

jeans slim you down. This is another trait of the impression economy. You went to buy a sweater-got the pleasant emotions of the purchase along with compliments and a great shopping experience. No matter how great and high quality the product is, it is the presentation that plays a decisive role in its realization. If the seller understands and sees the weaknesses and strengths of his product, the requirements of buyers for this type of goods, he is able to present the product so that the buyer wants to buy it again and again. Market analysis, continuous product improvement contributes to its relevance, popularity and trust on the part of the consumer market. It is the ability to adjust to the changing world, requirements and trends that the manufacturer will be able to extract a large profit from that very unsightly bag of coffee.

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#### **EMOTIONAL INTELLIGENCE: CONCEPT, DIAGNOSIS, EFFICIENCY**

The term “emotional intelligence” was first coined by John Mayer, PhD, from the University of New Hampshire, and Peter Salovey, PhD, from Yale University. They co-authored an article in an academic journal in 1990, in which they described the term as “the ability to understand the meaning of emotions and use this knowledge to find out the causes of problems and solve these problems” [1, p. 92-95]. After the publication of this article, the American psychologist, writer and science journalist, Daniel Goleman, who attended many lectures by the authors of the term “emotional intelligence”, released a book to the general public in which he described in detail what he meant by this term and revealed the relevance of the development of emotional intelligence in people, explained how it should be developed and how it affects the achievement of outstanding results in any activity.

In Russian psychology, a contribution to the development of emotional intelligence was made by S.L. Rubinstein and A.N. Leontiev. From the point of view of practical research, a considerable contribution was made by D.V. Lyusin, he developed diagnostic tools and a two-component theory of emotional intelligence.

Emotional intelligence is a combination of such qualities as emotional awareness, self-motivation, empathy, control over one's emotions and recognition of the emotions of

other people. Emotional awareness is the awareness and understanding of your emotions, and for this, the constant replenishment of your own dictionary of emotions. People with high emotional awareness are more aware of their inner state than others. Managing your emotions is emotional flexibility, emotional flexibility. Voluntary control of your emotions. Self-motivation is a process that controls human behavior by controlling one's emotions. Empathy is the ability to understand the emotional state of other people, as well as the ability to empathize with emotions and feelings. Recognizing the emotions of other people is a skill by which a person can influence the emotional state of other people. Collectively, these skills make up emotional intelligence, and they allow people to improve their communication skills.

The most effective tools for developing emotional intelligence are group trainings, individual trainings and coaching. Exercises should be aimed at understanding the participants' emotional and intellectual behavior, at developing communication skills and increasing emotional competence.

There are several methods for studying the level of emotional intelligence. The most famous is MSCEIT (Mayer-Salovey-Caruso Emotional Intelligence Test). MSCEIT is a test developed by John Mayer and Peter Salovey that includes 141 questions. Thanks to the results of this test, you can find out at what level a person is able to interact with others.

Also, well-known foreign methods are SEI (Six Seconds Emotional Intelligence Test), ECI (Emotional Competence Inventory) by Huy MacBer, OVC (Organizational Vital Signs), developed by the "6 seconds" group and others.

I. Andreeva adapted N. Hall's questionnaire for emotional intelligence to our conditions, which allows diagnosing the level of emotional awareness, managing one's emotions, self-motivation, empathy, recognizing the emotions of other people.

There is also the Belarusian methodology "Level of Emotional Intelligence" (LEI – Level of Emotional Intelligence), developed by Belyaev S.A., Yanovich A.I., Mazurov M.I. [2, p. 276-277], which allows diagnosing "Personal emotional intelligence" and "Interpersonal emotional intelligence".

During the study of emotional intelligence, many studies have been conducted that have confirmed the impact of emotional intelligence in employees on sales volume, work productivity and increase profits.

In 1997, Rich Handley, head of HR development and organizational development specialist, conducted a test in the recruiting department of the BBC USA. He used Reuven Bar-On's EQI (Emotional Quotient Inventory) method – an individual testing that includes 133 questions and allows you to evaluate 15 qualities that are significant for diagnosing the level of emotional intelligence, such as empathy, self-awareness, self-control, etc., on 1200 recruiters. A study found that recruiters who scored high on emotional intelligence were 80 percent more efficient than recruiters who scored low [3].

Thus, a high level of emotional intelligence is primarily relevant for professions where there is a need for constant interaction with people, for example, teachers, educators, psychologists, sociologists, managers, lawyers. Equally important, these qualities are valued in the field of entrepreneurship, where you need to be able to conclude contracts, find and attract customers, since the inability to cope with one's emotions always negatively affects business.

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## IMPRESSION ECONOMY AS A BUSINESS DEVELOPMENT TOOL

*People may not remember exactly what you did or said to them, but they always remember how you made them feel.*  
*Tony Shaia*

In the modern world, competition between different companies is becoming increasingly high, products on the market are unified, and the consumers are no longer paying attention to the brand. In such circumstances, it becomes extremely important to find a competitive advantage and explain the value of your product to customers. The impression economy helps you cope with these tasks. The purpose of this work is to understand what the impression economy is and how you can use its tools to build a successful business.

The era of the impression economy formally began in 1999, but the new paradigm was only seriously discussed a couple of years ago. Today global market giants such as IKEA, Starbucks, Apple, Google, LEGO and many others are actively involved in the race for customers who are hungry for emotions. Since competing companies in any field offer very similar products and services, the key factor in choosing a buyer is price. Companies cannot reduce the cost of products below a reasonable level. In these circumstances, the most important thing for the company is to evoke emotion in the buyer. Today customers pay not for the usefulness of goods, but for the feelings, they evoke. That's why companies seek to transform their audience interactions into a memorable experiences.