

forms of employee's payments: time-based and piece-work payments. There are more different forms in practice. But in the majority of cases there are only two factors, which have an influence on salary: hours worked and the quantity of produced units.

Time-based payment is in direct ratio to worked hours or other units of time (shifts or days). This way of payment is the best for the cases when there is no possibility to accurately assess the result of the work but in time indicators or there is no possibility to improve the effectiveness due to employee's efforts.

This way of payment is not targeted in motivation or promotion of employees. So, employers often do the others (for example, stimulating or others) payments, which directly depend on employee's or collective's efforts and result of working. In this way interest of employee increases and he or she trying hard for better result.

But here is one more motivation – negative motivation. It can be showed like fines, compensations or intangible punishments (rebuke and others).

So, in time-based form of payment we have two main systems of salary (simple and premium).

Piece-work payment is the best for the cases when the result is really important and depend on the employees' efforts and it is possible to estimate this effort. This way is more effective to reflect employee's contribution to the main result of the product or service. But there is no guarantee of stability of the payment and salary because it depends only on the result of working.

In this way the employer has the certain piece-work rates that depend on quality or volume of work. Calculation of the final amount is carried out by multiplying tariff rate for this type of work and production rate.

In the result we can pick out five systems of piece-work payments: direct, premium, indirect, progressive and chord system.

In direct form of piece-work payment we should multiply certain piece-work rates and the volume of work. If the forms of work are different then the result is the sum of them.

In premium form of piece-work payment the sum of the salary is not only certain piece-work rates but also additional sum of bonus, which is depend on the employer and the company.

Indirect form of piece-work payment directly depends on the indirect piece-work rates. These rates are useful for the auxiliary workers. In this system the payment directly depends on the effectiveness of the employees.

In the progressive form of piece-work payment the sum is certain for the limited (by company) volume of work and if the employee does more than this limit, he or she gets the difference in overpriced rates. And this overpriced rate is often directly depending on the degree of volume of overwork.

Chord form of piece-work payment I useful for fixed volume of work and not for the certain parts or operations. The labor of employees is encouraged in case of reduction of deadlines of work or project. So, it helps to speed up the production and save the quality of goods or services.

Today the companies try to leave the tariff system of payment. And there are some explanations of it:

– Like is already been said the payment that does not depend of the effort and result of the employee or collective is not good for motivate the employees and at the end in the best case give the company a stagnation of effectiveness and economy of company;

– Fixed tariff does not lead to the implementation and over implementation of the norm and plan of company, because employees know that they will have the same salary anyway.

**Conclusion.** In the conclusion I have told about the main forms and systems of salary in Republic of Belarus. The salary has a bid influence on a employees' motivation and, like a result, on a success of company. So nowadays it is a important step to choose the best system and form for your company.

#### REFERENCES:

1. Матусевич, В.И. Формы и системы оплаты труда в условиях перехода к рыночным отношениям / В.И. Матусевич [и др.]. - Минск: НИИ Труда, 1996.
2. Островский, Л.Я. Нормирование труда рабочих и служащих / Л.Я. Островский. - Минск, 1986.

УДК 339.13.024

#### **MVP. MINIMUM VIABLE PRODUCT. MARVEL VIVID PATTERN**

*Т. А. Огнева, студентка группы 10508115 ФММП БНТУ  
научный руководитель – старший преподаватель Н. И. Шумская*

*Resume – This article covers the key steps of MVP creation and compares the process of a product development to Avengers movies sense and sequence.*

*Резюме – В данной статье описан процесс создания MVP (продукта, который представляет собой набор ключевых функций, которые в дальнейшем могут быть постоянно дорабатываться и обновляться для получения наилучшего результата), а также сравнение процесса создания MVP с процессом становления кинематографической вселенной Marvel.*

**Introduction.** There was an idea. Either to bring together a group of remarkable people so that they could become something more and fight the battles or to create a product which will solve a particular problem of humans and bring profits to its inventor. The idea means there are no results yet, and proving the power and consistency of this idea is a key to success.

**Main part.** A very reasonable question about how the idea can be tested may appear. And the answer to this question has only 3 letters – MVP. MVP stands for Minimum Viable Product which in simple terms means the set of basic functions / features which determines the concept and allows to collect users' feedback about new product. MVP is about conducting market research, prototyping upcoming product, defining core accents and values, launching beta version and receiving customers' assessment.

There're key steps while working on MVP which are as follows:

- Idea;
- Analysis;
- Development;
- Launch;
- Growth.

All of these steps can be explained by virtue of Avengers establishment.

1) Idea – the idea to bring together a group of superheroes was announced in the end of the Iron Man movie when Nick Fury told Tony Stark isn't the only superhero in the Universe and there's Avengers Initiative to be discussed.

2) Analysis – this stage includes learning core components of the upcoming product and identification of their competence and value. In Avengers example this stage includes The Incredible Hulk, Iron Man II, Thor, Captain America: The First Avenger, Avengers movies as during these movies audience gets acquainted with main characters (so called features) and sees if they're able to act together.

3) Development – this step contains elaboration of each component itself and compound into one big product. This stage is also about finding troubles and trying to fix them before the next step. This is the most time consuming and difficult phase as the biggest amount of resources is involved and it defines if the product has possibilities to be successful. The following films are the part of this point: Iron Man III, Thor: The Dark World, Captain America: The Winter Soldier, Guardians of the Galaxy, Avengers: Age of Ultron, Ant-Man, Captain America: Civil War, Doctor Strange, Guardians of the Galaxy Vol. 2, Spider-Man: Homecoming, Thor: Ragnarok, Black Panther.

4) Launch – this is the stage when the developed idea is revealed to the public to show the result and find out people's thoughts about what is offered. This phase includes Avengers: Infinity War, Ant-Man and The Wasp and Captain Marvel movies.

5) Growth – this is the step where all the adjustments are made to make the product more profitable, complex and comprehensive. During this stage new features are added, new solutions are discovered and the whole product is being continuously updated to make sure it receives customer support and loyalty. Nowadays this stage has only one movie - Avengers: Endgame, but hopefully it will expand in a new vision.

**Conclusion.** Summing up it's worth pointing that one of the most crucial things while launching a new product to the market (it doesn't really matter if it's a mobile app or a new cinematic Universe) the idea should be firstly tested to make sure it works and customers are ready to buy and use it. If MVP has its values accepted, then it makes real sense to move forward and continue developing the idea keeping in mind its target audience.

#### REFERENCES:

1. Minimum viable product [Electronic resource]. – Mode of access: [https://en.wikipedia.org/wiki/Minimum\\_viable\\_product](https://en.wikipedia.org/wiki/Minimum_viable_product). – Date of access: 28.04.2019.
2. Marvel Cinematic Universe [Electronic resource]. – Mode of access: [https://en.wikipedia.org/wiki/Marvel\\_Cinematic\\_Universe](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe). – Date of access: 28.04.2019

УДК 339.138

#### PRODUCT PLACEMENT AS AN EFFECTIVE TECHNOLOGY OF PROMOTION

*А. А. Орлова, студентка группы 10503117, ФММП БНТУ  
научный руководитель – канд. пед. наук, доцент А. И. Сорокина*

*Summary - product placement is one of the innovative and effective methods of product promotion. It is not a new phenomenon, and manufacturers abroad are actively using these technologies. Using this marketing technology has its own positive and negative sides. In domestic practice of promoting and increasing brand awareness, it has not yet found a proper usage.*

*Резюме - одним из инновационных и эффективных методов продвижения продукции является продакт-плейсмент. Продакт-плейсмент — явление не новое, и производители за рубежом активно используют данные технологии. При применении этой маркетинговой технологии существуют свои положи-*