

we can definitely state that in the near future international companies will prosper in satisfying consumer needs of Belarusians.

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APPROACHES TO ORGANIZATIONAL TIME MANAGEMENT

ПОДХОДЫ К ОРГАНИЗАЦИОННОМУ УПРАВЛЕНИЮ ВРЕМЕНЕМ

Nowadays, in the society, where time is considered to be the most valuable thing, the art of managing one's time gains more relevance each day. 74 % of people do not manage to accomplish all their tasks during the day. Scientific studies show, only 26 % of the people leave their work having all the tasks for the day finished [1].

Thus, time management is becoming an increasingly popular tool for organizing personal, work and corporate time. It includes a number of techniques and tools that allow achieving high results. Like many other things, time management is a strategy that can be learned and mastered.

This very abstract reveals the basic knowledge on time management and helps realize the mistakes which prevent us from being highly efficient.

Attention is one of the main criteria of successful time management. It demands a lot of effort to concentrate on getting things done. After studying the anonymous data from more than 50,000 users with the help of the time tracking app, RescueTime concluded that an average worker only has 1h 12m of productive time a day without being

interrupted by email and messengers. What is more, it takes us around 23 minutes on average to get to the original task [2].

Deadlines are an extremely crucial and powerful measure, to have the work done. It often turns out that the tasks without the deadline remain on the task list for weeks, months or even years. The thing is that clear deadlines put an individual under more pressure than tasks without them [3].

Another tool which can potentially save hours or even days of work is clarification of the expectations and building the ideal picture of the potential outcome, instead of going forward blindly and getting some extra work done.

The point which business coaches recommend is telling someone about plans and time frames, updating them on the progress that has already been made. Studying lots of media pages, we saw that many people consider sharing their progress on their social nets since it also helps to gain lots of feedback and motivation.

The Eisenhower matrix, implemented in practice, is the main tool of highly effective people. Its basic idea is to set the priorities by making a matrix consisting of 4 components, depending in their turn on the level of urgency and importance.

For scientific purpose we interviewed 50 respondents from the faculty of international relations and our workplaces. The results were as following: only 56 % of the respondents knew about the matrix, which proves that there is still a lot of space for improvement and the relevance of the abstract.

Analyzing the most productive business people, it can easily be concluded that they all use the time management tools, listed in this abstract. What is more, they use lots of other techniques, which vary in the levels of difficulty, including their own. In this very passage, the easiest ones to implement were listed. At the same time, students mostly tend to lack this knowledge, thus missing the deadlines.

Using all of the mentioned above techniques, setting up a convenient TM-system, one will soon see that his time is now spent on the most prior things, that the deadlines are «burning» less, and, therefore, the feeling of confidence and stability appears.

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DOING BUSINESS IN CHINA: EIGHT IMPORTANT CONSIDERATIONS WHEN ENTERING THE CHINESE MARKET

ВЕДЕНИЕ БИЗНЕСА В КИТАЕ: ВОСЕМЬ ВАЖНЫХ СООБРАЖЕНИЙ ПРИ ВЫХОДЕ НА КИТАЙСКИЙ РЫНОК

The purpose of the research is to explore the important features of doing business in China to reduce risks. Now China is a very distinguished and actively developing country, that is why it is an attractive platform for business development. We think that you also can be interested in this theme and we want to introduce you 8 key points to do business in China.

1. Localise your product. When entering China, you should proceed from the fact that it is significantly different from Belarus. You might find that geographic differences make your product useless. Similarly, you might find that while you have been successful in your home market, you are too early or too late for China. The secret to success is to test early, test cheap, be open and adapt.

2. Know your Chinese user: Cultural context. China is a high context culture. A high context culture is one in which what people say will often not directly communicate their real meaning. This is also common in business in China. But in China, a business partner may smile to my face, and act like everything is fine, but actually be very upset about something. Belarus is more familiar for us in terms of culture.