

REFERENCES

1. Godin, V. V. Digital advertising as an instrument for promoting a product or service. Project implementation experience / V. V. Godin, A. E. Terehova // E-Management – 2019. – V. 2. – № 3. – P. 13–21.
2. Shevchenko, D. A. Digital marketing mix. Textbook / D. A. Shevchenko, D. D. Shevchenko – Moscow: LLC "LitRes", 2021. – 382 p.

УДК 005.95

HR TRENDS: THE NEW REALITY OF 2022

*А. М. Хмурович, студент группы 10507219 ФММП БНТУ,
научный руководитель – ст. преподаватель М. В. Храмова*

Резюме – в статье представлены новые тренды, которые помогут компании перейти от стратегии выживания к стратегии процветания.

Resume – the article presents new trends that will help the company move from a survival strategy to a prosperity strategy.

Introduction. The new reality requires new approaches and solutions, 2020 has thrown a lot of challenges into business, but not every company has coped with them. Let's look at trends in more detail.

Main part. 1. Work-life balance. During the pandemic, the number of employees working remotely has increased, so the boundaries between personal life and work have become less clear. Managers are beginning to implement well-being programs that will help people feel comfortable and give maximum effort and attention to their work. Now ensuring the physical, mental and social health of employees is a part of the structure of all work processes.

To ensure the convenience of employees who work remotely, the following factors are important: the use of digital platforms for teamwork; allowing employees to choose their own way of doing work; scheduling and monitoring its compliance; training team leaders; providing corporate benefits [1].

2. Retraining and empowerment. During the pandemic, many employees not only accepted the challenge, but also showed that they can realize their potential in unexpected areas. In the future, this trend will only intensify. This way organizations can prepare for active development in the future, and employees can get new opportunities.

3. Companies in which all employees are owners. Increasingly, people are creating small companies in which they do not have a fixed salary. Each employee in such a company is the owner and has a share. They can make decisions about attracting investments or selling the company.

4. Formation of super teams. The teams are based on a combination of human labor and the use of the most modern technologies. To form a super team, it is necessary to: build an organizational structure that will encourage adaptability, self-improvement and emotional stability; increase the potential of employees

through their constant training and retraining; introduction of new technologies; use of new working methods, incentives and policies for working with personnel.

5. New hiring principles. In the future, the very principle of hiring employees will change. There will be fewer and fewer ordinary performers in the staff of companies. They will be searched for and hired for a specific project for specific purposes. One employee may have up to several dozen "sleeping" contracts, under which he will work from time to time. He can receive a request to participate in the project, accept it or reject it.

6. Formation of a digital employment exchange. If employees are less and less registered in the same company, a digital labor exchange will begin to develop. For a commission or a fixed rate, it will help employees and companies find each other.

7. The emergence of new areas of work and types of employment. New trends suggest a change in the principles of personnel planning. Now companies use not only an assessment of the current state of an employee, but also how productive he can be in the future. It is important to apply a strategic approach in personnel planning and to see the prospects of each employee. A lot of attention will be paid to additional training and retraining of employees. In a rapidly changing environment, skills can become obsolete very quickly [2].

8. New HR role. In the changed conditions, HR specialists will not only work with the staff, but also help the company gain the trust of customers and potential employees. Also, the HR department is now becoming the architect of work in the company, helping it to survive and adapt in conditions of instability. Now HR is also engaged in the creation of adaptation strategies of the company, they are involved in strategic planning and market analysis.

9. Implementation of automated solutions. The use of modern HRM systems allows you to minimize manual work. All documentation will be translated into electronic format. This will reduce the workload on employees and minimize the number of repetitive tasks.

Automation of HR processes has the following advantages: visualization of all work processes; reduction of time spent on routine tasks; online data collection; all information is collected in one place; you can differentiate access for different categories of employees and much more.

Conclusion. To adapt to modern conditions, it is necessary to change the way of thinking of HR department and companies in general. After all, they will have to be prepared for a future in which there is no certainty. After the process of adaptation to changes is completed, organizations will have to reconsider their approach to working with employees. After all, the main difference between trends is that it is a person who becomes the center of all processes.

REFERENCES

1. Arkhipova, N. I. Modern problems of personnel management: monograph / S. V. Nazaikinsky, O. L. Sedova, Russian State Humanities. un-t, N. I. Arkhipova. – M.: Prospect, 2018. – 161 p.

2. Gorelov, N. A. Human resource management: a modern approach: textbook and workshop for universities / N. A. Gorelov, D. V. Kruglov, O. N. Melnikov; edited by N. A. Gorelov. – Moscow: Yurayt Publishing House, 2021. – 270 p.

УДК 656.078

HOW TO IMPROVE AVIATION IN BELARUS

*Д. В. Эртман, студент группы 10508121 ФММП БНТУ,
научный руководитель – канд. пед. наук А. И. Сорокина*

Резюме – эта статья о роли авиакомпаний в мире и проблемах в этом секторе. В статье предложены некоторые советы, которые могли бы помочь улучшить положение авиакомпаний в Беларуси.

Resume – this article is about the role of airline business in the society and which difficulties this sector has. In the article some advice that could help to improve airline business in Belarus are suggested.

Introduction. Airline business is a very important part of each country. It is a significant economic sector of each country in the period of globalization and integration. It has a big value to many spheres of society. All industries are supported by aviation and they grow in tandem, increasing business-to-business and consumer benefits and choices, improving efficiency, spurring job creation, and sparking local and national development [3]. Aviation is a big contributor to international economy. Air transport supports global trade and e-commerce, carrying fast delivery and transporting fresh and important products. It provides services not only for businesses, but also transports passengers [1].

Main part. According to the statistics aviation is the fastest growing industry in the world. There are more than 1000 airline companies now. In a cut-throat competition each company strives to be the best. But despite the value and influence of air transport to global development and business aviation today there are many challenges and difficulties. And the author wants to offer some technologies and usual tips that could help to improve airline services and to make flying more comfortable for passengers.

The first thing I want to suggest is a modern technology – the Blockchain system for the whole company. Blockchain is a decentralized database that is made to store sequential blocks with a set of characteristics. The system is a new level of security and safety of storing information. Blockchain would allow pilots and other staff to control the whole process of working data. This technology would be convenient for passengers, because it includes ID Biometric. People who have ever flown anywhere know how tedious and slow the processes before boarding a plane are taking place. This option would make the process of check-in, passport control, baggage handling faster and easier [2]. If we talk about technologies the author would also add that airline company should pre-