teamwork, interaction, because each artist contributes to the performance, adapts to the actions of other partners or sets the tone for them. At the same time, performance does not require any choreographic base or other skills, it is enough just to be an open person.

An example of a performance can be a limited space in which people move, trying to find free space, but striving not to collide and always be in motion. When clapping all the people freeze, but one person continues to go. And nobody knows what kind of person it will be, because there are no agreements. That really means to work in a team!

Theoretically, performance is an innovative solution for team-building for most companies in the world, as it has several advantages compared to standard techniques of a team building. Benefits are following: the combination of individual and group activities, what conducts the employee freedom to act, but necessity to have a close relationship with the overall picture of what is happening; the satisfaction of secondary needs, as one feels like a part of a performance and self-expresses by actions; no direct discussion of problems in a team, their decision in non-verbal communication; fatigue from physical activity,

which fosters more open communication; emancipation through creative activities; own contribution to collaborative process and awareness of a team work.

Based on the information above, the performance under the guidance of an experienced invited specialist can be potentially implemented at the enterprises as a special team building event, promoting the improvement of a team productivity and strengthening of internal corporate spirit.

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WELCOME TO THE EXPERIENCE ECONOMY

At the present stage, competing on the basis of price no longer sustains growth and profitability. That approach worked for years in economies of scale associated with mass production. But now we are witnessing the development of new economy—the experience economy.

Experiences represent an existing but previously unarticulated genre of economic output. In the experience economy, work is theater and every business is a stage. This is the name of the book by B. Joseph Pine II and James H. Gilmore, who are the founders of the theory of the experience economy. [1]

An experience occurs when a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event. Commodities are fungible, goods tangible, services intangible, and experiences memorable. While prior economic offerings—commodities, goods, and services—are external to the buyer, experiences are inherently personal, existing only in the mind of an individual who has been engaged on an emotional, physical, intellectual, or even spiritual level. Thus, no two people can have the same experience, because each experience derives from the interaction between the staged event (like a theatrical play) and the individual's state of mind.

There are several reasons why now we see the development of the economy of impressions. Firstly, because of technology, which powers so many experiences. Secondly,