

in operational processes, Whoosh can track prices of competing services (Taxi & Carsharing) and increase revenues through dynamic pricing [3].

Unless, many companies are facing government restrictions on the number of e-scooters in the cities, the introduction of zones prohibiting the movement, maximum speed, helmet requirement, etc. Such safety concerns and government restrictions can potentially slow down the growth of the kicksharing market.

Conclusion. Kicksharing is a rapidly growing market segment that offers a convenient and eco-friendly transportation option for urban residents. However, the industry is facing challenges such as government restrictions, safety concerns, and competition from other types of transportation. Despite these challenges, the future of kicksharing looks bright, with new technologies and innovations being developed to improve safety and efficiency of the service.

REFERENCES

1. Statista [Electronic resource]. – Mode of access: <https://www.statista.com/> – Date of access: 16.04.2022.
2. Whoosh is the leader of Russian micromobility market // SberCIB Investment Research [Electronic resource]. – Mode of access: https://www.sberbank.com/common/img/uploaded/analytics/jdw/06122022_whoosh.pdf – Date of access: 16.04.2022.
3. Whoosh Press Release [Electronic resource]. – Mode of access: <https://whoosh-bike.ru/by> – Date of access: 16.04.2022.

УДК 338.984

MODERN BUSINESS TRENDS IN 2023

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

Резюме – в данной статье рассматриваются основные современные тренды, характерные для бизнеса в 2023 году, а также приводятся примеры бизнес-идей, соответствующие данным трендам.

Resume – this article discusses the main trends that are typical for business in 2023 and also provides examples of business ideas related to these trends.

Introduction. Today, small and medium-sized businesses are in search of new business models that allow them to maximize the efficiency of doing business in a short time because of rising costs, declining purchasing power, the shortage of qualified staff and the rapid development of online technologies. That is why it is necessary to have an idea of the trends existing in the modern market for the successful implementation of modern strategies.

Main part. At the moment, one of the main trends is the transition of most companies to the online mode and their concentration on modern technologies that attract the attention of generation Z to the goods and services provided and are the kind of investment of young consumers. The most common business ideas

in this trend include: use of marketing platforms [1]; creation of virtual objects for online games; creation of various entertainment and educational materials using AI; development of AI-based online applications; buying, selling and renting NFT; creation of virtual copies of products with augmented reality technology.

So, according to statistics, since 2021, the number of applications for registration and licensing of online education has increased dramatically: advanced training courses, online schools and so on. In addition, according to the same research, there will be for about 2 billion users of mobile augmented reality (AR) in the world by 2024 [2]. Many brands and companies understand the value of the idea of using augmented reality, so they actively create unique virtual goods and sell them for amounts exceeding the real cost of such physical things. This opens up opportunities for brands of various specializations, starting with companies selling clothing and accessories, ending with those who develop online games.

Another equally important general trend in business development is the strengthening the focus on ecology and optimization of the economy. In this case, optimization is a cyclical system based on the principles of multiple use of the same resources. This trend is characterized by sharing economy, resale of new or used goods (for example, on Avito, Yula platforms), the use of eco-friendly materials both for the products themselves and for their packaging, etc. Thus, a cyclical system can become a base for various startups: for example, for renting clothes and accessories; for processing materials and producing eco-friendly packaging; for creating goods from recycled materials and etc.

The final trend is related to self-care and a healthy lifestyle. According to some statistics, the demand for services such as yoga, meditation, massage increased by 66 % compared to 2021 in Belarus, and the demand for psychological counseling increased by 62 % compared to the previous year [2]. Thus, judging by the research data, the relevant business ideas in this direction are: the production and sale of gadgets related to health and goods for sleep and rest; the development of applications for relaxation and training; psychological assistance services, etc.

Conclusion. Thus, I can say that in 2023, the priority business activity is the activity that is not only transferred to the online mode and is characterized by the integration of modern technologies, but also meets environmental requirements and focuses on individuality, health and satisfaction of consumer needs. And according to Jeremy Gutsche CEO of Trend Hunter NY Times, the 21st century is a New Era of Chaos [3]. It means that in order to successfully develop and run your business in conditions of rapid change, it is necessary not only to be aware of business trends, but also to be able to adapt to new conditions – to change your views on your products, business model and the company as a whole.

REFERENCES

1. Sales Generator [Electronic resource]. – Mode of access: <https://sales-generator.ru/blog/glavnye-trendy-biznesa/#1>. – Date of access: 10.04.2023.

2. VC.RU [Electronic resource]. – Mode of access: <https://vc.ru/u/761018-umbrella-group/341876-biznes-trendy-2022-prognoz-trendy-budushchego-i-novye-modeli-vedeniya-biznesa>. – Date of access: 12.04.2023.

3. Vetrov and partners [Electronic resource]. – Mode of access: <https://vitvet.com/articles/trendy-biznesana-2023/>. – Date of access: 16.04.2022.

УДК 331.421

WAYS TO IMPROVE EMPLOYEES' WORK

*М. Н. Тюминкина, А. Ю. Кошель, студенты группы 10508121 ФММП БНТУ,
научный руководитель – канд. пед. наук А. И. Сорокина*

Резюме – в современном мире большинство компаний уделяют особое внимание не только качеству и результату работы сотрудников, но и условиям, в которых они находятся каждый день. В данной статье описываются различные пути улучшения условий работы сотрудников.

Resume – in the modern world, most companies pay special attention not only to the quality and result of the work of employees, but also to the conditions in which they find themselves every day. This article describes various ways to improve the working conditions of employees.

Introduction. Involvement and loyalty of employees to their work is a direct way to the success of any company.

That is why it is very important for companies to be able to interest their employees with the help of such factors as: the possibility of professional growth, self-improvement, merited salary and providing good working conditions.

There is no doubt that the way of providing good working conditions for employees is one of the most important factors for successful productive work. Unfortunately, many companies neglect this factor and this is a real problem.

Main part.

There is no secret that one of the most important elements of employee motivation is the comfort and convenience of office space. Statistics show that more than 90 % of workers worldwide report a direct link between workplace comfort and the quality and efficiency of their work. Moreover, 7 out of 10 people are dissatisfied with their current workplaces. In this case, a rather important question arises: "How to create comfortable working conditions for employees?" [1].

After a long analysis of the information provided on the Internet, we can identify 3 main ways to improve the company's environment:

1) recreation areas, that allows employees to get rid of stress and gain strength to solve new complex tasks;

2) special events, which allow employees to provide emotional comfort and create close ties between employees and warm atmosphere in a team;

3) teleworking, especially for people who need to spend time home looking after their children or for the elderly.