



Pic. 2 – Download percentage

Source: the author's development based on [3].

According to the graphs, more than half of the respondents (52.9 %) believe that the level of tourism will change after the launch of the application, as well as 70.6 % would download this application. But people who do not travel (14.7 %) should be taken into account too, because they can change their mind and become active users of the application [3].

**Conclusion.** Thus, we can make a conclusion that a lot of people are interested in tourism, including the younger generation, and the results of the study, as well as live communication, have proved this completely. The use of mobile application will facilitate the development of tourism in the Republic of Belarus.

#### REFERENCES

1. Mobile applications in tourism, [Electronic resource]. – Access mode: [https://bstudy.net/674442512348/turizm/mobilnye\\_prilozheniya\\_turizme](https://bstudy.net/674442512348/turizm/mobilnye_prilozheniya_turizme). – Access date: 01.05.2022.
2. The role of modern mobile applications in the development of regional tourism [Electronic resource]. – Access mode: [https://tour-lib.net/sta-tti\\_tourizm/vishnevskaya.htm](https://tour-lib.net/sta-tti_tourizm/vishnevskaya.htm). – Access date: 29.04.2022.
3. Tourism in Belarus, [Electronic resource]. – Access mode: <https://pre-sident.gov.by/ru/belarus/tourism>. – Access date: 01.05.2022.

УДК 004.4

#### THE ROLE OF MS TEAMS IN THE ACTIVITIES OF SMALL AND MEDIUM ENTERPRISES

*Н. С. Метелица, студент группы 10503320 ФММП БНТУ,  
научный руководитель – канд. пед. наук Л. В. Соловьёва*

*Резюме – microsoft Teams – это корпоративная платформа, содержащая в себе множество функций, которые облегчают работу многим пользователям: чат, встречи, заметки и вложения. В этой статье описаны*

*пути решения различных проблем предприятий малого и среднего бизнеса. Рассказано о составляющей MS Teams и о методах его использования.*

*Resume – microsoft Teams is a corporate platform that contains many features that make the work of many users easier: chat, meetings, notes, and attachments. This article describes ways to solve various problems of small and medium businesses. It is told about the component of MS Teams and about the methods of using it.*

**Introduction.** Incorporating Microsoft Teams into your company's activities helps you solve various business problems. By purchasing Microsoft Teams, you can conduct video conferences, work remotely with clients, use Microsoft 365 business voice, solve business problems directly in MS Teams chats, create online audio and video conferences. Microsoft Teams directly integrates Microsoft Office applications such as Word, Excel, PowerPoint, Outlook, etc., so without leaving MS Teams you can work in them while maintaining all the functionality of these applications. [1]

**Main part.** I would like to note why MS Teams is needed and what is it? How MS Teams is useful for small and medium businesses in this difficult time for the business sector? MS Teams will help solve many problems for you, your team, and the company as a whole. We have highlighted the main ones that you can solve when using MS Teams.

1. Ability to simultaneously edit documents. MS Teams gives you the ability to co-edit, view documents, and allows you to organize your work in such a way that all employees would be in real contact with each other.

2. Privacy of your data. Microsoft Office365, of which Microsoft Teams is a component, provides the privacy of your data in the event of a lost device and information leakage.

3. Conducting conferences at a distance. It allows not only to communicate and conduct video conferences, but also has the possibility of a virtual presence in the office through Mesh for Teams for collaboration in the metaverse.

MS Teams has various built-in features that help small and medium businesses make their work easier. These include: chats, teams and channels; meetings and conferences; voice communication for business. [3] With the help of chats, you can exchange information, attach various files, video and audio, exchange information directly in chats, agree on something or respond effectively to requests from the same customers. Speaking of meetings and conferences immediately it is worth mentioning the possibility of negotiating without contacting each other live. This moment is very important for enterprises now. After all, with the spread of the virus, more and more enterprises prefer to work remotely. Exactly MS Teams that provides such an opportunity to quickly and efficiently conduct various conferences and meetings, as if you were in the same room. Audio conferencing allows participants to join meetings using a regular phone by calling the meeting phone number and entering the meeting ID. Business Voice is perfect for small businesses, designed for a limited number of us-

ers, containing all the functions of an office system. You can set up paid and free numbers, voice menus so that callers get to the right department, call forwarding or call to multiple devices so that you never miss a single important call from your customers. It is possible to leave greetings for customers by recording an audio recording or entering a text message that is converted to speech. This can help direct clients to the right department for them.

**Conclusion.** Microsoft Teams helps you solve many of the problems that you, your company, or an individual department have. Microsoft Teams makes it much easier to work with clients, business partners at a distance and at a convenient time, helps to effectively plan and organize online conferences.

#### LITERATURE

1. Microsoft Teams [Electronic resource]. – Mode of access: [https://www.microsoft.com/ru-ru/microsoft-teams/group-chat-software-icid-ms-com\\_marcom\\_CPW1a\\_MicrosoftTeams&rtc=](https://www.microsoft.com/ru-ru/microsoft-teams/group-chat-software-icid-ms-com_marcom_CPW1a_MicrosoftTeams&rtc=). – Date of access: 20.04.2022
2. Help small and medium businesses work remotely with Teams [Electronic resource]. – Mode of access: <https://news.microsoft.com/ru-ru/smb-microsoft-teams/>. – Date of access: 20.04.2022
3. Setting up MS Teams in small business [Electronic resource]. – Mode of access: <https://docs.microsoft.com/ru-ru/microsoftteams/deploy-small-business>. – Date of access: 20.04.2022

УДК 339.138

#### INTRODUCTION OF VIRTUAL REALITY IN MARKETING

*К. А. Мрочек студентка группы 10508120 ФММП БНТУ,  
научный руководитель – старший преподаватель Г. В. Прибыльская*

*Резюме – в данной статье отражается тенденция использования VR и AR-контента в области продвижения продукта или услуги на рынке. Выделяются преимущества и недостатки этих технологий, приводится ценность технологии как для компаний, так и для покупателей.*

*Resume – this article reflects the trend of using VR and AR-content in the field of promoting a product or service on the market. The advantages and disadvantages of these technologies are highlighted, the value of the technology for both companies and buyers is given.*

**Introduction.** The events of recent years have forced businesses to look for ways to switch to online mode. And if companies that specialized in contacting customers through websites or applications felt great, companies whose activities depended on live communication with customers had to adapt and quickly. This gave a great impetus to the introduction of virtual reality (VR) and augmented reality (AR) into various business processes. To begin with, the concepts of AR and VR are different from each other. Augmented reality means adding graphic ele-