

- 1) sharing economy business models are fully automated and hosted through digital platforms;
- 2) people pay for the result, not for the process;
- 3) transactions that offer access over ownership;
- 4) the sharing economy is built on trust
- 5) users feedback and ratings are highly valued and influence service providers.

The sharing economy has gained its popularity due to flexibility and variety of opportunities. But still, both sides of transaction may face risks connected with asymmetric information and moral hazard. They are partly reduced due to the usage of digital platforms and constant feedback from previous users that provide transparency and eliminate uncertainty. At the same time these measures may be insufficient without governmental regulation, which means that there are opportunities for the reformation of legislation and terms of taxation.

The sharing economy is growing exponentially: in 2014 its volume was estimated at \$14 billion, but, according to PwC research, by 2025 it will be \$335 billion. Moreover, sharing platforms are believed to continue to proliferate, growing and segmenting the market with new innovation.

Due to its advantages and convenient form the sharing economy seems to be not only trend but a new stage of the development of global economy. It has appeared as a result of changes in people's attitude to consumption and has enough power to influence existing industries and markets.

#### **References:**

1. What Is the Sharing Economy (and How Is it Changing Industries)? [Electronic resource]. – Mode of access: <https://www.thebalancesmb.com/the-sharing-economy-and-how-it-changes-industries-4172234>. – Date of access: 09.03.2019.
2. Sharing Economy and Collaborative Consumption: Definition, Examples, Market Size and Statistics 2018, Recent Trends– Mode of access: <https://www.thebalancesmb.com/the-sharing-economy-and-how-it-changes-industries-4172234>. – Date of access: 09.03.2019.

<http://edoc.bseu.by>

Kseniya Kuzmina  
Science tutor L.V. Bedritskaya  
BSEU (Minsk)

#### **BUSINESS COACHING**

The purpose of my paper is to consider 3 misconceptions of people who think that business coaching does not work.

The first thing to do here is to define what business coaching is.

There are many definitions of business coaching. The first one reads: Business coaching is a creative relationship between the coach and the client (or a team) that focuses on the alignment of the organisation's objectives and goals of individuals or team, improving performance or achieving goals.

The second one is Business coaching is the practice of hiring a person, or team, to come into your organization and help you work toward your goals.

They view the notion from different angles. The first one focuses on relationships between the coach and the client. The second one describes the practice and aims of business coaching.

If to combine these two definitions, we can get the following:

Business coaching is a process used to help client (or a team, or a business) take from level where he is now to where he wants to be by improving performance or achieving goals.

There are three misconceptions to consider:

1. Business coaching does not provide assurances of success.

It's true and that is why a lot of managers are afraid of experimenting and wasting money. Though it is really a good idea to consult a business coach, because of problems and mistakes which manager can easily avoid if he hires a business coach.

What is crucial in any business is that you shouldn't expect the result without your own work. No matter how great and experienced your teacher is, you will be able to play the guitar only if you play it 3-4 hours every day.

2. Business coach should give clear advice.

The main thing to understand is that business coach is combination of two highly qualified specialists in one: an economist and a psychologist.

It means that business coach knows not only management tools and economic schemes, but also uses the psychological side of making decision. As a good psychologist, business coach will never tell manager what he exactly should do. Coach can help manager look at the big picture of his business from different unexpected points of view. And it's up to the manager to make the final decision and take on all responsibility.

3. Business coaching is necessity only for start-up.

Of course, business coaches can help build a new business from the ground up. It is obvious that when an entrepreneur starts business he is full of ideas and enthusiasm. Time passed and even a very smart and shrewd entrepreneur needs some new ideas and comments and that is where a business coach can help. Business coach is able to help business owners that have hit a plateau in their company's growth as they figure out how to take their business to the next level.

Business coaching in Belarus isn't as widely used as it is in the Business World of Europe or the USA, because of first of lack of information and the misconceptions considered above.

But we do have some good examples. Experienced and successful businessmen became coaches for participants of the TV-program "My business".

In conclusion we can say that business coaching is a new sphere in our country and people due to different reasons can't trust it. But with the help of TV-programs such as "My business", with the help of new agencies people will understand that business coaching is not trendy English word, but real help for Belarusian business society.

Andrii Maltsev  
Science tutor A. Chepelenko  
Educational-scientific professional-pedagogical institute  
Ukrainian Engineering Pedagogics Academy  
(Bakhmut, Ukraine)

## FEATURES OF REGIONAL DEVELOPMENT OF THE EU AT THE PRESENT STAGE

Successful economic development depends to a large extent on an adequately constructed regional policy that is designed to address several multi-directional tasks at the same time:

- to ensure social justice;
- to keep incentives for innovation and investment activity;
- to improve the living conditions of the population on different territories according to geographic and economic parameters.

The mentioned systemic challenges increase the importance of considering the construction of regional policy in other stable state entities, which, among other things, differ in terms of size, geographical diversity, population size and economic potential.

The forecasts for the development of the regions are being built at the central and local levels on the basis of macroeconomic and social indicators such as gross regional product, industrial and agricultural goods and services, employment, incomes and expenditures of the population, expected tax revenues, necessary amount of centralized investments, budget subsidies, etc. . On the basis of the results obtained using the economic-mathematical models of the results, the effects of the current regional policy on the state of the territory are assessed, its budget is adjusted, new management decisions and further policy regarding the region's development are grounded.

The structure of the EU's regional policy has two components:  
an internal regional policy that covers EU member states and ensures cooperation between regions through the EU's internal borders;  
the EU's external regional policy, which involves cooperation with non-EU countries.

The EU's external regional policy is a transnational policy aimed at achieving a higher level of understanding and promoting a more effective policy and increasing the transparency of activities and regional policy priorities. It is