

compliance with the proposed type of product, acceptability for a specific target audience. Triggers in marketing are used not only to sell a product to a consumer, but also to build a friendly and long-term relationship with them. Skillful use of triggers leads to a certain economic effect – an increase in the level of sales of goods (services). The main task of using triggers by marketers is to influence human instincts for commercial purposes.

At the moment, trigger-marketing is one of the most effective strategies for influencing consumer behavior. Due to its high efficiency, the trigger as a marketing tool in different variations is actively used to increase sales in all countries of the world, which stimulates the growth of the world economy.

The results of the work are the following: the characteristics of the new marketing industry have been given, the role of triggers in marketing has been considered, the features of their use in the activities of marketers have been analyzed (the mechanism of influencing a consumer, the rules of their successful use, basic preparation for effective use).

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FEATURES OF THE LABOUR MARKET DURING THE PANDEMIC

Особенности функционирования рынка труда в условиях пандемии

The COVID-19 pandemic has led to a global health crisis like never before. The impact on the economy and societies around the world has been both deep and widespread. The initial shock hit large parts of the economy, as fear of contagion and severe restrictions on social proximity put economic activity on hold in many countries. One of the spheres that took the brunt was the labour market.

So the purpose of our research is to analyze the unemployment trends in Belarus and abroad as well as the measures taken by local governments to resist it. In 2020 global GDP decreased by 4.3 %. In comparison with 2009 by 1.7 %. The crisis of 2020 is considered to be the deepest for the last 90 years.

The global labour market is recovering at a slow pace, and it will not be possible to return to previous employment level in the near future. According to UN report in Eastern Europe 2.4 million people lost their jobs in 2020, in Central and Western Asia – 3.2.

In 2022 the number of the unemployed in the world can reach 205 million, and the global unemployment rate can be around 5.7 %. The last time such an indicator was registered in 2013, when the effects of the global economic crisis were still being felt. The main trends that have developed since the outbreak are: high mortality of working people; skills mismatch or lack of qualifications for people who want to change the work; a significant reduction in the female workforce due to child care; restriction of transport movements has led to the cessation of migration flows in Europe.

Based on the analysis of the data on unemployment, demand and supply of vacancies, a forecast is given about the further development of Belarus labour market. Thus, the indicator of forced part-time employment increased by 4.3 times in April 2021 compared to the same period in 2020, and the number of employees who are idle increased by 4.7 times. Then, in many industries, since March, there has been a sharp decline in employment, which in the field of education, entertainment and recreation amounted to be more than 2 times.

As a result, innovations in the field of employment were adopted at the legislative level, concerning both employees and employers, including: temporary transfer of employees without their consent to another employer; changes in the essential working conditions and the work schedule; transfer of employees to remote work.

To ensure effective employment of the population in our country, the State program «Labour Market and Employment Promotion» for 2021–2025 has been developed and adopted for implementation. The main tasks that need to be solved are: stimulating the economic activity of the population; involvement of economically inactive population in labour activity; ensuring a balance of supply and demand; improvement of working conditions and labour protection; prohibition on dismissal of employees, etc.

Thus, it is very important for the country to ensure the creation of decent work opportunities and wages for those who want to work, as well as maintaining unemployment at an acceptable level. Also, in the current conditions of the global pandemic, the regulation of employment by the state should be aimed at creating new approaches in the work of business entities, for example, remote jobs, part-time job, creating new jobs, digitalization of economic activity to minimize risks of COVID-19 infection.

According to our research, Belarus as well as other countries is taking an unprecedented set of measures to contain the spread of the virus and reduce mortality. It is obvious that the consequences of the pandemic for labor markets are very large-scale and affect many people in different ways. However, the pandemic serves as a good «kick» for improving the economy and taking more effective measures in the labor market.