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THE INFLUENCE OF SOCIO-CULTURAL ENVIRONMENT ON ADVERTISING

Влияние социально-культурной среды на рекламу*

Purpose of the study: Examination of major socio-cultural factors, that affect advertising strategies of global marketers.

Results of the study: Socio-cultural environment of foreign markets has crucial effect on consumer behavior. Thus, global marketers should carefully examine them to implement a successful marketing strategy.

Advertising campaigns implemented by companies operating across geographical borders require effective marketing to survive in foreign business environments. Society and culture, which includes language, values and beliefs shape understanding and reality perception, which significantly influence advertising.

Major socio-cultural factors, that affect advertising strategies are:

1. Ethnicity. Ethnic groups maintain their identity by fostering values that are different from those of the mainstream. This affects marketing decisions.

2. Age. Each generation seeks to develop its own identity. That identity changes as members of the generation change.

3. Disposable income. Many social groups form based on disposable income. If a group defines itself as barely having enough for necessities, a marketing plan that emphasizes low cost would be successful.

4. Education and language. The average level of education in a society affects interests and sophistication of consumers. The spoken language of the community is a decisive factor on the labeling and advertising of the products.

5. Social organization. Social organization is the way a society considers kinship, status system, social institutions and interest groups. A major interest group in the area can also influence consumer behaviour.

6. Reference group and family. Reference groups comprise people with whom individuals compare themselves. Being aware of and finding the major reference groups in a community and building marketing on them can help businesses achieve success.

7. Role and status in society. Each person plays a dual role in society, depending on the group to which he/she belongs. The status information of the potential customers allows businesses to know more about customer habits and implement a successful marketing strategy.

8. Cultural values. Socio-cultural values and norms of the host country have an influence on successful advertising of MNCs. Cultural values form the heart of advertising messages.

Social and cultural factors are elements that permeate all aspects of a society. Therefore, marketers should not underrate its effect on consumer behavior. Global marketers should pay close attention to socio-cultural elements of foreign markets that they are targeting for business success.

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THE USE OF CHATBOTS IN RECRUITMENT

Применение чат-ботов в рекрутинге

In the 21st century the recruiting industry has undergone tremendous changes. New technological environment is reforming the approach of the market and employers to the issue of search and selection of personnel. Attractive positioning of oneself in the labor market require employers to use modern methods in working with future employees. That includes artificial intelligence and robotization of business processes. Along with robots, chatbots are gaining popularity rapidly.

The objective of this scientific work is to analyze the application of chatbots in the process of recruiting and to identify advantages and drawbacks of the chatbots usage. Methods used in the study consist of the review of website articles and reports and the analysis of the empirical data collected by spreading a questionnaire.

Chatbots are artificial intelligence software applications and one of the most promising areas for the development of the modern recruiting market. The flow of work of chatbots is the following: they receive important information from candidates according to a given algorithm, which depends on documents and restrictions on admission to work, personal data and readiness to consider vacancies. Then chatbots process the information and inform the applicant about the decision made based on the responses received. In addition, they can perform administrative work, such as scheduling appointments, generating detailed profiles of candidates, maintaining the lists of applicants. Moreover, calendars can be connected to the chatbots to manage appointments with candidates [1].

Chatbots today conduct a dialogue in various well-known messengers, such as WhatsApp, Facebook Messenger, Telegram, etc. In the world market, the most famous bots of technology developers, such as XOR, Mya Systems and TalkPush. The segment of chat bots for human resource tasks in the Commonwealth of Independent States is represented primarily by the XOR service.

Chatbots are already widely used in international companies. For instance, Heineken decided to apply a chatbot to attract and select interns, while in Nissan