

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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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

plan. 23% of the surveyed companies plan to revise the target values of Key Performance Indicators downwards, which is certainly a measure to support employees, but can increase the financial burden on the company itself, as the income and profits of many organizations may decrease.

44% of respondents plan to switch to a new model of personnel management. 41% of respondents plan to continue developing the company's HR brand, and the same percentage of respondents plan to automate HR processes. 36% of companies are going to increase the focus on employee retention, 26% of respondents plan to work on the formation of the company's personnel reserve. Among other things, respondents also mentioned work on optimizing business processes [1].

The HR specialist must be able to work properly with "remote workers". For the work to be effective, it is necessary: to take into account the specifics of remote work, remember that he cannot talk at any time with a remote worker "face to face". Communication should be built so that the employee does not lose touch with the specialist and the company as a whole, and also feels the interest of the management in his business. The second is the motivation of "remote" employees. A remote worker is usually better motivated than an office worker, and he can independently allocate his working time. However, it is more difficult for such an employee to concentrate and start intensive work because of the "non-working" atmosphere. The solution to this problem can be group remote work. This will improve the communication between several remote workers, and the work will become more efficient. And the most important rule is that you should not implement remote work without first calculating all the pros and cons. You should prepare for such work: understand whether your company needs remote work, experiment with several employees, eliminate errors, upgrade remote work, and then launch it.

It is important to have the necessary tools for high-quality work of remote workers. In order for the work to be more successful, some resources will be needed. Namely, a landline phone or IP telephony. Phone conversations are becoming a priority when working remotely, but voice over IP still provides a more reliable, higher-quality connection. The next important tool is a laptop. It is important to provide the employee with a laptop to avoid power outages and loss of communication with the employee who was working on a computer that is constantly connected to the power supply. Next, it is very important to connect a reliable high-speed Internet. This will ensure that the employee works more intensively. Also, large companies are recommended to have home Internet, in case of problems with access and connection. It is important to have shared access to documents when you need to share files between employees. It is also important to back up these files yourself to avoid data loss. Another important tool for successful work is online chat. Such chats are suitable for quickly solving all the important issues in the "question-answer" format [2].

Thus, in order to optimize the company's work in the context of a pandemic, it is necessary to take into account all of the above issues in order to avoid not intensive work, as well as not to face unmotivated personnel.

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BULLWHIP EFFECT IN INFORMATION TECHNOLOGY SUPPLY CHAIN MANAGEMENT DURING COVID-19

The COVID-19 pandemic continues sweeping across the globe leaving social dislocation. Plenty of measures have been taken to prevent the rising spread of coronavirus. The orders to stay at home are showing their impact not only on declining reported cases of disease but also within the global supply chain. Global manufacturing has been hit hard by closed factories. A rise in demand for both enterprise and personal computer products has put an incredible strain on the Information Technology supply chain.

The objective of this scientific work is to identify the main reasons for the occurrence of the bullwhip effect within supply chain management of Information Technology industry companies during COVID-19 and to propose potential ways of its minimization. The relevance of the study is the need for further dealing with issues in supply chain management that result from COVID-19 pandemic.

The bullwhip effect is a phenomenon in which slight shifts in end-consumer demand cause major deviations in stock and production planning for other supply chain participants such as distributors, producers and suppliers. Either growing or diminishing customer demand has a direct impact on the inventory of a business. Businesses frequently try to forecast demand, accumulating what they believe to be the appropriate amount of raw materials and resources required to meet customer demand efficiently and on time. As the supply chain moves up from customer demand to raw material suppliers, variations may become compounded, creating problems with time, expense, and inventory in supply chain management [1].

When the virus first spread across the world, there was a spike in sales of personal computers in the affected areas. Various companies that had faced a dispersed workforce were requesting to supply employees with peripheral devices. As more people started working from home, organizations were tasked with enabling an infrastructure to support them. These same organizations also turned to cloud providers to rapidly implement the infrastructure necessary to support remote employees. There was a rush for server platforms.