

It is important to note that craft activity in Poland cannot be commercial by its nature and, therefore, it does not include hotel services, services of artists, photographers, activities in the field of transport, services involving the implementation of free professions, medical services, as well as industrial activities.

The Polish Classifier of Activities (PKD) refers to typical kinds of craft activities. They are bookbinding and related services, specialized cleaning of buildings and industrial facilities; repair of watches and jewelry, repair and maintenance of furniture and interior items, repair of shoes and leather goods, repair and maintenance of household and garden equipment, repair and maintenance of telecommunication equipment, repair of other personal and household goods; hairdressers and other cosmetic procedures, funeral and co favoring activities.

In accordance with the Law «On Craft», a craftsman has the right to unite in guilds and craft chambers, to choose and be elected to the bodies of economic self-government of craft, as a rule, uses simplified (one-time) forms of taxation and tax benefits based on principles generally applicable to entrepreneurs. Along with this, he is obliged to observe the principles of ethics and professional dignity determined by the economic self-government of the craft, the violation of which disciplinary measures are envisaged.

To carry out entrepreneurial activity in the field of handicraft, it is necessary to register your entrepreneurial activity on a common basis.

In conclusion, it should be noted that the legal status of a craftsman in Poland differs significantly from the similar status of craftsmen in Belarus, which does not take into account the legislative approaches that have developed in the countries of Western, Central and Eastern Europe, significantly limiting their rights and freedoms.

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THE ECONOMY OF TRUST

ЭКОНОМИКА ДОВЕРИЯ

Money is not the only currency in modern business. Trust, convenience and a sense of community are all factors in pushing adoption of the sharing economy for-

ward. It is much more convenient to use such services as Yandex.Taxi, Kolobike or AirBnb than to buy your own car, bike or to look for a place to stay using random websites. And when it comes to using these services, it is always about trusting people. These are all examples of how technology is creating new mechanisms that are enabling humans to trust unknown people, companies and ideas.

Over the past 20 years consumers have evolved from trusting people online to share information to handing over clients credit card information, and now society is entering the third trust wave: connecting trustworthy strangers to create all kinds of people-powered marketplaces. The research made by the Pew Center revealed that an active Facebook user is three times as likely as a non-Internet user to believe that most people are trustworthy [1]. Virtual trust will transform the way individuals trust one another face to face.

But how to ensure that one's digital identity reflects the real world identities? Nowadays companies often use some kind of credit rating to decide whether to give a person a mobile plan or a mortgage rate. In a similar way, marketplaces that depend on transactions between relative strangers need some kind of device to let a consumer know that someone is a trustworthy, and that device is reputation. Reputation is the measurement of how much a community trusts a person.

It may seem that the system of rating is not new at all. The difference today is that, with every trade we make, comment we leave, person we flag, badge we earn, we leave a reputation trail of how well we can and cannot be trusted. And it is not just the breadth but the volume of reputation data out there that is staggering. According to statistics, five million nights have been booked on Airbnb in the past six months alone. 30 million rides have been shared on Uber.com. This year, two billion dollars' worth of loans will go through peer-to-peer lending platforms [2]. This adds up to millions of pieces of reputation data on how well we behave or misbehave.

Another important thing about reputation is that it is largely contextual. The big challenge is figuring out what data makes sense to pull, because the future is going to be driven by a smart aggregation of reputation, not a single algorithm. The most probable solution here is a real time stream of people who has trusted you, your reliability as a seller or buyer, your punctuality as a passenger. And all this information will live in some kind of reputation dashboard that will paint a picture of a person's reputation capital.

Millennials, who are driving most of the growth in the sharing economy, have adopted new values. Efficiency is the utmost priority, material yearnings are starting to fade, and accessibility to experiences takes precedence over ownership. With 75 % of

the workforce estimated to be comprised of millennials by 2025, there is going to be a major shift in purchasing decisions [3].

Overall, trust has become a new currency in the sharing economy. Trust is an elixir that enables people to feel reassured about staying in a stranger's home or hitching a ride from someone they have never met. That means that modern companies have to re-examine attitude to trust. It is much more important nowadays not to make people trust your company, but to make people trust each other.

References

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INSTAGRAM AS SELF PROMOTIONAL TOOL

ИНСТАГРАМ КАК ИНСТРУМЕНТ САМОРЕКЛАМЫ

After its launch in 2010, Instagram rapidly gained popularity, with one million registered users in two months, 10 million in a year, and 1 billion as of May 2019. The user engagement rate of Instagram was 15 times higher than of Facebook and 25 times higher than that of Twitter [1]. This platform has 800 million monthly active users. And 500 million Instagram profiles are active on a daily basis. 70 % of