

better control over the movement of goods and people across borders. One of its main contributions to national security is the fight against smuggling, through joint customs activities and exchange of information between countries, through which illegal trade and transportation of illicit goods across borders can be significantly reduced. This fact will directly contribute to national security, as smuggling can be linked to the financing of terrorist organizations and other illegal activities. In addition, customs integration contributes to better monitoring and control of border crossings. Through the cooperation of customs authorities of different countries, it is possible to detect and prevent attempts to illegally move dangerous substances, weapons, drugs and other items that pose a threat to security.

Thus, customs integration makes a significant contribution to national security by enhancing cooperation between countries in combating smuggling, illegal movements and other types of crossborder crime. The development of customs integration contributes to a more secure and stable environment for the life and economic development of nations.

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SOCIO-PSYCHOLOGICAL TRAINING AS A METHOD OF EDUCATION OF CUSTOMS OFFICERS

Research Field:
Customs in the age of globalization and regionalization

Professional and psychological training of customs officers is one of the most important factors for the successful functioning of the customs and law enforcement system as a whole. Today, the quality and efficiency of performing operational and service tasks assigned to customs authorities is associated with an increased risk to the life and health of employees, their exposure to stress, professional deforming influences. Customs officers are subjected to psychological and physical stress on a daily basis, which, in turn, requires high professional training. Professional training is determined by the complexity and large volume of tasks, elements of surprise, and requires making quick decisions in a limited time. One of the main problems of professional and psychological training of customs officers is the lack of a service in the country that would solve such tasks as analyzing the impact of customs activities on the psyche of employees; conditions for improving the effectiveness of professional training of

employees, as well as the study of other socio-psychological factors that affect the development of the psychology of a customs officer's personality.

Modern society, production, and the market are characterized by a high degree of uncertainty and rapid rates of change¹. Young professionals entering the labor market inevitably face various difficulties, including insufficient psychological training.

This makes it necessary to use new active methods of psychological training aimed at developing stress tolerance, communication skills and overcoming conflict situations.

One of these methods is socio-psychological training. Socio-psychological training is an active group method aimed at developing interpersonal communication skills and attitudes. It is one of the methods of training and psychological influence carried out in the process of group interaction and aimed at improving competence in the field of communication. The peculiarity of group training is that during the training there is an exchange of experience, different points of view and worldview. During the training, there should be active communication and exchange of information, analysis and modeling of the situation and search for ways to solve them². Borrowing the plot from life and office situations, training allows you to consolidate the necessary skills, fix the way of action and attitude to the situation.

So, to determine the relevance of problems of professional and psychological readiness and emotional competence of customs officers, 3 target groups were selected: current employees of the 1st year of work, employees with 3-5 years of experience and specialists with 15 or more years of professional experience - and a survey was conducted.

From the possible mass of questions for evaluation, the following aspects were highlighted:

1. Ability to show emotional stability in unusual situations.
2. Identification and analysis of both your own emotions and those of other people.
3. Proficiency in self-regulation techniques and self-control skills in professional activities.
4. Ability to work effectively as a team member.
5. Adaptability.

¹ Potapova N. V., Druzhinina E. O., Chernooka E. V. Strategii i innovatsii sotsial'no-otvetstvennogo biznesa [Strategies and innovations of socially responsible business] // Innovations: from theory to practice: collection of scientific articles of the VIII International Scientific and Practical Conference, Brest, October 21-22, 2021 / Ministry of Education of the Republic of Belarus, Brest Regional Executive Committee, Brest Science and Technology Park, Brest State Technical University; Editorial Board: V. V. Zazerskaya [et al.]. - Brest: BrSTU, 2021 -- pp. 114-119

² Portal of psychological publications PsyJournals.ru – https://psyjournals.ru/journals/psylaw/archive/2011_n1/39336 [Effectiveness of trainings for training law enforcement officers to work in extreme conditions]. Psikhologiya i pravo-2011. Volume 1. No. 1] (accessed 1.03.2024)

After analyzing the survey results, we can draw the following conclusions. The nature of stressors depends on the length of service in customs structures. For first-year employees, the dominant stress factors are adaptation to complex and responsible professional responsibilities and strict discipline. It is revealed that adaptability and emotionality are the main factors determining the success of young employees' professional activities. An important condition for psychological adaptation of an employee is the social environment. A significant part of employees of 1 year of work (50%) experience difficulties in establishing relationships with the team, which may be due to the hierarchical personnel structure and a rigid system of vertical relationships. This leads to emotional discomfort: loss of interest, anxiety, and tension.

A study of the emotional state of employees with 3-5 years of work experience showed a drop in the level of professional interest compared to employees of 1 year of work. More than 40% of respondents noted a loss of motivation and interest in improving their professional skills; 44.4% doubt their career prospects. Analysis of the results of a survey of employees who have worked in the customs authorities for 15 or more years revealed signs of professional burnout of some employees. More than 50% of respondents indicated that they are reluctant to perform their professional duties, are distracted by personal matters during working hours, and feel apathy at work. As a result of the analysis, it was revealed that employees who have conflicts in their relationships with colleagues and management (36% and >), long-term absence or disinterest in career growth (55%) face burnout.

Thus, the research revealed some problems in the training of personnel in the customs authorities, namely the lack of readiness for complex and responsible professional duties, stressful nature and significant physical and psychological stress, strict requirements of subordination and relationships with management.

In this regard, it is considered appropriate to conduct a special set of classes that provide for the formation of optimal business communication skills, manage your own mental states to overcome conflict situations.

As already mentioned, customs activities are accompanied by danger and uncertainty, which often leads to a state of anxiety. Therefore, taking into account the peculiarities and specifics of the service, we can distinguish the main directions and practical tasks of psychological training of specialists. Namely:

- development of communicative competence, namely the ability to receive the necessary information, present and defend their point of view in public speech and dialogue, to recognize the difference in positions and ethnic, religious and personal values of other people.

- ability to predict the occurrence of conflict situations and manage conflict behavior, as the professional activity of a customs officer often occurs in conditions of high risk of conflict. Therefore, it is necessary to develop skills in resolving conflict situations and the ability to win people over.

- training of concentration of attention on the processes of activity and concentration for the most effective and high-quality performance of official duties with minimal expenditure of time and nervous energy¹.

- reducing stress and anxiety, including working out behavioral options in problem situations, overcoming the fear of making mistakes, and time management skills.

It can be concluded that active methods of psychological training, such as social and psychological training, will help to develop the abilities of students and employees, deepen their professional knowledge, skills and abilities, and, as a result, form a personal psychological culture. These trainings will increase the psychological training of customs officers necessary to solve the tasks assigned to them, increase their stress tolerance and reduce the number of conflict situations associated with the constant necessary professional communication. Therefore, it can be concluded that it is advisable to introduce training courses in the training of specialists in the field of customs affairs both at the level of obtaining a specialty in higher educational institutions, and among current employees and employees of customs structures.

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PUBLIC RELATIONSHIP IN CUSTOMS

*Research Field:
Customs and Business: Cooperation Challenges*

Recently the issue of public relations has been on the agenda in the scientific community, with a particular emphasis on the role of the PR service in public authorities. Public relations, as the management of all types of public communication, is an integral part of modern political relations. The entry of mankind into a new phase of information development stresses the need to transform public administration from a closed system to an open one through PR and PR specialists, who will promote information about the activities of public authorities to the masses.

¹ Savina S. V. "Features of managing the activities of customs authorities: basic management approaches". Alley of Science, vol. 2, No. 10, pp. 539-542