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APPLICATION OF NEUROMARKETING IN MANAGEMENT

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Резюме – в данной статье рассматривается применение нейромаркетинга в менеджменте.

Resume – this article looks at the application of neuromarketing in management.

Introduction. Neuromarketing is a kind of smart marketing based on the study of consumer psychology, and its aim may be to achieve high results in management at the lowest possible cost. At present, research based on the study of the human brain is widely used in marketing, but it can also be applied to management. Roger Dooley in his book "Neuromarketing. How to influence the subconscious mind of the consumer" explores the main areas of neuromarketing and gives advice on how to apply them to senior and middle managers when dealing with customers and employees.

Main part. Neuromarketing uses techniques from neurophysiology, psychology and behavioral economics to analyze consumers' reactions to different marketing strategies and help companies create more effective campaigns. For example, neuromarketing can be used to determine how to change product packaging to make it more appealing to consumers, or how to change pricing policies to increase sales.

Over the many years of evolution, various experiments in the psychology of consumer understanding have been conducted. Thanks to the development of modern medicine there are unlimited possibilities in the study of the human brain by imaging brain processes and functional magnetic resonance imaging (fMRI) we can observe consumer reactions to a particular offer, price or one that carries a certain value. Employees' reactions to various subtleties in a company that cannot be seen by the naked eye can be observed. Various conclusions about consumer behavior can be drawn from the studies conducted, and the masses can be influenced unknowingly.

Below we give examples of the application of neuromarketing in management and marketing:

1. Analysis of customer emotions. Determining what emotions advertising messages, products and services evoke in potential customers can help companies create more effective and attractive offers.

2. Testing products and services. Neuromarketing research allows the assessment of potential customers' reactions to new products and services, which helps companies know how successfully they can compete in the market.

3. Determine the best form of advertising. Neuromarketing allows you to identify what type of advertising works best for a particular product or service.

4. Improving the user experience. Neuromarketing research helps to understand which elements of customer interaction with products and services are most satisfying and which changes can improve the user experience.

5. Pricing policy selection. Neuromarketing research can help determine which prices of products and services will be most attractive to customers and which changes in pricing policy can lead to increased sales.

Conclusion. Overall, the application of neuromarketing in management and marketing can help companies improve their competitiveness and profits. However, it must be remembered that the use of any data, including neuromarketing data, must be ethical and transparent to protect customer rights.

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WHAT IMPACT THE ECONOMIC SITUATION IN THE COUNTRY HAS ON THE ACTIVITIES OF COMPANIES

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Резюме – экономические ситуации, возникающие в разных странах мира, влияют на деятельность компаний в разной степени. В этой статье рассматривается компания “Conte Spa” в качестве примера и описываются стратегии, которые компания использовала для привлечения аудитории, несмотря на внешние и внутренние изменения рынка. Чтобы выяснить причины определенной модели поведения компании в ее трудные периоды, был произведен анализ экономических факторов, воздействующих на ее.

Resume – economic situations occurring in different countries of the world affect the activities of companies to varying degrees. The article takes Conte Spa as an example and describes the strategies that the company used to attract an audience despite external and internal market changes. An analysis of the economic factors influencing its reaction was made in order to find out the reasons for a certain pattern of behavior of the company in its complicated periods

Introduction. The activity of any company is inextricably related to the economic situations that occur in the country. Many entrepreneurs who are just starting their way in the field of business end up in failure due to unfavorable