

The survey participants selected the following: Apple (32 %), McDonalds (24 %), Microsoft (9 %). Amazon, Mercedes and Starbucks are quite popular answers too. Mark Formelle (37 %), EPAM (19 %) and Green (14 %) were chosen among Belarusian companies.

According to our research, a successful logo should attract attention, be memorable and creative while being simple and balanced. It is best to use lettermarks, symbols and wordmarks to reflect the image, mission and sometimes history of the company. It's also important for a good logo to correspond to the market needs and requirements as well as customers' perception.

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THE PSYCHOLOGY OF MONEY

We are all wired differently. Our interests, our fears and our dreams are different. And when we hear the word money, we all have unique thoughts and emotions too. Understanding the psychology of money can help us be aware of those thoughts, emotions and behaviors when they pop up. So the purpose of this paper is to learn what is the psychology of money, to analyze what factors affect our attitude to money and why, and to explain how to build a relationship with money.

The psychology of money is the study of our behavior with money. Whether or not you are successful with money is not about knowledge, IQ or how good you are at math. It's about behavior. And everyone is prone to certain behaviors over others. Once you become aware of your tendencies, you can harness the power of your own mind, your thoughts and your will – and you can literally change your life [1].

Moreover, the psychology of money is a section of economic psychology that studies the change in the psyche of people and, as a result, their behavior under the influence of money. Prerequisites for the development of the psychology of money can be found in the classical schools of psychology – psychoanalysis, behaviorism, cognitive theories, etc [2].

Here are three key things to know about the psychology behind our personal relationships with money:

- Emotion plays a huge role.

- Anxiety and avoidance create a vicious cycle.
- Psychologically, you can not entirely escape your family and your past.

The data demonstrate that the most important emotions in relation to money are fear, guilt, shame and envy. It is worth spending some effort to become aware of the emotions that are especially tied to money for you because, without awareness, they will tend to override rational thinking and drive your actions. Shame is one of the most common and powerful emotions associated with money and personal finance. It is a prime reason people avoid doing what they know they should. It's natural to want to avoid exposure in relation to something you are ashamed about.

Shame interacts with avoidance to create a vicious cycle. When you are filled with shame the natural tendency is to avoid facing whatever is making you uncomfortable. We are hard-wired to deploy various kinds of avoidance maneuvers when encountering something that is anxiety provoking or uncomfortable. The tricky thing is that in the very short run, avoidance works to reduce anxiety. Because it works, you are inclined to do it again in the same circumstance. But each immediate drop in anxiety does not quite bring you back to the previous baseline level of distress. And over time, your overall level of anxiety increases and increases.

Besides, every family has its own particular psychology of money. What can be talked about, who should be in control, what money responsibilities are assigned to what gender, how important money is or is not. Eventually, the customs and traditions of our family also influence on our attitude to money, provide us with basic knowledge about financial literacy and shape our understanding of money. As opposed to the above ideas, I would like to note that the knowledge that we receive in the family is not always fair in relation to the real world, which leads to difficulties in the effective use of money [3].

One of the most important financial truths for anyone to grasp is the fact that it is not how much money we earn or even how much we spend, but whether we are in control of our money that matters in the long run. The most incredible truth is that overspending as little as ten dollars a month over twenty years at average credit card rates can produce the \$8,000 to \$10,000 of debt. If you imagine that it takes a large amount of change to become successful with money instead of a small one, you will find it difficult to change your future. This is the most important single mindset change you can make.

Motivating ourselves to take the steps we need to make in order to get in control of our money becomes possible only when we see that it is indeed really possible for us to be financially successful. Most people never really try because they do not believe they can; they have a negative money mindset. Money control starts with our attitude about money, our money mindset. But money success only comes once we learn how to think correctly about our potential for becoming successful with money.

There is nothing to keep us from choosing to discover our abilities and committing ourselves to begin working toward our goals in this area today. Then, if we remain persistent and patient we can and will succeed.

So financial success begins when we discover how little change in our spending/saving habits is required for financial success and then grasp the importance of control as the foundation for success.

Learn how to think about money – begin by choosing a positive, confident, and determined money mindset – and then begin doing what needs to be done to get in control of your money [4].

Furthermore, the truth is that money is just a magnifying glass – it makes you more of who you are. If you are kind and generous, you will be even more kind and generous with money. If you are rude and self-centered, you will be even more rude and self-centered with money. Money is simply a tool, and you get to determine what to do with it. There are hundreds of little decisions that we make each day without even realizing it that are influenced by how we view money.

It is popularly believed that if people had a lot of money, they could solve all their problems. In reality, this is not quite so. Yes, a lot of problems are solved very quickly with the help of money, but do not forget the folk wisdom “small money is small problems, and big money is big problems”. In this case, your changed attitude to money can become a way out of the situation. Only changing yourself, your stereotypes and habits will lead you to wealth.

Finally, real wealth comes to the one who correctly thinks, plans and acts, and not to someone who just plows from dawn to dusk. Only in the case of a competent approach to the issue of earning money, thinking deeply, you have a chance to become rich. And the extent of the forces expended by you and the amount of money are not connected with each other. After all, as you know, the poor work from dawn to dusk, and earn a penny. The key to success is a strong desire and a firm belief in oneself [5].

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CURRENT ISSUES OF VIRTUAL EVENT MANAGEMENT IN THE REPUBLIC OF BELARUS

It goes without saying that interaction and communication are milestones of effective management. Although face-to-face interaction is of primary importance, currently, the growing popularity of virtual events is obvious and can be explained by a number of factors: 1) technical opportunities to run such events, for instance, high-speed internet, a wide range of platforms and applications to choose from, and sufficient computer skills of users; 2) growth of cross-country cooperation, work-from-home trend, freelancing, and flexibility in the workplace; 3) impact of COVID-19 and lockdown.

Promotion and organization of high-quality online events require special skills not always possessed by an average event manager. Thus, we see a new job title introduction, which is a virtual event manager (or VEM). This is the person who understands the virtual experience and who is able to bring virtual components together to produce a cohesive and valuable event experience for all virtual event participants. A virtual event manager is a specialist who oversees the logistics, technology, and seamless execution of online events, which might include online meetings and conferences, webinars, networking events, livestreaming, and virtual trade shows [1].

It is worth mentioning that there is a variety of platforms to use for hosting a virtual event. Furthermore, due to the pandemic, influential software developing companies give an opportunity to use their applications free of charge. The list of this applications is growing, for example, *Microsoft Teams*, *Workplace* from Facebook, *Hangouts*, *MyOwnConference*, *AnyMeeting*, *ClickMeeting*, *GoToMeeting*, *WebinarJam*, *ON24*, *Livestorm*, and *Adobe Connect* [2].

On the one hand, in Belarus, the most widely used foreign platforms for online conferences, both in business and educational spheres, are *Zoom*, *MS Teams* and *Skype*. On the other hand, Belarusian IT companies are developing their own platforms among which there are *meet.naveksoft.com* and *Peregovorka*.

Alongside with virtual events popularity growth there are challenges to mention. For example, technical problems may prevent the customers from participation or sometimes the latter still lack certain level of computer literacy to be productive members of communication. In this case a VEM steps out. In order to make the event a success, such a manager should focus on a variety of possible problematic issues: preoperational (before the meeting) and current (during the meeting).

Before the meeting starts it is highly recommended for a virtual event manager to write detailed ‘guidance tips’ for the audience, where viewers can find information about system requirements (for instance, the type of web-browser, speed of internet connection, a list of extra equipment, being it a camera or a microphone). Such details