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INTERNET AS A PLATFORM FOR SALES

Nowadays online business is one of the most attractive activities that brings good income. The winner is the one who can offer their products to more customers, including users of the global network. The role of online platforms is a key in delivering benefits to consumers and businesses: online platforms are bringing together consumers and producers, allowing sales that would otherwise not happen. The ability to sell goods without the cost of a physical storefront is especially helpful for entrepreneurs who want to keep start-up costs low.

The basis of an online store is a website. For it to be interesting, it must be meaningful and well-filled. In addition to placing photos of the product, there must be capacious, accurate and actual characteristics about goods. Next, connection of payment systems is needed so that customers can pay for purchases. Also advertising is an important element. Using social networks helps to provide an advertising campaign. Another important part is polite, fast and competent consulting services. So that information about online store does not appear on the last page in the search engine, it is necessary to connect certain services and pay for them.

Online stores are a beneficial platform for sales for a number of reasons. First of all the size of the target audience is the whole country and even more. Then the cost of organizing an online store is less than is required to open and maintain a regular store and businessmen can save money on staff.

But there are some drawbacks of this type of purchasing. The high level of competition and dependence of the seller's reputation on the efficiency of courier services are the main ones. Also customers don't make spontaneous purchases in the online store, as they can do in regular stores.

Online stores in many product categories are gradually replacing offline stores. According to our survey, 93.8% of Belarusians use online stores. Foreign websites play an important role along with the Belarusian ones.

According to the survey conducted among 130 Internet users in Belarus, the most preferable domestic online stores are 21vek.by, Onliner.by, 5element.by which offer digital, computer and home appliances. While the most popular foreign websites are Aliexpress, Joom, Wildberries and Lamoda. If to speak about social networks, Instagram is an undisputed leader.

To sum up, the Internet gives retailers an additional channel to sell goods. This lets entrepreneurs sell more products without the cost of having to rent out and additional retail floor space.

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HR MANAGEMENT IN BELARUS: WAYS OF IMPROVING AND SUPPORTING

The success of companies is created by people. There is nothing more valuable than human potential. Currently, human resources management (HR-management) is one of the most important areas in the activities of many organizations. In Belarus today, this direction is only beginning to develop actively, while in the West it has long existed and is progressing. The purpose of my research is to compare the approach to HR in Belarus and Western countries, to identify the most promising ways to develop HR in Belarus based on Western methods.

The effectiveness of using human resources depends largely on the activities of the HR Manager. The main task of an HR specialist is to help management achieve its goals by selecting the right personnel at the lowest cost. It is worth separating the responsibilities of an HR Manager from a line Manager, management group, or Department. The task of the line Manager is to work directly with motivation, delegation of authority and introduction of new employees into the workflow, while the HR Manager works on developing these very methods of motivation, delegation and introduction to work. His work is indirect.

The functions of HR in Western countries differ to some extent from each other. For example, in America, a line Manager communicates directly with his subordinates and asks their opinion on many issues. For employees it is important whether the boss helps them in everyday matters. The British HR approach quite differs: every employee is guaranteed that he is a thinking performer and an effective specialist with the necessary competence. However, it is possible to distinguish the main general functions of HRM in Western countries:

- selection of personnel policy for effective use of personnel;
- providing the company with personnel with the necessary qualifications;