

admitted to their mistakes and took full responsibility for their actions. To ensure that customers and the public didn't feel ignored, KFC took to their Twitter account to put some rumours to rest. The brand placed an unconventional ad spread in "The Sun" and "Metro". They also allowed their clients to track the delivery status of chicken in their local KFC outlets.

The Pepsi Corporation faced a crisis when claims of syringes being found in cans of diet soda were made. 50 more reports came in about various objects being found in Diet Pepsi cans. At first, company denied the problem. The following step was inviting media to capture the canning process so as to make it transparent. Pepsi released a four-part video campaign proving that there was no opportunity for a can to be tampered with before it was delivered to a store. Additionally, Pepsi got its hands on a security video showing a woman in Colorado inserting a syringe into a can of Diet Pepsi at her grocery store. This confirmed to consumers that Pepsi was innocent of the crime. Pepsi successfully overcame the crisis by using different communication techniques and management power.

In conclusion, Crisis Communication has become essential for every company's success. It helps the companies to deal with difficult, unpredictable situations, to take a winning position on social media without affecting the company's productivity.

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#### HOW THE PANDEMIC INFLUENCED THE SPECIFICITY OF HRM IN IT

The continuous and rapid changes in the world associated with the COVID-19 pandemic increase the importance of the HR function in every organization for prompt interaction with business to reduce the consequences of the pandemic and business success in adapting to new world realities through competent personnel management. The issue of protecting people while ensuring business sustainability is now one of the priorities of every organization on the planet.

The aim of the scientific work is to demonstrate clearly how important it is to be ready to quickly adjust the company's HR-management to constantly changing global crisis events and their macroeconomic consequences, using the example of the IT companies' tactics in the pandemic.

An effective way to defeat the virus was to minimize the possibility of its spread by isolating people, cancelling mass events, recommending people not to use public transport and work together in offices. And in this situation, the only way out for the IT sector to overcome the crisis caused by the pandemic is to create conditions for remote work.

The coronavirus pandemic has shown that IT companies respond faster to situations that threaten the health of employees, mainly due to the fact that they use modern business methods. If it is difficult for other companies to send employees to work from home, then the IT sector has literally been ready for quarantine for a long time. That is why companies have used tools for remote access to work resources [1].

It is worth noting that we do not set ourselves the task of describing the pros and cons of the remote work. Our goal is to show the necessity of having such an opportunity as a whole as a tool in a constantly changing world.

For companies that have established an infrastructure for remote work, it will not be difficult to transfer employees to online format. If the company has the ability to remotely connect to e-mail, company shared resources, document management, such a solution will not cause significant costs. When Google made the decision to send its employees to work remotely, it was confident that work on projects would continue. The corporation has enough tools available, including to other companies, to maintain work efficiency at the desired level [2].

If we cite the statistics of IT companies in Belarus based on the result of the dev.by study, we can see that at the very beginning of the pandemic (March 2020), out of 200 companies that participated in the survey, all completely, partially or at the request of employees switched to a remote format work [3]. The second wave of COVID-19 did not particularly affect the workflows in IT related to the organization of remote work. More than 80% of IT professionals reported that their companies have been remote since the spring and still have not returned. Some companies returned to their offices, but not for long. It is worth noting that the second wave of coronavirus was also accompanied by a political crisis in the country, but nevertheless, almost 15% of employees whose companies did took a break from remote work did quit working from the office due to covid, and only less than 2% called the situation in country [4]. In November 2020, 64% of IT professionals worked remotely. In three months (as of February 2021), the percentage of remote workers increased to 75.5% [5]. Today, most companies practice combining remote work with the office one, the so-called "mixed format", in which the employee himself chooses the type of work organization (completely remote contract, permanent work from the office or a combination of both).

As part of Dice's ongoing Sentiment Survey, scientists have been exploring technologists' opinions about work-from-home—including what they view as the primary professional and personal benefits. The survey shows that remote work increases the productivity of technologists. In addition, they have time for deeper and more creative thinking, communication via email and chats, and, finally, for solving a huge number of

unfinished projects. Plus, more and more people are finding it easier to work from home – after all, you get to work just a few feet from your bedroom to your office [6].

An important contribution here was made by modern integrated personnel management systems, which have built-in tools for interaction with employees, providing the opportunity for direct participation of employees in processes. In this case, forced work from home did not affect the course of routine personnel processes in the organization. Employees of such companies were able not only to continue to perform their duties, but also received, in fact, the opportunity to work around the clock from anywhere due to the online availability of corporate information resources.

The coronavirus pandemic has forced many companies to rethink their recruitment approaches. Recruitment automation, which developers of specialized IT resources and HR specialists have long been talking about as a promising trend, is rapidly gaining momentum. But the pandemic has finally changed people's minds on this matter, forced them to actively introduce new solutions.

The main trend in the current business environment is smart recruiting and zero-HR. And the coronavirus pandemic has only spurred their development. First of all, it is about the introduction of technologies that automate the recruitment process and the reduction of human involvement at all stages of hiring. Smart recruiting also includes the introduction of referral programs, when the search for new personnel is based on the recommendations of employees and the use of social networks to search for candidates: those whose profile on social networks meets the recruiter's request can be quickly contacted in the messenger [7].

The results of the study showed that working outside the office is becoming a widespread alternative for all countries and companies in an ever-changing world. The pandemic has become a catalyst for demand for solutions that allow you to manage remote workers and provide them with a digital work environment. The IT sector in particular was considered above, since exactly on its example the best operational adaptation to changing conditions was shown. Focus on the digitalization of personnel at all levels, regular investment in technology and IT tools is a must if you want to continue to exist in the new realities. We have developed a list of questions, the answers to which will determine the ability of a business to stay afloat in a constantly changing environment:

- Does the company have the resources to organize timely informing employees?
- To what extent are employees ready and resilient to change, and what support do they need to adapt?
- Does the organization have the resources and technology to track the location of workers?
- Does the organization have the ability to help workers relocate?
- Have the key areas and budget for providing financial assistance to employees been identified?
- Does the organization have tools for remote monitoring of employee productivity and time tracking?
- What cybersecurity and data security measures are being taken?

- Does the organization have all the necessary resources to support business processes in conditions of limited movement between cities and countries?

The conclusions that follow from this article are relevant not only in an unfavorable epidemiological situation, they are rather universal in our constantly changing world and in the new realities in which we now find ourselves.

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#### “STORYTELLING” AS A MARKETING TRIGGER FOR EFFECTIVE INTERACTION WITH THE TARGET AUDIENCE

The purpose of the study is to consider "storytelling" as a marketing technique for effective psychological impact on the client. The research results are as follows:

- the purpose of “storytelling” as a method of psychological stimulation of consumers in marketing was analyzed;
- the mechanism of operation of this trigger was considered;