

ideal point is that an additional component is introduced into it - the ideal value of the product characteristic. When evaluating competitiveness based on the level of sales, it is assumed that the level of competitiveness is a relative characteristic of a product, expressing the degree of its preference in this market for an analogue product.

Graphical methods are often more difficult to apply, but more clearly demonstrate the results. The basis for the construction of the BCG matrix is the analysis of competitiveness, taking into account the life cycle of a product / service. The most competitive are enterprises or products that occupy a significant share in a fast-growing market, that is, they are “stars”. The “Market Attractiveness – Competitive Advantage” model is an extension of the model described above. Determining in the model are the attractiveness of the market and competitive advantages. Porter’s matrix is based on the concept of competitive strategy: the focus of the enterprise is not only customer satisfaction, but also the competing forces of the market.

Thus, the following conclusions can be drawn. Analytical methods are methodologically simple and require less time, they give good and understandable ratios and calculated values. Graphical methods are easy to interpret and use the results, provide a high level of perception of the final results of the assessment [1].

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FACTORS OF DEVELOPMENT OF PROFESSIONAL MOTIVATION OF ECONOMIC PROFILE STUDENTS

Emotional burnout is the depletion of emotional and physiological resources in a person [1].

Burnout syndrome has a huge impact on the physical and emotional state of a person and negatively affects the motivation to work or study. That is why the problem of emotional burnout is in demand and needs to be properly studied.

Currently, motivation as a mental phenomenon is interpreted in different ways. In general, it is defined as a certain set of factors that support and guide, i.e., determine behavior. In addition, motivation is identified as a process of mental regulation of a particular activity [2].

The purpose of our study is to theoretically clarify and practically reveal the nature of the relationship between the level of emotional burnout and the motivation indicator of students. As a hypothesis, an assumption was made that there is a relationship between the level of emotional burnout and the level of motivation of students.

With the help of a theoretical analysis of general and special psychological literature on the research problem, we have identified the following methods: “Diagnosis of the level of emotional burnout by V. V. Boyko” (modified by E. Ilyin), “Professional activity motivation” (K. Zamfir’s method A. A. Reana). The study was conducted on the basis of the Belarusian State Economic University. It was attended by students of the 3rd and 4th years. The total number of respondents was 30 people – 23 3rd year students (76.7%) and 7 4th year students (23.3%).

We have found that the absence of emotional burnout or its low level is observed in 17 out of 30 students (57%). Emotional burnout begins in 6 out of 30 students, which equates to 20%. 7 out of 30 students (23%) had a developed syndrome of emotional burnout.

17 out of 30 students (57%) showed a high level of motivation for professional activity. 6 out of 30 students (20%) had an average level of motivation, 7 (23%) had a low level.

The final step will be to conduct a correlation analysis using the Spearman rank correlation coefficient in order to finally confirm the presence of a relationship between the two variables under study.

Rank correlation coefficient $r_s = -0.948$.

This suggests that the correlation between the level of emotional burnout and the level of motivation is statistically significant. That is, with an increase in the level of emotional burnout, the value of the level of motivation for professional activity decreases.

Thus, the majority of students (57%) have no emotional burnout or its low level; 17 out of 30 students (57%) have a high level of professional motivation. 6 out of 30 students (20%) had an average level of motivation, 7 students (23%) had a low level of motivation, respectively.

Based on the results of the correlation analysis, it can be confirmed that there is reverse causality between the level of emotional burnout and the level of motivation for professional activity.

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THE IMPACT OF MARKETING TRICKS ON CUSTOMERS

Shopping is an integral part of our life. Marketers, having studied the psychological features of people, turned the supermarket into a «trap» for buyers. It is impossible to get out of it without purchase.