

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.

<http://edoc.bseu.by/>

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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;

- quick adaptation of new employees to work;
- forecasting and determining staff needs;
- resolving labor disputes and conflicts, planning the social development of the workforce;
- monitoring the labor market in order to find new sources of personnel;
- organization of training and professional development of personnel.

According to the results of the survey of the Research center Работа.tut.by among 181 organizations in the Republic of Belarus, 55.2% of employers pay attention to their HR brand, about 20.5% plan to do this in the near future, and about 24.3% of the surveyed organizations do not intend to invest resources in developing their reputation as an employer.

In the domestic market, there is a huge gap between the levels of HR tools used for HRM among enterprises. They are not used to reviewing HR business processes, conducting internal HR audits. Paper work is assigned great value. Other organizations try not to miss the opportunity to test modern HR technologies in order to develop the HRM. The functions of an HR Manager in 79.9 % are limited to finding, hiring and firing employees, processing documents, and routine paperwork. More attention is paid to the search, selection and recruitment of staff than to training, retraining or professional development of employees – hiring “ready-made employees” rather than “growing” employees within the enterprise.

To highlight the main directions in the development of Belarusian HRM, we should refer to the experience of Western countries, where business has long been brought to a high level, and, therefore, HRM corresponds to this level.

1. The first and fundamental point is to conduct an interview. American method seems to be among the most effective. It includes checking intellectual and creative abilities, computer base psychological testing, and observing candidates in an informal setting. The candidate is invited to a weekend, presentation, or lunch. Much attention is paid to the potential of a person and the shortcomings of his personality.

2. Since the work of the staff directly depends on the orders of top Managers, it is important for HR manager to listen to their requirements and talk in their language. Harmonious system of business strategies is based on partnership relationship between top managers and HRM.

3. Coaching gives its return in terms of loyalty and effectiveness. Learning should become more comfortable, interesting and positive. British experts believe that there should be a 50/50 balance between entertainment and learning. This trend involves on-the-job training and internal development programs that include coaching, mentoring, internships in other departments, and project work.

Taking into account the experience of other countries and relying on the existing situation of HR management in Belarus, it is possible to develop a relevant concept of HR management in our country, which will respond to the interests of the employee and the organization, creating a favorable environment for the job performance. This method will attract and retain staff, creating a desire to work, which will significantly improve the country's economy and increase the potential of employees by.

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WORD CHOICE AS THE KEY TOOL TO INCREASE B2B SALES VOLUME

Sales Correspondence is an integral part of any business promotion. A sales letter has such functions as attracting attention, arousing interest, educating and convincing, stimulating desire, and securing action. It is nothing but an advertisement, aimed at a carefully selected group [1]. Although the essence of the offer, coupled with the right selection of the potential clients and the compatibility of the long-term perspectives of the businesses are at the heart of future success, we believe, the letter's word choice is its determining factor. It is hypothesized that there is a certain set of words in a sales script that can primarily influence the customers' interest in the offer. The aim of our research is to define etymologically and psychologically powerful lexical means and prove their ability of maximizing the impact of the sales letter on the prospect.

We have conducted a desk research and studied the psychological and etymological literature with the help of which we selected and arranged in a table the 10 most common English words that excel at encouraging customers to react more favourably to the sales pitch [2]:

Table 1. The list of the sales high-impact vocabulary [3]

№	Words	Psychological impact
1.	you	considering customer's viewpoint
2.	value	rationalizing the prospect's choice
3.	now	fast sales procedures
4.	improved	making life better
5.	instant	a sense of quickness in the deal
6.	Best	being unique