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THE MAIN APPROACHES TO DETERMINING STAFF SATISFACTION

In practice, modern enterprises form a personnel management system in order to streamline business processes related to personnel. An important component of an effectively functioning organization's personnel management system is the personnel risk management mechanism.

Personnel risk is a situation reflecting the danger of undesirable developments that directly or indirectly affect the functioning and development of the organization, personnel, society as a whole and the commencement of which is associated with objectively existing uncertainty caused by a number of reasons: inefficiency of the personnel management system; behavior, action (inaction) of personnel; the external environment of the organization.

Based on the above definition, subjective and objective personnel risks can be distinguished. Objective personnel risks take place regardless of the actions and against the will of the organization's personnel. In the case of subjective personnel risks, the occurrence of any adverse events depends on the actions of a particular employee of the enterprise. Personnel risks take an important place in the system of business risks, which is due to a number of their features. Firstly, the direct relationship between the level of personnel risk and the rate of profit is not obvious, that is, an increase in the level of personnel risk does not lead to maximizing the profit function of the enterprise. Secondly, the source or object of personnel risks is the personnel of the organization or an individual employee. Thirdly, the impossibility of completely transferring personnel risks to other market entities.

Among the personnel risks of a modern enterprise, one can single out the risks of non-compliance of the quantitative and qualitative composition of personnel with the

required; the risk of high staff turnover; adaptation risk; risks of inefficient use of employees and working time; the risk of low motivation; the risk of unreliable personnel assessment; the risk of loss of qualifications; the risk of inefficient training; the risk associated with information leakage, etc.

In the field of personnel management, the effects of the occurrence of personnel risk events can be reduced to the following manifestations:

Irritating effect – the information was transmitted by an employee who went on vacation or, in the worst case, by an employee who quited as part of his duties, however, his replacement colleague may periodically have difficulties with the information received, questions requiring clarification, etc.

A critical effect takes place when, upon dismissal or when going on vacation, an employee did not transmit information, and the replacement or the employee who was accepted for this position has no experience in this area of activity. Then the negative effect can be much more serious not only for the department, but also for the organization as a whole – from failure to fulfill the plan to the loss of customers, etc.

One more important aspect should not be excluded – financial, because the loss of an employee is a loss of knowledge, virtual, intangible losses in the organization. After all, new knowledge leaves together with a qualified specialist, in whom financial resources have been invested to pay for the search, adaptation of an employee and tuition fees. But here, using risk transfer as a risk management method, the company can reimburse financial costs by timely specifying this point in an individual employment contract with an employee or an additional training contract. The attitude to personnel work should assume this collective side of the staff, which can generate special risks that reduce the possibility of its effective use, despite the high professional abilities of individual employees.

Let's consider the risks arising in the personnel management subsystem of the organization.

1. Risks at the beginning of an employee's work in the organization. This type of risk occurs when hiring employees. The main damage can be done to the image of the organization in the eyes of the public. Among other things, we note the absence of the candidate verification stage in the selection procedure for the security of the company, which means that there is a risk of psychological deviations, the presence of negative actions on the part of the employee in relation to the company. The main security tool is checking recommendations.

2. The risk of creating a negative image of the company may arise even at the stage of searching for a candidate, for example, due to the illiterate content and form of the vacancy announcement. Another reason for the decline of the company's image in the eyes of potential candidates is the untrained staff in the company itself at the recruitment stage.

3. Risks when working with personnel. A special case is when an organization becomes a “forge of personnel” and trains qualified workers for its own competitors. The reason for this may be insufficiently developed systems of staff motivation in current activities, training and career planning of employees.

4. Risks when working with staff at the stage of employee's dismissal. The procedure for the employee's departure from the company is prescribed in the Labor Code

of the Republic of Belarus, but pitfalls are also found here. With an incorrect dismissal procedure, both moral damage to the company in the form of anti-advertising and financial damage if the dismissed employee goes to court are possible. As legal practice shows, it is better not to bring labor disputes to court, because the financial costs in any case will fall on the employer.

The solution of this problem requires the introduction of appropriate innovative changes in personnel work at the enterprise. At the same time, the issue of the efficiency of these changes is inevitable. The role of a complex quantitative indicator in assessing the work of personnel management as a risk management system of personnel work is played by an indicator of economic efficiency. It follows from the fact that the achievement of the target values of the HR performance system should correspond to the value of the target indicator of increasing business profitability by reducing losses caused by inefficient production behavior of personnel.

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FEATURES OF EVENTS MARKETING

Companies use advertising to attract new customers. But the manufacturer does not always have enough funds for expensive advertising. Event marketing comes to the rescue. This is a promotion tool designed to create a trusting relationship with the buyer, strengthen the company's reputation and interest the target audience through unobtrusive advertising, namely, by organizing special events. The advantage of event marketing is the possibility of using it in almost absolutely all areas of business. Conferences, exhibitions, fairs are an important tool for psychological impact on target groups.

The benefits of event marketing are the following:

- 1) creation of emotional relationships between the buyer and the brand, the formation of long-term relationships;
- 2) the highest concentration of the target audience for the event is achieved;
- 3) a long period of exposure, as the memory and emotions of the guests remain forever;
- 4) creativity, which allows you to create an event in accordance with the various requirements and requests of the company;
- 5) possibility to carry out direct sales on the day of the event;
- 6) involvement of the media, which can help shape the most massive result [1, p. 13–14].

Event marketing tools are the events themselves, the mechanism of which is focused on working either with the public target audience, or with each individual event participant. The main types of event marketing include:

1. Specialized events dedicated to certain occasions – this is a more common mechanism. As a rule, it is they that are the most interesting to the target audience and in