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BUSINESS COMMUNICATIONS: FEATURES OF COLLECTIVE BARGAINING

Деловые коммуникации: особенности ведения переговоров

The purpose of the following study is to show the importance of special style and features of collective bargaining. Collective bargaining is a negotiating process in a form of discussion to conclude the treaty. To be effective collective negotiations must be conducted faithfully on a voluntary basis. The implementation of collective bargaining can bring a number of benefits: wage increase, ensuring compliance between productivity and wage, strengthening gender equality; improving access to training, the acquisition of a wider range of labour rights.

Collective bargaining refers to bilateral relations (between the two independent parties). Parties of the collective bargaining are the following: one or more employers or one or more of their organizations and one or more employees' organizations. We claim that the process of collective bargaining contributes to building the atmosphere of mutual trust and respect between the parties involved and to improving the quality labour relations.

It' seems reasonable to figure out the following features. The first feature of collective bargaining is *business etiquette*. For business communication, it is essential to establish business partnerships, create an atmosphere of mutual understanding, which is a prerequisite for success in negotiations. Business etiquette is based on a number of basic principles. The first principle is moral «golden» rules. It's easier to encourage trust and prevent law violation when you treat your partners the way you want to be treated. The second principle is freedom. Compliance with this principle ensures the free expression of each of the business partners. The next principle is convenience. In business relations, the norms should be flexible not to bind business partners. One more principle of business etiquette is ease. Compliance with the norms of business etiquette should be mutually approved by all participants in business communication.

Common sense is also significant. Business etiquette is aimed at mutual respect and mutual benefit as saving time, getting advantages for both parties with a good and effective organization of business contact, etc. Thus, business etiquette should be efficient to actually help to reduce the time of execution contracts to sign more treaties, to extinguish the conflicts in the team, to increase the interest and initiative in the joint activities.

Collective bargaining is a voluntary process, where both parties come together in order to have a meaningful dialogue on various issues. Flexibility and mobility are the next features of the process. A spirit of give-and-take works unless both the parties accept the final agreement. Obviously, collective bargaining is based on the principle of industrial democracy. The workers are involved to make decisions, share responsibility and authority in negotiating. Collective bargaining is characterized by integrity. In order to conclude a collective agreement, the parties should justify their claim, exchange information, have a debate and be ready to compromise.

Significance and comprehensiveness should also be mentioned. Parties should have an interest reaching a compromise so that it's important to facilitate meaningful negotiations. Parties must have access to appropriate information

Business is unthinkable without communication. Business communications may be viewed as an important way to organize and optimize any activity: commerce, science and etc. Communication skills are a prerequisite for good leaders to conduct a dialogue with their subordinates and negotiators, to identify ideas and goals.

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HOW DO THE SOCIAL NETWORKS MAKE A PROFIT?

Как социальные сети получают прибыль? *

Certainly each of us has thought about how the social networks that we use every day make money. Social influence is a dominant part of work and life that has been amplified as we become more psychologically connected to our social networks through digital platforms.

It is difficult to maintain one's independence of thought and action in societies where our social networks and our connections to them via social media have a profound social influence. So if practically everyone has access to a particular social network, isn't there a way to make money?

If you're not paying for the product, you are the product. There are many methods how social networks earn money on their users. The main methods are advertising, applications, games, premium subscriptions. So let's figure out each way.

Advertising is the main source of income for social networks. Targeted advertising is a type of Internet advertising that delivers promotional messages to