

over time. This study increases understanding of how demarketing mix is able to change people's attitude and to maximize conversion to socially responsible behaviors.

Ann Markova

Science tutor *O. Frantsuzova*

BSEU (Minsk)

EXPERIENCE ECONOMY. BUY JOY OR GIVE MONEY TO THE WIND?

Have you ever wondered why we like to visit a particular coffee shop? Or what makes you choose a particular device? What remains in your memory for many years after your arrival from a wonderful vacation? Surely, many people now have vivid memories of visiting places or the emotions that we experience when consuming various kinds of goods or services.

Today, impressions are not just positive emotions, but a real economic offer on a par with various goods and services. So, let's find out what the experience economy is. In our everyday life, there are such concepts as memories, feelings, emotions, perceptions, experiences, etc. All this is an integral part of the experience economy, which, from the point of view of consumption, includes four main areas: entertainment, education, escape from reality, and aesthetics. I propose to consider the impact of the experience economy on the consumer demand in the Republic of Belarus and, based on my research, find out whether it is worth investing in emotions or not.

I would like to start with the field of entertainment. It does not require the consumer to perform any complex actions, it requires just to receive the impressions offered to him. This variety includes listening to music, watching movies or videos, reading books, and so on. It can also include watching an advertising video, which will also cause positive emotions and a desire to purchase goods. According to the results of the study, 16 percent of respondents are willing to invest in getting emotions in this sphere.

The next sector, unlike the first, requires the active participation of the consumer. This is training and acquiring knowledge. In order to effectively master any skills, a person needs to fully immerse himself in the process, and make effort in order to achieve results. New knowledge is one of the basic human needs. To satisfy it, various training programs, courses, games, and so on are created. Currently, various kinds of trainings and master classes are gaining popularity, where students communicate and interact with each other, while developing communication skills. Of 85 respondents 53 percent already take part in such events and plan to keep on.

Another field of the experience economy – escape from reality – requires the consumer to be even more active. This is due to the fact that here a person does not just consume impressions, but takes an active part in them. And how bright and full his emotions will be depends on him. As an example, we can mention fitness centers and quest rooms that are becoming increasingly popular in recent years. According to my

survey, 45 percent of respondents consider this sphere promising and they are willing to invest money to get emotions in it.

And, finally, the field of aesthetics, based on the desire of people for beauty. This includes visiting exhibitions, museums, cultural facilities and attractions. The consumer is only required to trust his heart, enjoy and accept the experience. This type of pastime is preferable for 37 percent of respondents.

As for Belarus, the most common types of impressions in our country are entertainment with a passive participation model. These types include classical theater and cinema. In the last few years, active models – learning and avoiding reality – have become relevant: business schools, quests, and other interactive practices.

But is it worth investing in emotions, or is it money thrown away? According to my research, most people, 92 percent, are willing to invest in their emotions. Personally, I will also say yes to experiencing new emotions. I will try to explain my position now.

First, impressions have no expiration date, because we will remember them for the rest of our lives.

Second, new experience in the modern world can be equated with constant development. And only by developing a person can reach certain heights. And the more diverse the experience, the more attractive the impressions will be to be bought.

And, finally, third, you will have the life experience that you can pass on to the next generations. Knowledge and skills will be valued regardless of the time.

In the end, all of the above areas and factors create the conditions to motivate a person to buy. Since impressions are focused on a specific consumer, in the field of production and provision of this product, great importance should be paid to the staff, the company's reputation, and the uniqueness of the product.

According to my survey of 85 people, it turned out that 64 percent consider the experience economy to be the model for the future. Increasingly, it is the emotions we share that matter, rather than specific things. This fact is also confirmed in a sociopsychological study conducted by Amit Kumar, Thomas Gilovich, and Matthew Killingsworth. During the survey, it was found that respondents are usually upset before buying something and, conversely, happy before spending money on impressions. According to Barclaycard's statistics on transactions of UK residents, they regularly reduce their spending on household appliances, cars and even food – in favor of bars, restaurants, cinemas and other leisure activities [1].

In conclusion, we see that the traditional economy is being replaced by the experience economy. More and more often we spend money on new projects that bring us priceless emotions. The experience market is so diverse at the moment that manufacturers who are adept at influencing the feelings of consumers can significantly increase their profits. Consumers can also acquire previously untried feelings and enjoy them. So, it is necessary to develop experience economy in our country and provide it with a large number of professionals.

REFERENCES:

1. Just do it: the experience economy and how we turned our backs on 'stuff' [Electronic resource] : The Guardian. – Mode of access:

<https://www.theguardian.com/business/2017/may/13/just-do-it-the-experience-economy-and-how-we-turned-our-backs-on-stuff> . – Date of access: 12.03.2021.

2. Pine, B. G. Welcome to the experience economy/ B. G. Pine, J. H. Gilmore // Harvard Business Review [Electronic resource]. – 1998. – Mode of access: <https://hbr.org/1998/07/welcome-to-the-experience-economy>. – Date of access: 12.03.2021.

Vitalina Mezhevich

Science tutor *T. Yakovchits*
BSEU (Minsk)

CULTIVATION OF LEADERSHIP AND MANAGEMENT SKILLS WITHIN MEISEI SUMMER SCHOOL PROJECT

Now, more than ever, people from all over the world, and especially students, participate in volunteer programs not only to donate their time to worthy causes, but also to develop certain skills necessary for gaining experience and subsequent successful employment. Meisei Summer School Project (MSSP), a multi-faceted project within the Meisei University in Tokyo, Japan, is an excellent example of an international working site for developing leadership and management skills, in which Japanese participants actively work in teaching teams with international volunteers to prepare and deliver English lessons to young learners from local schools.

Within the framework of this project, two perspectives can be considered. The first one, which is explicit, is expressed in providing opportunity to use English for local Japanese children. The second one, which is implicit, represents the functioning of the project as a learning site to acquire varied knowledge and skills: through the experiences of MSSP, both international volunteers and Meisei students will learn teamwork, leadership, intercultural communication, and risk management. I was concerned about how the second, implicit, side of this project is revealed.

The aim of this research is to analyze MSSP as a platform for the development of leadership and managerial qualities and skills, as well as to demonstrate on the example of our team's work what skills can be formed and how this can help in the future. I identified and analyzed the stages of our work in the course of the project, the approaches used to solve problems and the interaction between the participants, which had a direct impact on the formation and development of skills.

In the summer of 2020, due to the unfavorable epidemiological situation, it was decided to conduct the MSSP entirely in an online format using the Zoom platform. This peculiarity had a major impact on the cooperation with team members, as well as the functioning of the project as a whole. However, this did not prevent participants from acquiring new skills. On the contrary, it positively affected their development, since this required the use of new creative approaches to building relationships within