

ing on soft skills should start from a university level. We believe that a compulsory course in business communication as well as participation in relevant trainings and relevant competitions will contribute to the growth of the social competence and increase the employability opportunities of the would-be specialists.

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THE PHENOMENON OF KAKONOMICS IN BELARUS

ФЕНОМЕН КАКОНОМИКИ В БЕЛАРУСИ

The objective of this paper is to analyze the occurrence of kakonomics within Belarusian socio-cultural environment and to identify behavioral patterns of consumers in relation to the quality of goods and services. Methods used in the study include the review of literature and the analysis of the empirical data collected by spreading a questionnaire in Google Forms. The relevance of the study is the need to deal with issues associated with the paradox of mediocre exchanges in Belarus.

International companies operating in foreign markets take into account socio-cultural characteristics of consumers in order to satisfy their needs and to make a profit. Consumer behavior in emerging markets, e.g. in Belarus, is a complex phenomenon that does not always meet the expectations of international companies that have succeeded in the West. Behavioral patterns can be defined using the concept of “kakonom-

ics” which describes the preference to deliver a low quality good/service and to obtain a low quality one [1]. The term has a Greek origin further specified by the Italian philosopher Gloria Origgi, where the prefix “kako” means “bad, evil; incorrect; unpleasant; poor” and the suffix “nomics” refers to “law of” [2]. It is a trend insufficiently discussed, hence, is promising in the study.

Our study conducted in October 2019 encompasses 210 people (184 students aged 15–22 and 26 adults aged 23–53), where Belarusians’ attitudes and behaviour towards either mediocre or high quality exchanges were analyzed. We can categorize questions into three types: (1) attitude to products consumers purchase and locations of buying them, (2) service concerns, (3) traits of character, influencing behavior.

The main findings relevant to the three types of questions are as follows:

(1) The responses reveal preferences to buy goods via international online stores (54.8 %). Belarusians are likely to buy goods at shopping malls (39.5 %) rather than in the markets (5.7 %). To buy food, 52.9 % chose distant supermarkets, while 47.1 % gave preference to nearest shops. 88.6 % of respondents would buy last season clothes with a discount rather than new ones without.

(2) 81.4 % of participants reacted positively to late but free pizza delivery. As for part-time job conditions, 75.2 % agreed on the adequacy of a low salary or wage.

(3) The results of the survey demonstrate that 52.4 % of respondents strive for perfectionism; 78.6 % showed their punctuality by arriving earlier in case when a random event started later than planned, while 21.4 % voted for coming late.

Overall, the conducted research helped to identify the following tendencies:

1. Belarusians can be considered punctual; however, for the sake of “freebie benefits” they are ready to accept overdue services and poor quality products.

2. Performance of a part-time job for little income can be attributed to Belarus being a post-Soviet country. As for cheap products, many people want to save their earnings. The formula “to buy cheap several times = to purchase once more expensive” is often applied.

3. Since childhood parents impose the desire for transcendence on a child, thereby causing him/her to fear a mistake. Now media culture is doing an excellent job by enforcing images of excellence that make people buy high quality products.

To sum up, Belarusians value high quality and are prone to perfectionism, but at the same time they are ready to buy goods of lower quality and to do worse work for little money. An understanding of consumer attitudes towards the quality of products and services exchanges is a complex process, and, taking steps in this direction today,

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