

### SECTION 3

## CURRENT ISSUES OF INTERNATIONAL MANAGEMENT AND MARKETING (EXPERIENCE ECONOMY; EVENT MANAGEMENT; ECONOMIC PSYCHOLOGY, HR-MANAGEMENT, ETC.)

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### EXPERIENCE ECONOMY

The purpose of this work is to study the reasons for the emergence and development of the experience economy, as well as to find ways to help a manufacturer adapt to it.

Nothing stands still, everything changes. And at the moment there is a transition to a new type of economy, which is called the economy of impressions. Products and services are no longer just sold, but promoted on the market with the help of emotions that arise in connection with interaction with them. People cannot live without emotions and are willing to pay for their experiences.

Why is this happening now? Partly because of new technologies that make many new experiences possible, and partly because of escalating market competition, which forces companies to look for new ways to attract customers. However, the most complete answer lies directly in the essence of customer value. Each consumer makes a purchase relying on a sense of the benefits and value that the product has.

Experience has always been the core of the entertainment industry. This has become especially noticeable in recent decades, when many new forms of entertainment have appeared. But this does not mean that the experience is entirely dependent on entertainment; entertainment is not more than one area of impressions [1, p 5]. Scientists also highlight such areas of impressions as:

1. Training (“learn”)

This area requires active consumer participation. Striving for new knowledge is a natural and integral part of the human being.

2. Departure from reality (“act”)

Here the consumer is himself responsible for the depth of experience he will receive. He participates in his impression. For example, going to the cinema.

3. Aesthetics (“to be”)

The easiest type of experience for the consumer, which is focused on the essence of a person and his desire for beauty. A person receives aesthetic pleasure by visiting world sights.

Knowing this and being guided by the following principles, the manufacturer will be able to find a suitable industry and promote successfully his product:

1. Unique (offering consumers a unique experience)

2. Personalization (creating a special atmosphere in which the consumer will feel significant)

3. Active interaction with the consumer

Let's take a look at the Belarusian business as an example. It grew and developed in conditions of insufficient competition, so our market is passive. But the situation is changing, since today the business is no longer able to compete on the level of prices and products, because there are no unique products, so customer service comes to the fore. That is why Belarus has set course for the development of experience economy. The Belarus N program decides to develop thematic routes that will help develop the country's tourist attractiveness. This program is aimed at both foreign guests and residents of the Republic of Belarus. The agro-ecotourism movement is also developing in Belarus. It should be noted that at the moment Belarus is at the initial stage of the development of the economy of impressions, because until then this economy was not given special attention.

Thus, recognition of impressions as a separate economic proposal is a guarantee of economic growth in the future [1, p 2]. To be competitive and successful in the market under the new reality, it is not enough just to provide services, produce goods. It is not enough to be "quality". Business has to be "unique". And impressions and experience are the key to this uniqueness. However, this does not mean that all manufacturers should put impressions into the first place, there are areas where impressions are of little importance, for example, the sale of raw materials.

#### **REFERENCES:**

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#### **SWEET NAMES FOR SWEETS**

Nothing is as sweet as our name. Can we say the same about the names of companies, shops, cafes, products? How important is the name for them? Are the consumers indifferent to the name of the café they visit and the chocolate they buy? The purpose of this paper is to find the answers to these questions.

A lot of research and surveys show that this aspect of business life is gaining its importance. Entrepreneurs and enterprises are interested in creating an interesting name for their products and companies because it helps to attract the attention of the consumer to their business. Products or shopping centers with unusual or nice and kind names attract more attention and evoke positive emotions. A well-chosen name also