

3) Among women: 65% have a low level of emotional intelligence, 30% have an average level and 5% have a high level.

As a result, a low level of emotional intelligence prevails in future expert assessments.

Thus, the hypothesis is not confirmed.

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EMOTIONS IN BUSINESS

Is there Emotion in Business? It's a question that has been asked for decades. The implication is that doing the right thing, businesswise, means acting on the best business principles, not letting emotions get the best of you, thereby deterring you from the right course.

The purpose of this paper is to understand the role that emotions play in business and their influence. Business is based on relationships, which build over time. They provide the passionate connection so often needed when major issues are at stake. They enable that instantaneous glance between two people who know by looking at each other the action they have to take. Emotions inspire loyalty to a cause. Emotions help unify leaders with their management and encourage collaboration. A business is a cause; people advocate for the brand, the product or service and a special way of doing business that represents that cause. All of the above are ways that positive emotions help businesses grow. But emotions can also have a negative effect. For example,

emotional team members can have a significant negative impact on performance. Emotional people can perform erratically, engage in arguments, and refuse to work together. The result is generally a clash of egos and loss of productivity.

Nevertheless, the real question is “how much of a part do emotions play in business to business?” Market researchers are faced with a dilemma when trying to find out the degree to which emotions drive business to business decision making. In order to understand this they ask people what they look for when choosing a brand. At its simplest they give decision makers 100 points to spend across an array of factors (which include brand and reputation). However seldom does brand attract a significant proportion of the points that are spent. Most points are allocated to the tangible factors of price, availability, delivery, product performance, technical service etc.

The soft factors, the emotional ones, receive few points in a trade-off exercise, because brand or reputation is shorthand for all the expectations people have about a product and include perceptions about the product, its benefits, its price, after sales support and the like. Consequently, emotional influence on decision making is hidden and should be deeper investigated.

Emotions are an instinctive response to a situation. They are based on a whole range of inputs including advertising, communications and experience. A business to business buyer who needs to obtain new products and services will start with an intuitive prejudice (also subconscious and often subjective) which favors certain brands. In business to business markets emotions account for a good 50% of the buying decision and not the 5% or so that may be suggested by a rational question. A decision maker is in effect telling us that they are acting emotionally.

The complexity is that decision-making in business to business must fulfil the needs of the individual that is choosing the brand as well as the company for which that person works. Here too there will be rational and emotional responses. The individual buyer may claim that their choice is rational because it helps them do their job better than any other one. However, a hidden emotional driver may be that the decision makes the individual look good or feel proud and this may be something that they can't admit on a conscious level.

The company also has functional needs and these must be met by suitable specifications in terms of the products and their availability. Equally, a softer, more emotional need of the company may be that it derives value from knowing that it has “Intel inside”; the company has purchased a brand which gives security and possibly adds endorsement to their own brand.

But as it has been mentioned the most interesting question for researchers is “how much of a part do emotions play in those decisions?” According to psychologists emotions can be determined by Implicit Association Tests (IAT). These tests detect the strength of the automatic association with different brands. The task is to work through a list of words or stimuli which are quickly flashed on the screen and the respondents have to say which they associate most with each brand. The speed with which they do this shows autonomic reactions and feelings. It gets to answers which would otherwise be hidden deep in our minds and yet influence our attitudes and behavior to brands.

To sum up, there is emotion in business, and we are all affected by it. Consumers are fairly often guided by emotions when choosing a product, being influenced by its beautiful appearance rather than characteristics. Based on this, companies tend to highlight their products through frequent commercials and attractive bright packaging. Steve Jobs said in his memorable commencement speech: “Follow your heart and intuition because they already know where you want to go”. This once again highlights the connection between business and emotions.

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SECTOR-SPECIFIC FEATURES OF ORGANIZATIONAL CULTURE IN INFORMATION TECHNOLOGY COMPANIES

An organization is an organism whose life potential is based on its corporate (organizational) culture. It includes basic principles, values, standards of behavior, and other aspects uniting employees within the organization and, at the same time, distinguishing one company from another. In recent decades special attention has been paid to the study of the corporate culture phenomenon. *Peters and Waterman* (2002) emphasize the importance of corporate culture for the success of an enterprise stressing that managers should not only solve economic issues but also create a favorable working atmosphere. *Schein* (2002) argued that in large organizations, along with the core culture shared by the entire company, subcultures with their own characteristics, norms, and beliefs are often formed within individual divisions such as departments or workshops [1, p. 112].

Traditionally, two groups of elements are included in the structure of corporate culture: objective and subjective components. The first group comprises material elements of culture; the subjective components reflect people’s values, philosophy, norms, rites and rituals, mentality, communication style, management openness to the subordinates, etc. [2, p. 67-89].

Corporate culture of each individual enterprise is unique. It is determined by various factors including national traditions and other companies’ experience. However, no less important is the type of the industry it operates in. In this regard, there can be identified a number of features that are more or less common to most enterprises in the