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Marta Budrevich, Polina Shinkevich
Science tutor L.V.Bedritskaya
BSEU (Minsk)

NAMING

What do Google, Apple, Starbucks and Coca Cola have in common? They're all businesses with names you're unlikely to forget in a hurry and which in some way convey the uniqueness of the product or service they have developed. It's hard to think of a more important branding decision than the name, but often this process gets the least professional attention. Still, while the right name can make your business popular within a short time, the wrong one can doom your prospects. Obviously, clever marketing plays its part, but choosing the right name for your company should be an essential part of your business plan and not an afterthought. After all, 77% of consumers make purchases based on a brand name because that's what makes the company more memorable and desirable. Our main objective today is to enlighten you about the essence, importance, methods of such a marketing phenomenon as naming.

So, naming is the process of developing a brand name for a company, product or service, moreover it is an essential part of a company's marketing strategy. Properly chosen name can greatly facilitate the promotion of products, it can help a company to achieve separation from competitors, demonstrate to the world the difference of the company, create positive and lasting engagement with its audience.

In conditions of free competition where markets are basically flooded with similar/homogenous products and where it's very easy to lose the leading position, entrepreneurs have to take into consideration even the smallest details, including a company's name, in order to stand out and attract potential customers. Generally, there are several basic features of a perfect name. It should be:

- **Meaningful**

Name communicates something about the essence of the brand. It supports the image that the company wants to convey.

- **Distinctive**

It is unique, as well as easy to remember, pronounce, and spell. Also it is differentiated from the competition.

- **Future-oriented**

Name positions the company for growth, change, and success. It has sustainability and preserves possibilities. It has long legs.

- **Protectable**

It can be owned and trademarked. A domain is available.

- **Visual**

Name lends itself well to graphic presentation in a logo, in text, and in brand architecture.

When it comes to Belarus, as we all know, competition among different companies is getting harsher and harsher and today's companies have to come up with more sophisticated ideas. That has not always been the case, though. Back in the days most electronic equipment would go under such names as «Zenith», «Orbit» or «Horizont». As you can tell, a brand name was the last thing companies thought of when it came to their production. But the trend is gradually changing and more and more new naming techniques are appearing and being implemented. We've looked through many different companies and have found the most popular methods used by Belarusian enterprises. Here they are:

- Belarusian entrepreneurs like to emphasize their superiority in their names by using hyperbole. («Cyber Intellect», «HyperAgro», «Top of Taste»). These prefixes don't really bring any additional sense to the brand name so it remains questionable why this method is still popular despite being obviously overused and boring.

- The grass is always greener on the other side of the fence. Perhaps this factor determines the choice of geographical names. («China Town», «Texas Chicken», «Yangtze», «Cafe de Paris»). We can point out that such names are mostly used when it comes to naming a restaurant or a café – it's the most obvious way to reflect their cuisine.

- Using gods' names is another widespread feature of Belarusian naming. The most obvious example that can be given is «Gefest» (Hephaestus in English), which refers to the Greek god of blacksmiths, carpenters and fire. Another name that is used especially widely by the owners of beauty salons is «Aphrodite» - an ancient Greek goddess associated with love, beauty and pleasure.

- Many Belarusian companies, especially when it comes to food industry, often make their names «Slavonic» so they sound more native and indigenous for consumers. Tradename «Brest-Litovsk» is a good example: the name makes reference to the name that today's Brest has had for 3 centuries. «Karol Jan Ruby» Beer is named after one of the most famous mayors of Minsk. It's a nice idea to use such names, in our opinion, because not only they reflect national history but can also be very educational.

Branding theory is vast and complicated, but for naming your company/business, all you need to do is understand your product's intrinsic and extrinsic qualities, and what your target customers value. This will help you

choose a short, pronounceable, memorable name that will let you stand out from the competition. In our opinion, being original in your choice name is what defines a company's success in a certain way. Obviously, it's more than advisable to monitor your competitors in the market and find some «common» features of a successful name, but what is absolutely unnecessary is to be a complete replica of those names. Each new company is a new brand, new history, even a new generation if lucky. So don't be afraid to be innovative in your ideas, make sure you think of your target audience when coming up with different variants and, mostly important, put your heart and soul into a company's name and go with your gut feeling.

Aleksey Dubovik
Science tutor L.V Bedritskaya
BSEU (Minsk)

NEUROGRAPHICS

How are you feeling about a graphic method designed to help you transform your mind and model the way of living. Do you find it curious or just nonsensical? In this speech I would strive to explain you whether this kind of therapy makes sense and is it worth paying attention to or not.

To begin with, I'd like to define what neurographics actually is. These incomprehensible set of letters constitutes a term that means a method of art therapy supposed to be a tool that helps you relax by drawing different patterns on a piece of paper. As the saying goes, it helps you combine the useful and the agreeable: to solve your problems and engage in creative activities.

What is the essence of this activity?

During the lifetime we face various problems, and practically all of them appear due to our limited convictions. The most impeding stop power you can ever deal with. It means, when you reckon big money can't be earned fairly and all the wealthy are thieves and liars, you build up a high and impenetrable wall between yourself and the wealth. It may concern any side of your life in which you face difficulties – is it money, love or your position in a corporate ladder.

Using this method you will learn 4 “hows”:

- How to solve problems of any kind of size.
- How to allocate your most important resource – your time.
- How to motivate yourself and always have a source of encouragement.
- How to get rid of stress and tensions.

Let's go to the fifth “how”:

How does it work?

Have you ever found yourself drawing something strange in your copybook during a dull lecture or discussion session? At the first sight it looks like you are not interested in the process you are imposed to participate in, on the other hand,