

even in the price decrease. By purchasing a piece of art you acquire certain prestige that remains the same for many years irrespective of any negative impacts.

The purpose of art investing is its future profitable sale and income multiplication. The main advantage of such alternative investment is the fact that the art market is not directly dependent on the financial market. Therefore, in addition to preserving your capital, you will also be able to receive income even in the most difficult crisis years. In addition to making a profit, investing in art has many other advantages. One of them is the emotional component that securities cannot give. This is the joy of owning a masterpiece and awareness of the social significance of their actions, because the collector preserves the artistic heritage for his descendants and humanity as a whole.

The most popular among investors and connoisseurs of beauty are the paintings of the so-called "blue chips" — artists whose works are in the lead at auctions and are constantly growing in price. These are such geniuses as Andy Warhol and Mark Rothko. The close attention of investors in 2021 and 2022 was riveted to the works of Russian avant-garde artists — Kazimir Malevich, Wassily Kandinsky, Marc Chagall.

Currently, the Belarusian art market is at the stage of formation — it needs structuring and development, which can help attract both domestic and foreign businessmen, art lovers and collectors from other countries. Belarus has all the necessary resources to create comfortable conditions for all participants of the art market.

To sum up we should mention that investments in works of art give a guaranteed return and after 50–70 years your pieces of art have a chance to become antiques, which influences their price-rise several times due to the age. Fortunately, such factors as political instability, the situation in the world financial market do not have direct impact on art investments. So, it is really profitable to invest your money into forever valuable thing — art.

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**THE CHOICE OF THE FORM OF WORK ORGANIZATION
AS ONE OF THE KEY CRITERIA FOR THE SUCCESS
OF INTERNATIONAL BUSINESS**

**Выбор формы организации труда как один из ключевых критериев успеха
ведения международного бизнеса**

People in the process of work directly interact with a large number of people. This interaction often involves the creation of various associations: groups and teams. In informal

relationships, people mostly use these two terms as synonyms and interchangeable words. However, despite their similar lexical meaning, there are significant differences between them.

Understanding the peculiarities of these forms of work organization will allow the manager to more effectively build a collective work and better interact not only with colleagues, but also with foreign partners. In the conditions of formation of the market economy it is the labor potential of the staff that forms the basis of creation of advantages of the company. Thus, it is the application of modern forms of team management that contributes to the increase of production efficiency.

The purpose of this work is to identify the differences between the management team and the group.

The term "team" has a broad meaning. The most common concept is interpreted as follows: "A group is a set of people who are connected by joint activities, interests". Also, a group is understood as people gathered together in certain circumstances.

Although the members of the group have common characteristics, they may not follow common goals and objectives. As an example, we can take a student group. Students have a common motivation to gain knowledge, but they do not necessarily work together and purposefully within the university. The term also applies to people belonging to the same ethnicity or religion. The lack of a common articulated intention is the main distinguishing factor of a group. Moreover, group members are independent. They do not rely on each other because roles and responsibilities are not fixed.

A team is a number of individuals who are connected by working together. A key feature of a team is that its members follow a common goal. Members coordinate their tasks and actions to accomplish them. Roles and responsibilities are assigned, which means that each person is responsible for his part of the work. If a task is not performed properly, it can affect the result of the work as a whole.

In addition, team members are usually well aware of each other's personalities. In other words, the team is characterized by mutual understanding between the participants. A favorable psychological climate allows to achieve a synergistic effect: to enhance the strengths of the company and reduce the weaknesses in the work. Examples of such an association of people would be research and development groups, soccer teams, etc.

Each of the considered forms of associations has its own advantages and disadvantages. Synergy, group productivity, and increased staff motivation are the main pluses of working in a team. The listed effects are associated with a high degree of interaction between the participants. Team members directly influence on each other in the work process. However, the focus on the common weal and the interdependence of the participants limit the opportunities for personal career development.

Gathering people in a format such as groups is most effective for short-term tasks. Also, working in groups, compared to the team, provides participants with more opportunities for development. As the main disadvantages of this form can be identified a low level of team cohesion and problems with information sharing.

In conclusion, it is worth noting that although the difference between the concepts of "group" and "team" is not significant, it can have a key importance in the structure of the organization as a whole. The main task of management in creating a group or team is to bring together the best aspects of each form. Thus, the manager should encourage the interaction of employees, but also stimulate personal development. In this case, the goals of the company will be achieved in the best possible way.

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THE ROLE OF THE SPECIALIZED INTERNATIONAL JOURNALS FOR BUSINESS SOCIO-CULTURAL ENVIRONMENT

Роль специализированных международных журналов в социокультурной среде бизнеса

The aim of the article is to show the importance of the specialized international journals for the creation of the innovative socio-cultural environment in the business sphere. For this purpose, the publications of the International Journal of E-Entrepreneurship and Innovation (IJEEI) will be analyzed.

The journal was created as an international forum for expanding knowledge and practice of all aspects of E-entrepreneurship and innovation in this field. Special attention has been paid and continues to be paid to innovations in E-entrepreneurship, new technologies, theories, applications and cases. This approach actively encourages the timely dissemination of advanced information in all areas of E-entrepreneurship.

The first publications determined the journal vector for many years. The main goal of the project was and remains the development of E-entrepreneurship and innovation. This kind of goal was innovative in itself. It is hard to believe, but in 2010 E-entrepreneurship was not as developed as it is today, and the richest companies were the commodity giants. At the time of the journal's founding, the process of digitalization of business in the USA was already underway, but the computing power of digital tools remained at a low level, and full digitalization of bureaucratic processes was available only to large and wealthy companies. It was thanks to the first publications in the journal that the digital revolution took place in the USA, and later in Asian countries, which in turn adopted the American experience.

In the future, in addition to informational articles, transfer of experience and insiders, the journal began to publish research in the field of E-entrepreneurship, which in turn