

ic attacks, breathing becomes shallow, muscles are pinched. Stress resistance is one of the basic mental skills that allows us to adequately respond to stressful situations. Resilience is an important factor for a leader. The manager is constantly in contact with people, extinguishes local and personal fires within the company. The leader needs to increase not only his own stress resistance, but also employees'. Without stress resistance, you can spoil your career with harsh statements and actions, as well as bring yourself to a nervous breakdown or other disorder. The main rule of stress tolerance is to close the stress response cycle and work with the physical and emotional state.

Conclusion. Work stress can be used to your advantage. There are people who react negatively to stress and they start to panic. Those who respond positively to stress find a resource in it, activate the energy reserves and resources of their body. As a result, in a short period of time, they show the best dynamics of work and the best result. The main thing is to see new opportunities and, thus, get a new qualification or move up the career ladder. Stress is a situation where you can find new opportunities. Prosperous mental and psychological well-being affects the realization of potential, the ability to cope with normal workloads, work productively and contribute to society. But keep balance.

REFERENCES

1. How to Minimize Work Stress and Cope with Burnout [Electronic resource]. – Mode of access: <https://trends-rbc.ru/trends-innovation/61-fc-dae-99a-79-47-46f4508243>. – Date of access: 04.02.2022.
2. Stress at work: how to avoid and how to cope [Electronic resource]. – Mode of access: <https://platrum.ru/blog/>. – Date of access: 17.05.2020.
3. Stress at work, ways to manage stress in the workplace [Electronic resource]. – Mode of access: <https://volrb.by/ru/zdorovie/stread/stress-na-rabote-sposoby-upravlenija-stressom.html>. – Date of access: 19.07.2021.

УДК 658

DIGITAL OPTIMIZATION OF BUSINESS PROCESSES

*М. А. Козак, студент группы 10502119 ФММП БНТУ,
научный руководитель – старший преподаватель Г. В. Прибыльская*

Резюме – цифровая трансформация бизнеса осуществляется для создания обновленных, устойчивых бизнес-моделей компаний, способных эффективно работать в условиях современной цифровой экономики и адаптироваться к их изменениям. В данной статье рассматривается определение цифровой трансформации, а также ее основные направления.

Resume – digital business transformation is carried out to create updated, sustainable business models of companies that are able to operate effectively in the modern digital economy and adapt to their changes. This article discusses the definition of digital transformation, as well as its main directions.

Introduction. Digital transformation is changing the way a company works by introducing digital technologies into business processes, as well as transforming the structure of the company itself, moving to a new level of creating products and services, changing customer relations and corporate ethics. What is digital transformation of business process?

The main part. Digital transformation of business processes is most often carried out in the areas of e-commerce, IT and fintech. Its implementation gives companies the opportunity to: increase productivity and reduce business costs; improving the quality of work planning and business management; improving customer service and providing consumers with better and more convenient products; creating a positive brand image and achieving leadership positions in its market segment. Examples of digital business transformation can be developments: strategies for integrated internet marketing and business promotion; new websites using modern technologies; effective mobile applications for various platforms; CRM systems for managing content or customer interactions. For example, CPM helps to solve such tasks as:

know everything about the store's customers: purchase history, average receipt, favorite product, comments.

- segment customers. To make mailings: SMS, email;
- run a bonus program;
- manage promotions, discounts, prices and products;
- accumulate statistics on sales and returns. Calculate profits, predict demand, show which products are selling poorly;
- control everything that happens in the store. Notify when the product ends.

There are several strategic directions that help to realize the digital transformation of business processes. These include: digitalization of business processes (digitalization of business) is the transition of companies' activities to electronic platforms. With the help of business digitalization, it is possible to significantly reduce the number of steps required to perform a specific task, replacing the activities of the company's personnel with the work of software solutions. Data management (Big Data, Data Analytics, Data Science) – working with large amounts of information using neural networks, machine learning and other artificial intelligence technologies. With the help of data management, it is possible to compile models of customer behavior, predict demand and form preferences – this allows you to adapt products to the needs of consumers [3].

- client-centricity – when developing their products, companies build a business model, focusing on the client and his needs. At the same time, the client-centric model also takes into account the value of each client for the company;

- digital partnership is the creation by the company together with partners of a common digital infrastructure (a complex of technologies and computing, telecommunication and network capacities) to solve the tasks set;

- innovation is the constant study and testing of new business lines, products and solutions. This strategy involves the active use of channels and systems [1];

– value management – with the help of this strategy, measures are taken to adapt and personalize products, taking into account changes in the user's requirements for them. At the same time, the value of the product for customers is the convenience of its use, the possibility of obtaining the necessary services, the constant improvement of the product and the company's work on the service.

Conclusion. The process of digital transformation of society takes longer than a similar one within companies. Digitalization requires huge investments of effort, time and finances, but if it is carried out successfully, it repeatedly returns investments and increases profits. This is a way to become more famous, to build up from competitors and break out of their mass. With timely updating, you can become a benchmark for the population.

REFERENCES

1. Цифровая трансформация бизнес-процессов [Электронный ресурс]. – Режим доступа: hsbi.hse.ru/articles/tsifrovaya-transformatsiya-biznes-protsessov. – Дата доступа: 28.03.2022.

2. Цифровая трансформация [Электронный ресурс]. – Режим доступа: ru.wikipedia.org/wiki/Цифровая_трансформация. – Дата доступа: 28.03.2022.

3. Прохоров, А. Цифровая трансформация. Анализ, тренды, мировой опыт / А. Прохоров, Л. Коник. – М.: КомНьюсГруп, 2019. – 368 с.

УДК 339.138

INFLUENCE OF IMPRESSION MARKETING ON CONSUMER BEHAVIOR

*А. А. Колонтай, студент группы 10504120 ФММП БНТУ,
научный руководитель – старший преподаватель Г. В. Прибыльская*

Резюме – основной целью данной работы является рассмотрение того, как огромное количество разнообразной информации влияет на потребителя, и какой поток информации окажет наибольшее влияние, и интерес на потребителя зависит от продавца.

Resume – the main aim of this work is to consider how a huge amount of diverse information affects the consumer, and which flow of information will have the greatest impact and interest the consumer depends on the seller.

Introduction. It has become more difficult for manufacturers to attract attention and stand out from competitors. Traditional advertising is no longer so effective, that is, on television and radio, in newspapers, on billboards. Every day manufacturers are looking for new ways to attract the attention of the buyer. All methods of purchasing any product are available to the modern consumer. It just got boring to "buy". Simple advertising on television is no longer enough for a potential consumer to want to buy a product. Currently, the purchase decision will be influenced not only by the price, the desire to buy, financial capabil-