

MODERN TRENDS IN STAFF TRAINING IN ORGANIZATIONS

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Summary – The article deals with modern trends in the field of training of working personnel in organizations. Various training methods used by organizations for their employees are analyzed, the advantages and disadvantages of the analyzed approaches are considered.

Резюме – В статье рассматриваются современные тенденции в области обучения рабочего персонала в организациях. В работе анализируются различные методы обучения, используемые организациями для своих сотрудников, рассматриваются преимущества и недостатки анализируемых подходов.

Introduction. It is no secret that any modern company seeks to establish a strong organizational structure to maintain its independence from external market conditions. Along with a variety of organization management techniques, there are techniques for training personnel in their functional responsibilities. Training is a process that requires a carefully verified organizational plan. For each type of activity of the enterprise, its own way of training personnel is suitable.

The main part. Along with such generally accepted teaching methods as lectures, seminars, consultations, etc., we can consider the training options suitable for modern organizations: trainings, business games, cloud training.

Training involves emphasis on practice. That is, instead of discussing the process of performing a task, it is proposed to do this work for the employee himself. Such a focus on practice is the main advantage of training. In addition, during the training, employees, that involved in the process, can exchange experiences, receive answers to their questions, and find new non-standard solutions to problems.

However, trainings require their constant implementation, since most of the material passed is forgotten, if often not used in practice. The business game is based on a specific business case, which must be decided by a team of employees for a certain period of time. Business games can offer players to simulate a certain workflow or reproduce a working relationship by implanting them in the role of employees of the organization [1, p.422].

Thanks to cloud-based data storage, companies can upload training material to the public via the Internet. Books, video tutorials, electronic courses, and presentations are placed on educational portals. Such a teaching method is distinguished by its expanded reach, easy accessibility, variability and a uniform training standard. If we talk about training in the workplace, then the main idea comes down to work with new employees, namely, job briefings, in which employees are introduced to their functional responsibilities, introduced to the specialty, etc.

As a rule, an employee gets acquainted not only with his duties, but with the activities of the company as a whole. Due to the compliance of the program and the time of the training process at the workplace with the needs of the organization, this method makes it easy to switch from training directly to work. For this reason, it is becoming cost-effective for the company to train staff in performing similar functions. Nevertheless, an outcome is possible when the costs of the educational process will not allow the company to obtain the desired result. In addition, the limited connection of employees with colleagues from other companies makes it difficult for them to exchange information and points of view on specific issues.

When mentoring, the employee carefully monitors the actions of the mentor, adopting his experience, and then, under the guidance, performs the task independently. Experience can be transmitted through master classes, as well as using a method such as “hadowing” which involves monitoring and accompanying a specialist in the process of fulfilling his compulsory assignments [2, p. 140]. Thanks to this method, the employee receives information about the duties and functions in the field in which he is going to carry out his professional activities. Sometimes the mentoring process can flow into the delegation of authority, when part of the responsibility is transferred directly to the employee.

Often, to unleash the potential of future workers, companies resort to such a method as internships. The main idea of the internship is that an employee undergoing a probationary period fulfills the instructions given to him and after successfully completing them for a certain period of time becomes a full member of the organization. Along with the well-known ways to develop professional skills, there are modern trends in the educational process organized by companies.

1. The transition from engagement to productivity. Modern approaches are increasingly teaching motivated teams to produce the most productive results. To this end, methods of searching for innovative solutions, specialized information in the fields of activity, monitoring and analysis of the work done are considered.

2. Learning to interact with related areas. Today, an employee's demanded skill in the organization is his ability to interact with colleagues engaged in related activities. One of the methods that can help with the implementation of such training is personnel rotation. Rotation is the movement of employees to other jobs. This allows employees to get information about the existing departments of the company, to have an idea about the functioning of the company as a whole body.

3. Companies strive to go beyond the understanding of the employee as a set of functions. Modern companies have an understanding that, in addition to developing professional competencies among employees, participation in other areas of his life is possible. All kinds of events can serve as such participation when, for example, organization employees participate in organized half marathons (MTZ employees at the Minsk half marathon). Such methods not only help

to create favorable working relations between employees, diversify them, but also create a positive reputation about the company and organize effective advertising.

4. There is a tendency to such directions like coaching. Business coaching is key search for effective ways to achieve customer goals by involvement in the decision-making process not only of its leaders, but also internal specialists. Business coaching is significantly different from external counseling that is not aimed at identifying hard regulations and consistent recommendations and aims to search solutions through joint efforts. Slow pace in development this direction is due to reasons related to lack of upscale professionals in the field of coaching, as well as with the problem of training such specialists [3, p. 27].

Conclusion. In the article, the directions in the development of employee education were considered. Today, training in companies is aimed at considering the individual qualities of each employee, the transition from involvement to productivity, the development of various abilities of employees. Various training methods are similar to a large number of companies that carry out the most diverse activities, ranging from economic to informational. Also, both the disadvantages of individual methods and their advantages for different companies were discovered.

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SOCIAL NETWORKS IN MARKETING

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Summary - In this article the issue of selling products on social networks is considered. Also, marketing tools with the help of which an entrepreneur can carry out marketing on social networks are studied.

Резюме – В данной статье рассматривается вопрос реализации продукции в интернете при помощи социальных сетей. А также изучаются инструменты маркетинга, при помощи которых предприниматель может осуществлять маркетинг в социальных сетях.

Introduction. Nowadays, almost every modern person has an account in at least one of the social networks. A modern person is overloaded with advertising that falls on him from all sides: from the TV, from billboards and from the pages of print media. But in his phones, while riding in a subway car, most often a person spends time in instant messengers, and even more often in social networks. Therefore, sellers in the product market prefer to use this fact to sell their products. To this end, a company has to conduct a survey of users of social networks and, based on it, draw up a plan for future sales.

The main part. There are live viewers on social networks, they get closer, overcome temporary and territorial barriers in order to get in maximum contact with friends, relatives and acquaintances, without taking their eyes off the computer monitor in the office or in their own home. People love not only spending time talking with friends online, but also making purchases.

In the case of other marketing tools, working with the audience is built in a one-sided format: the advertiser communicates information about his product and is not able to get feedback. In social networks, this process is two-way in nature, that is, users can express their opinion, ask, participate in surveys and find out detailed information about the offered product.

As a result, there is a deeper interaction with the target audience than in the case of traditional advertising. The main task when working with social groups in networks is to create content that will be distributed by people on their own, without additional efforts from the initiators of the messages. Thus, social networks are ideal for advertising and selling products. The results of the study showed that the most popular social networks among the Russian-speaking audience today are VKontakte, Instagram, Odnoklassniki, Facebook. The interest of marketers in these platforms as a new source of target audience for promoting brands and companies has increased.

If we compare the use of social networks with traditional advertising (for example, a banner) we can say that social networks are the most profitable for an entrepreneur, and a number of advantages are revealed in promoting a company through communities, for example, wider and more accurate coverage of the target audience, the ability to quickly receive customer feedback and quickly respond to them. Also, advertising on the Internet is not affected by the crisis and the influence of any external factors.

Social networks also provide the ability to track user activity and receive information on the ranking of the use of links to their sites and specially created pages. According to the rating, we can understand what age audience we can