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## **WHAT IS IBEACON AND “WHAT IS IT EATEN WITH”?**

### **Что такое iBeacon и с чем его едят?**

In 2013 Apple introduced iBeacon. It is a Bluetooth signal transfer technology between compact beacons and compact devices like smartphones or tablets. IBeacon technology displays a standard notification or launches a mobile app when a customer with an Apple iPhone (iOS) or Android approaches. IBeacon itself is a small device of the size of a bottle cap that is used primarily for indoor navigation.

The purposes of the paper are to explore the principle of functioning and the scope of application of iBeacon; to study the advantages and disadvantages of iBeacon technology; study the Belarusian technology market.

iBeacon technology can be useful not only for the consumer, but also for the seller to perform the following tasks:

1. For getting more information about the product: it shows characteristics, contextual photos, videos, or customers' reviews of products. Its geolocation capabilities will help to learn about customer behavior in the store.

2. For quick delivery of orders: beacons will speed up the operator's work.

3. For helping sellers: IBeacon expands knowledge and skills of shop advisers.

It also improves service provided in the shop.

It is worth mentioning that iBeacon technology has its advantages and disadvantages.

Advantages are:

- Easy installation without wires;
- The beacon Battery will last 2–3 years;
- This technology eliminates the fuss of printing flyers and coupons.

The disadvantages of technology are:

- Works only with clients who have previously installed the application
- There is a risk of inexperience in sleeping and turning away loyal clients.

While studying the market of Beacon beacons, you can notice the Belarusian company Neklo, which is one of the leaders in the CIS. Neklo is a Belarusian IT-company which sells beacons of the famous Polish manufacturer Kontakt.io and develops software for iBeacon.

The most popular places where you can use iBeacon besides retail are:

1. Conferences. They shorten the time to search for a conference room where events are held. It allows you to follow the schedule of lectures and business meetings.

2. Medical institutions. They can be used not only by medical workers, but also by casual visitors who come to visit a relative.

3. Hotels and resorts. IBeacon is suitable for navigation in resorts. Location of attractions and ladies' rooms, hotel check-in, the opportunity to get help from a virtual guide – all this will be more than in demand.

4. Museums, galleries, exhibitions. Together with iBeacon, visitors will be able to find quickly the desired stand and get the necessary information about the exhibit.

5. Universities and other educational institutions. Everything from class schedule to the dining room menu can be found with the help of IBeacon.

6. Menu in the restaurant. Quite an unusual idea, to provide the lines in the album menu with beacons, through which the smartphone will load easily the data on a particular dish. For example, the number of calories in it, cooking time, history of creation of a recipe.

7. Car and smartphone. IBeacon allows you to find a parked car in the parking near a large shopping center, at the airport or just in a busy business district of the city.

8. Rallies and mass events. It is necessary and possible to organize the movement of – with the help of navigation system.

To sum up all the above we can conclude that iBeacon is your optimal solution for mobile and geolocation marketing, as well as the organization of navigation indoors.

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## **FINANCIAL INCENTIVES FOR EMPLOYEES**

### **Материальное поощрение подчиненных**

At the enterprise level, determining the cost of wages, a team solves the problem of its strategic existence. If all the company's profits are spent on labor, this will damage the equipment upgrade and, as a result, will manifest itself in the future through a drop in the company's productivity and product quality. Thus, an increased expenditure of profit on wages will lead to a decrease in it in the nearest future.

However, if the company allocates insufficient resources for wages, this affects the living conditions of employees. The remuneration must cover the reasonable expenses of the employees working outside of the company. Otherwise you will lose the employees or the efficiency of their work will decrease. Choosing the level of remuneration, the company's management takes into account the salaries for similar enterprises, enterprises of the region, the cost of living, financial position of the company, the state requirements and the need to stabilize the frames.