

as the name of the platform used and password, link, conference time or reminder should be provided for people to come and join a particular online event.

During a conference, a virtual event manager should moderate its chat, control the timeline and be ready to solve any technical problems that may arise. Alongside, it is highly recommended to make a meeting uplifting and positive and create opportunities for audience engagement to make virtual events as inclusive and accessible as possible.

All in all, it is important to understand that if there is an opportunity to organize big-audience offline meetings, virtual events will not lose their value. Moreover, we should comprehend that although there are people who find participation in online events tiring, demanding, or rather ineffective, more and more would prefer this format to offline meetings. Combined with the fact that virtual events are much cheaper and safer to hold, we can assume the idea that they will keep being relevant and appropriate in a number of situations [3].

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Darya Dvorak
Science tutor *T. Yakovchits*
BSEU (Minsk)

THE EXPERIENCE ECONOMY IN BOOKSTORES

“The best things on earth are not things”
Joseph Pine

In the context of modern market trends, the economy of goods and services has taken a back seat. It was replaced by the experience economy. According to the Cambridge dictionary, *experience economy* is an economy in which many goods or services are sold by emphasizing the effect they can have on people's lives [2]. The principle of the experience economy is the psychological impact on customers. Today experience economy includes three main parts: product, service, and impression [3]. Often impression affect our decisions more than product and service: we agree to pay more to get fast satisfaction.

Books frequently become impulse purchases: they easily catch our attention and normally are quite affordable. The appearance of a huge number of unread books on the shelves of customers is discouraging. Experience economy plays essential role in process of buying books. Among students, this topic is especially relevant because of the need to purchase literature for study and not only. The aim of this study is to consider the concepts of the experience economy in relation to the selection and purchase of books among students. For this purpose a survey was conducted to assess the methods of attracting customers in bookstores and to determine factors that relate to experience economy in bookstores.

The questionnaire looked into: factors that attract customers in bookstores, popular places for purchasing books, factors that influence choices in bookstores, students' participation in bookstores' events and meetings. The survey was conducted among Belarusian students.

The results of the survey prove that book selling is related to experience economy. When asked what is the most common reason for buying books, as many as 38.5% participants answered that they buy books spontaneously, without a reason; 17.3% by tradition or for own collection, 11.5% for study, almost 6% cannot imagine their lives without books.

The survey shows that the most important factors that influence the choice in bookstores are: an acceptable price (80.8%) the advice of a teacher, blogger or friend (69.2 %), an attractive book cover (63.5%) and the global popularity of the book (53.8%), an unusual atmosphere in the store affects the choice of 19.2% respondents.

Interestingly, books that were bought because of their worldwide popularity (46.2%), the author's fame (38.5%), an acceptable price (34.6%), or on the advice of a friend/blogger/teacher (34.6%), often remained on the shelf unread.

Bookstores create special conditions for better demand for goods: discounts, the presence of a pick-up point when ordering online, a favorable atmosphere, meetings with famous people, literary evenings, the availability of other goods and services in the store, in addition to books. Customers often are impressed by this, because people prefer to spend time with benefit and comfort. Thus, discounts on the store's app attract 76.9% of customers, the presence of a pick-up point is the second most important (61.5%), and for 50% of customers it is important to have other products in the store, in addition to books. Buyers are also interested in unusual events organized by bookstores, that is excellent example of experience economy: 21.2% of respondents were participants of such events, and 42.3% would like to participate in the future, in addition, for 33.3% of students, participation in exhibitions, meetings and literary evenings has already become a prerequisite for buying a book.

Though Minsk cannot boast of numerous variety of bookstores, there are definite front runners in this business. According to the responses, the responses of Belarusian students, OZ is in the first place among bookstores. 69.2% of respondents choose this store based on the following factors: a favorable atmosphere, a wide range of worldwide fame literature, books by popular authors, the presence of a pick-up point, delivery and other goods in the store in addition to literature. In addition, the buyer always has the opportunity to see the best-selling books of the month on the stand in the OZ bookstore,

which is eye-catching. Moreover, customers always can ask for help from qualified employees.

The experience economy encourages bookstores to be competitive. The aim of the study was achieved. The methods of attracting customers in bookstores were assessed and factors that connect with experience economy in bookstores were figured out.

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Eugene Zhogalsky, Daria Logvinova
Science tutor *E. Makeeva*
BSEU (Minsk)

FEATURES OF THE HR-MANAGER'S WORK IN THE CONTEXT OF THE ECONOMIC CRISIS

The whole world has once again experienced the impact of the financial and economic crisis, which affected the spheres of activity of a huge number of people, and for most enterprises, the search for the most effective ways out of this situation has again become the number one issue. The management of an enterprise in a crisis is a matter of concern for its managers, owners, and many enterprises and organizations interacting with it. Crisis management by its very nature places additional risks on many economic structures, without the participation of which the enterprise cannot survive. In the event of an enterprise's insolvency and experiencing a crisis, the focus is usually on the financial and legal mechanisms used in crisis management.

The COVID-19 pandemic has forced HR functions in companies to urgently change their approaches to personnel management. Among the main problems are the lack of electronic document management, the inability to dismiss remote employees, the refusal to work from home, and the difficulty of quickly reducing wages. In relation to the staff, a single measure is carried out - staff reduction in order to reduce staff costs. However, everyone recognizes the value and importance of the human resource itself and the significance of its contribution to the success of the organization.

80% of the companies participating in the study do not plan to revise their HR strategy yet, primarily due to uncertainty. 20% of the surveyed companies, despite the uncertain economic situation, plan to develop in accordance with the adopted strategic