

300 people who call themselves BI Solution Practice, and business analysts are called briefly there — BI BA.

The use of business intelligence in transport. There is IBA IT Park in Belarus. It is the leading development center for the international holding IBA Group. It is planned to create a separate team for each project, which includes specialized experts with experience in the transport and logistics industry. IBA Group is involved in all stages of development: from the examination of customer business processes, the formation of project documentation to the implementation and maintenance of the project. IBA partners are such well-known companies as IBM, SAP, Oracle and Microsoft. IBA Group aims to become one of the most trusted IT service providers in the world.

Today, business analysts for IT in Belarus are trained in at least three training centers: training center ITMINE; HTP Education Center; Information Technology Training Center at Belhard Company.

Business analysis in the Republic of Belarus is getting more and more development every year. Only in one higher educational institution of the Republic of Belarus specialists are trained in system analysis — BSU (Belarusian State University). Therefore, an increasing number of young students are moving to other countries to study business intelligence and return to their homeland.

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BELARUSIAN VALUES THAT AFFECT THE ECONOMY

ЦЕННОСТИ БЕЛОРУСОВ, КОТОРЫЕ ВЛИЯЮТ НА ЭКОНОМИКУ

The purpose of our paper is to examine and evaluate the results of the Belarusian survey «Values of the population of Belarus» conducted by the Institute of Privatization and Management Research Center with the aim to understand how the personal qualities and characteristics of the Belarusians can affect the economy of our country.

The study investigated the attitude of the Belarusians to the entrepreneurship, state and work. We begin with the question «What qualities are needed to become rich

in Belarus?» The question clarifies the attitude of the general public to entrepreneurship. It does not surprise anyone that the answer «Having the necessary connections» was the first. Then such qualities as diligence, enterprise, business acumen, intelligence followed by a small margin.

An expected answer was given to the question “What do you associate money with?”: work, salary and opportunities. In order to understand what place the economic component occupies in the life of our people, a question about the problems Belarus faces today was asked. The first five answers are occupied exclusively with economic problems. It means that economic instability is felt by everyone and causes the greatest dissatisfaction among the population.

Further, the results of the attitude of people to the state, or state paternalism, were examined. More than 90 % of the Belarusians believe that the state must do a lot for the nation. Then, a very surprising fact comes: only a little more than a third of our fellow citizens are willing to have a low-paid but guaranteed job. This fact means that the Belarusians prefer stability and calmness to risk and excitement. As a result, a large number of such people lead to a slowdown in the development of the economy and society as a whole.

Only 20 % of respondents believe that it is better to work for a state enterprise than for a private one. It turns out that for the Belarusians private entrepreneurship is more stable and reliable than the state-owned companies.

The level of paternalism in the Belarusian society is quite low. Most people who do not share paternalistic values are at the age from 18 to 44. We can make a conclusion that young people are ready to start their own business, support themselves, and solve their own problems.

One more important point is the attitude to work. The first association to the word «work» for the majority of respondents is money. Though there are a lot of references to the words with negative modality, for example, «necessity», «hard», «tiredness», «servitude» and so on. However, the frequency of mentioning the words with positive modality is almost the same. We can mention among them such words as «favourite», «interesting», «pleasure», «good» and others.

The most important factor in the work is high wages, followed by a convenient work schedule and job security. The main reason to work for almost 50 % of the population is material necessity. Then come the need to support a family and «because everyone has to work». Every fifth respondent is completely satisfied with their work, while the first thing they would like to change is to increase salaries.

Another interesting thing is that proportion of those who are willing to take on the initiative and responsibility does not exceed 20 %. At the same time, 33.4 % of respondents answered positively to a direct question about whether they would like to become a top manager. Also we can see that 2.6 % of respondents are already top managers and 64 % do not want to take on this position. The most initiative is the youngest group of the population, while with the ageing the desire to lead falls.

In conclusion: now many researchers affirm that the traditions and habits of particular ethnic groups and population groups seriously affect their economic achievements. In fact, while some cultural characteristics prevent the economic development of the country, others contribute to it. And Belarus is no exception.

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IS CUSTOMER SERVICE A KEY TO SUCCESS?

ЯВЛЯЕТСЯ ЛИ ПОКУПАТЕЛЬСКИЙ СЕРВИС КЛЮЧОМ К УСПЕХУ?

For many years companies were developing their marketing strategies on the basis of only two aspects: the price and quality of their products. When the competition became enormously big, people started searching for new ways of attracting customers and turning them into clients, in other words, people who buy from a company on a regular basis. At that time customer service was born. Customer service is usually defined as an act of taking care of the customer's needs by providing and delivering professional, helpful, high-quality service and assistance before, during, and after the customer's problems are solved. Today it is a vital part of every successful business.

The digital age gave us access to an enormous amount of information. As a result, it is a big challenge for the companies, for they have to work hard to grab customers' attention and, which is even more difficult, to hold it.

The aim of this research is to define what kind of customer service is provided by companies from different industries and countries. Six companies were taken for analysis and comparison. To determine and compare the companies' approaches to customer serv-