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МАТЕРИАЛЫ ТРЕТЬЕЙ МЕЖДУНАРОДНОЙ СТУДЕНЧЕСКОЙ КОНФЕРЕНЦИИ “ПРОБЛЕМЫ СОВРЕМЕННОГО МИРА И ПУТИ ИХ РЕШЕНИЯ”

PROCEEDINGS OF THE THIRD STUDENTS CONFERENCE «CURRENT PROBLEMS AND THEIR SOLUTIONS»

LE RECUEIL DE MATÉRIAUX DE LA TROISIÈME CONFÉRENCE INTERNATIONALE D’ÉTUDIANTS «LES PROBLÈMES DU MONDE D’AUJOURD’HUI ET LES POSSIBILITÉS DE LES RÉSOUDRE»

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Материалы третьей международной студенческой конференции «Проблемы современного мира и пути их решения»: Электронное научное издание сетевого распространения / Под научной редакцией С.М. Кащук. — М.: Издательство Московского университета, 2018. — 72 с.

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Сборник представляет собой материалы третьей студенческой конференции «Проблемы современного мира и пути их решения», проходившей в Московском государственном университете 31 марта 2018 года. Статьи, написанные выступавшими на конференции студентами факультета государственного управления направлений «Государственное и муниципальное управление», «Менеджмент», «Политология», «Управление персоналом», посвящены актуальным политическим, экономическим, социальным проблемам современного мира. Сборник рекомендуется к использованию на практических занятиях по английскому и французскому языкам со студентами 1–4 курсов бакалавриата и 1 курса магистратуры факультета государственного управления, а также будет интересен широкому кругу читателей, занимающихся актуальными вопросами международных взаимоотношений в области политики, экономики, социологии.

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Le 31 mars 2018, pour la troisième fois, le département des langues étrangères de la Faculté d'administration publique a accueilli une conférence internationale d'étudiants intitulée «Les problèmes du monde d'aujourd'hui et les possibilités de les résoudre».

Cette année, la conférence a attiré l'attention d'une centaine d'étudiants issus de l'Université de Moscou Lomonossov ainsi que de l'Ecole de Sciences Politiques de Paris. Il est à noter que les participants ont utilisé trois langues de travail : l'anglais, le français et le russe. Les meilleures interventions sont publiées dans le présent recueil.

Les exposés ont été réalisés par les étudiants sous forme de travaux de recherche dirigés et nous espérons y trouver quelques idées innovantes qui pourront un jour, qui sait, améliorer notre monde.

En remerciant tous les participants et en souhaitant bonne continuation,

Bien à vous,

Mme Svetlana KASHCHUK
Maître de conférences en science de l'éducation
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Annual spring students conference "Current International Problems and Their Solutions" has become a tradition at the School of Public Administration. The interest to the conference on the part of students, teachers, professors, and guests is growing year after year. Complex issues raised by the students at this conference, the answers to whish are vague even to the experts, are lively debated during the discussion. Non-trivial approaches and solutions are provided by undergraduate participants. It's vital not only to raise interest to the complexities of the modern world but to teach how to think, analyze, reason, discourse, present, and put forward your ideas. Judging by the result, we can confidently confirm, that most of the students manage it brilliantly.

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THE IMAGE OF A MODERN PUBLIC SERVANT IDEAL VS REAL

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Annotation
Today the question "What characteristics should modern public servant have?" is very relevant and important. The purpose of the article is to find out what kind of public servant people see and what kind of public servant they want to see. One more important issue is the influence of public servant's image on people's attitude to government.

Keywords: image, public servant, qualities, a model code of ethics and official conduct of public servants.

The definition of the term "image" is an impression, which people recreate in their memory, when they remember about you. It is like a business card. Initially the notion if image was used in an entrepreneurial activity as the main means of influence on consumers. Later the image was understood as the most important category in socio-political sciences and in psychology.

There are several components of image:
1. Appearance. It includes clothes, own style. As all of us know, first of all people pay attention to person's clothes. The appearance of a person, primarily, affects his/her image most of all.
2. Kinetic image of a person is gait, posture, movement, gestures.
3. Mimic image of a person is face expression, a smile, a look. Mimicry conveys a benevolent or negative spirit of a person.
4. Verbal image includes style and manner of speaking, speech, vocabulary, intonation.
5. Mental image includes ethical and moral values, religiosity, views.

6. Background image is feedback about you from others.
7. The depth of knowledge in the sphere in which a person works [2].

The image of a public servant is a necessary criterion for assessing the effectiveness of management activities. It fixes the degree of conformity of actions of a public authority to the requirements and expectations of the society. Consequently, the forming of a positive image of public servants is an important condition of improvement the activities of public authorities and systems of government agencies in general. It should be noted that the media helps the population to make an opinion about the image of the public servant. In this case, we can see the ability of the media not only to inform the residents, but also to create the necessary image.

Anyway, what are the components of the image of a public servant?

There are 3 components:
1. Personal characteristics (character, personality type, individual decision-making style, competence).
2. Social characteristics (the image depends on the qualities of the person and on the expectations of people).
3. Symbolic characteristics (related to the culture of managerial work and personal behavior) [3].

In 2010 Russia adopted a model code of ethics and official conduct of public servants of the Russian Federation, according to which we can make an opinion about the "ideal" image expected from public servants.

The main aspects of this code are:
1. To show tolerance and respect for the customs and traditions of the peoples of Russia.
2. To show politeness, kindness, be correct, attentive and show tolerance in communication with citizens and colleagues.
3. To refrain from public statements, judgments and assessments of the activities of public authorities and their leaders.
4. Take measures to ensure the security and confidentiality of information.
5. To refuse from gifts or remuneration from individuals [4].

According to the results of the population survey, the "ideal image" of a public servant is characterized by the following professional and personal qualities: devotion to his/her country and people, the desire to benefit society and the state, professionalism, justice and respect for laws, responsibility for business, adherence to principles, kindness to people.

However, currently a mainly negative image of a public servant has developed in the mass consciousness. It is possible to single out 3 main groups of negative qualities which are the most common among the public servants: 1) professionally-active: bureaucracy, corruption, aspiration to use work for a personal gain, violation of the law; 2) professionally-moral: disrespectful attitude towards people, dishonesty, lack of adherence to principles; 3) professionally-functional: imitation of activity, irresponsible attitude to job duties, carelessness in work. Obviously, the basis for negative assessments of the moral qualities of public servants by the population is the pursuit of goals which do not conform to the interests of neither the public service nor the population, as well as a disregard for people turning to state authorities and government [1].

In conclusion I can say that the real image does not correspond to the ideal in many ways. Unfortunately, in today's society, a negative image of the public servant has been formed. I believe that this situation needs to be changed and the measures to solve this problem should be taken, because the public servant is a representative of the authority. It directly depends on how people see a public servant to how people will see the government as a whole and what attitude to it they will have.

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INTERVIEW PREPARATION – HOW TO IMPRESS THE INTERVIEWER

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Annotation

The issue of getting a new job is always highly topical, especially among young people. Some tips and tricks about interviews and few formal rules are then a must-know for most of those trying themselves to pass them sucessfully.

Keywords: job interview, CV, interview preparation, self-confidence, corporational culture, communication, skills.

In modern world people usually face a serious problem: the need to talk with the interviewer, either at a new job or in the university or college. It is really important to impress him and show your best skills and qualities. Not lot of us are really in the know of what to do. To make long story short, I have decided to sort out a number of key specifics for an interview preparation and formulate some important recommendations on how to perform an ideal interview.

There are two important points in every interview preparation: correct and well-printed curriculum vitae, also known as CV, and behavior during the whole interview…

First of all, you should learn as much as possible about the company. Supervisors take it as not a simple curiosity but as real interest in the future job.

Then it is important to prepare right and elaborated questions. They can show your manners, expectations and approach to the deals or problems. These questions can be:

- What are the specifics of corporate culture of the company?
- Do you have a motivational system?
- How many supervisors will I have?
- Etc.

As you can see, all of them are quite polite but they show what you value in the job: respect to workers, motivation and other important things.

As you known, that the 55% of the interviewer's attention will be aimed at your appearance. Inconsistency in the way you dress grants that you are not very accurate and disciplined. These factors can change the point of view of the interviewers and supervisors, so the opportunity to get into the company will decrease significantly.

Some other things are a part of a non-verbal communication. At first blush it may seem like this aspect is not as important as behavior, but researches show that sensorimotor signs can not only show the attitude of a person, but also reveal his hidden plans and desires.

Except for non-verbal communication skills there are also pitch of voice and self-confidence, which are closely connected with each other. The tone of the voice and intonations are depending on your feelings: if you are sure, that you do everything right, you will show confidence in every word and be a very nice interlocutor. Also, if you have sense of humor, popularity among potential superlatives is provided.

However, in my opinion the most important part of interview preparation is CV. Experienced interviewers say that there are some special points in its formulation. Firstly, it should be short – not more than one printed page. Secondly, it should consist your specific goals and expectations, your special skills like good typing command or ability to work with different office programs. Finally, your good-quality photo in CV can become the last drop for the recruiter or supervisors.

To sum up, it is important to understand, that the skill to create good CV and impression about yourself is indispensable. As said above, people judge you by appearance, so you should know, that all above-stated factors can play a bigger part in your future life and career.

Remember about some tips: be polite, arrive on time, be authentic, make good first impression and say "Thank you!" to your interviewers when done.

All in all, if a job's worth doing it, it can be too hard, but it is not a reason for stop doing it.

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21-ST CENTURY GENERATION – HOW UNIQUE WE ARE?

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Annotation
Nowadays it is becoming more and more difficult to deal with representatives of young generation for employers. So knowing the basic features of new generation may effect the communication greatly. It is absolutely essential for progressive managers to use special approaches towards young subordinates.
Keywords. Generation Z, generation theory, social media, entrepreneur, the Internet.

People born near 2000 differ from others in terms of their behavior, attitudes, goals etc. They can be named Homelands, iGen, Generation Z or Internet generation. In this article I'm going to consider how unique they are and how they can use it. Furthermore, I hope that this article will be useful for students who plan to become managers in the future.

In 1991 American scientists William Strauss and Neil Howe developed a concept, according to which the humanity may be divided into generational eras. Each era has a wave-like structure that consists of ups and downs. It reminds us of economic cycle. The 21-st century generation conforms to "millennial" and "homelands" [2].

Now let's turn to the features of iGen.

1. **Generation that grew up with social media.**
   Generation Z has grown up watching at and listening to people whose main purpose was to show how unique and individual they were. As a result, from the very childhood people of iGen have used to present themselves as a brand. So the first thing they can withdraw from their feature is an entrepreneurial character – they can create, present and develop.

   People of Internet generation create their first pages in social nets in an early childhood. Internet is their peer, their closest friend. It is an integral part of their life as well as they are an integral part of it. Thus, they are used to dealing with any challenges by means of the global net. And it's perfectly because they hold an extremely powerful instrument.
2. **Friendship.**
   Homelands are visually outgoing and friendly, but in fact they have obstacles in establishing and maintaining strong relations. They can easily change friends, place of work or study. The more friends they have, the wider range of opportunities is available.
3. **Work to live.**
   Work to live instead of live to work – this is how they see their lives today. In the past the youth could do monotonous work for hours, their time is much more valuable today.

The next things we will consider are recommendations for managers that have to subordinate people of iGen.

1. **Speak briefly. Write detailed. Use paragraphs.**
   According to Microsoft research generation of homelands spend 8 seconds concentrating on new information [4]. People of the new generation are unable to remember long texts as they are used to the ability to consult the Internet even when it's not actually essential. The new generation prefers structured, detailed and clear information.
2. **Draw.**
   It is quite obvious that generation grew up on videos, pictures and audios, so it is more persuasive to use graphs, models and charts.
3. **Like.**
   Internet generation can't work without praise. The dependence on someone else's opinion is great. They post photo in Instagram to gain likes. Professional managers should understand and use it. For example, there are lots of jocular positions in Yandex that employees really like. After working for a company for a year you can be given a status of "coffee-point guardian". Surprisingly, such an insignificant promotion affects the overall performance greatly [3].

In conclusion I'd like to put the emphasis on the idea that generation Z is a unique generation. They are talented, entrepreneurial, tolerant and very promising. However, to disclose these positive features and implement them, managers should practice special approaches that would make their communication with younger generation more effective.

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THE ERA OF BRANDS FROM DAWN TILL DUSK. WHAT ARE THE KEY ELEMENTS OF SUCCESSFUL BRANDING TODAY?

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Annotation

In this article I would like to consider the key elements of modern branding approach, the dos and don'ts. I take Coca-Cola company, the most famous and expansive brand all over the world, as an example.

Keywords: branding, brand strategy, the bottom line, advertisement, communication, logos.

Branding is one of the most important aspects of any business, large or small, retail or B2B. It comprises name, design, symbol, or any other feature that identifies one seller's good or service. An effective brand strategy gives you competitive advantage that can help you make your way in the market.

What exactly does "branding" mean then? To put in simply, your brand is your promise to your customer. It tells them what they can expect from your products and services. The foundation of your brand is your logo. Your website, packaging and promotional materials – all of which should integrate your logo – communicate your brand. The logo must be placed everywhere. The next aspect is tagline. It must be a catchy, meaningful and concise statement capturing the essence of your brand.

History of branding

Primarily, "brand" was used to describe a torch, essentially a burning piece of wood used as a tool. The 1820's saw the rise of the mass production and shipment of trade goods. The introduction of radio and television gave manufacturers new ways to create demand for their products. Bass Brewery's logo became the first image registered as a trademark in the UK, in 1876. By the 1960's, marketers were using mass media to associate brands with emotional benefits rather than functional ones. Advertisements showed how using a particular brand would make you more desirable. By the 1980's, distribution channels reached around the globe, and consumers had more choices than ever.

Personal branding

A personal brand is what you stand for and what makes you special. Personal branding also includes how to market yourself to other professionals, there is at least some influence based on how you dress.

So, please, do these aspects:

- Tell a story
- Be personal and passionate
- Use vivid language
- Always be consistent
- Associate yourself with something strong

Country branding

Nation branding appears to be practiced by many countries, including the United States, Canada, France, United Kingdom (where it is officially referred to as public diplomacy) (Cool Britannia), Taiwan, Malaysia, Japan (Cool Japan), China, South Korea, Singapore, South Africa, Australia, New Zealand, Israel and most Western European countries. Country represent itself as a brand, including some unique aspects.

Brand strategy is another question which I would like to consider. Brand strategy includes such positions like how, what, where, when and to whom you plan to communicate and deliver your brand messages, where you advertise, what communication channel – visual or verbal do you prevail over others etc.

Consistent, well-developed, strategic branding leads to a strong brand equity, which means the added value brought to your company's products or services.

Besides, brand strategy includes emotional attachment to draw bigger crowds. Some brands attract buyers by advertisement with some stars. For example, Adidas is advertised by Selena Gomez.

Defining your brand is another key element of successful branding today. The major thing is that you must be in the know, what

customers think about your product. Don't trust to what you see too much.

Defining your brand implies that you answer these questions:

- What is your company's mission? Clarify your goals. Be clear what you want to achieve
- What are the features and benefits of your products and services?
- What do your customers and prospects already think of your company?
- What qualities do you want them to associate with your company?

As for example, let's speak about water brands. The world-famous are Evian, Perrier, Fiji, Voss. All these brands have their own logo, tagline, good advertise that can attract consumers.

– Evian makes you feel young
– Perrier is refreshing, bubbling
– Fiji Water is pure, healthy and natural

The evolution of branding I want to track in the example is again Coca-Cola. This company have consistent strategy that help them to achieve this success.

The first and the foremost point is advertising strategies. In 1882 the company started. They put forward coupons for free drinks to raise interest in the product. Then they used pencils, calendars and some other items with their logo. Coca-Cola purchased space in the magazine, use celebrities to attract buyers. The famous Coca-Cola Christmas advertising campaigns began in 1931 with illustrations of St. Nicholas drinking Coca-Cola.

Another aspect is packaging. The Coca-Cola contour bottle went into production in 1916. The unique shape of the bottle was designed to distinguish Coca-Cola from its imitators.

The trademark Coca-Cola script logo was specially designed by Frank M. Robinson. A red and white graphics was added to the logo in 1970. For its 125th birthday, the company created a special logo that featured bubbles coming out of the contour bottle.

Moreover, there is something about the bottom line. Coca-Cola was ranked sixth on the 2012 BrandZ list of 100 Most Valuable Global Brands. Despite competition, Coca-Cola is still one of the most successful and well-known brands in the world.

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LA COOPÉRATION ÉCONOMIQUE FRANCO-RUSSE

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Annotation

France and Russia have a long history of economic cooperation. By today the relations between countries have become strong and prosperous. Mutual investment flows exceed 3 billion euros annually and thousands of joint enterprises operate in virtually all branches of economy. However, the current conditions of sanctions, counter-sanctions and import substitution pose serious challenges to Franco-Russian economic cooperation. As a result, nowadays the inter-country relations are gradually modifying in order to adapt to the new political and legislative restrictions. This article focuses on the main fields of Franco-Russian economic cooperation and considers the current directions of its changes in the context of sanctions and the policy of import substitution.

Keywords. France, economic cooperation, Franco-Russian relations, localization, foreign investment, sanctions, import substitution.

La problématique de mon article, comme le titre montre bien, concerne la coopération économique entre la France et la Russie.

C’est un sujet important parce que les entreprises et les investissements français jouent un rôle significatif dans l’économie russe aussi que dans l’économie française. Près de 1200 sociétés françaises sont actuellement présentes en Russie dans pratiquement chaque région et toutes les branches de l’économie russe, en particulier dans l’industrie automobile, le commerce de détail et l’agroalimentaire. Tout ceci prouve l’actualité de l’article en question. Donc, la problématique de mon article peut être résumée d’une manière suivante: «La coopération économique franco-russe».

Dans mes recherches j’utilise les méthodes suivantes:

a) la méthode descriptive qui donne la possibilité de décrire la coopération économique franco-russe;
b) l’analyse des articles de la presse française.

L'objectif de mon travail scientifique est d'analyser les perspectives de la coopération économique franco-russe. Pour atteindre cet objectif il est indispensable de répondre aux questions suivantes:

1) Combien d'entreprises et de projets français sont présents sur le marché russe?
2) Quels sont les moyens utilisés par les Français pour s'implanter en Russie?
3) Quelles difficultés pour les entreprises françaises émergent en raison des sanctions et de la politique de la substitution aux importations?

En ce qui concerne les entreprises françaises, elles sont sérieusement impliquées en Russie. Selon les données du Service Fédéral des impôts, il y a plus de 1200 entreprises russes dont les fondateurs ou les investisseurs sont des citoyens ou des entreprises français [5]. En outre, il y a 7500 sociétés françaises qui produisent sur le territoire russe ou participent aux relations commerciales avec des sociétés russes [5].

Les Français n'ont pas de préférences géographiques. Ils sont présents dans touts les districts fédéraux, mais les territoires les plus attrayants sont ceux de la Russie européenne, en particulier la région de Kalouga et la république de Tatarstan où les conditions des investissements et des affaires sont les plus favorables [3].

Quant aux investissements français, leur montant s'élève à environ 2 milliards de dollars annuels. Selon cet indicateur, la France a pris la première place parmi des investisseurs étrangers [5].

Les Russes sont aussi bien impliqués en France. Selon la Banque de France, le stock d'investissements directs russes en France a fortement augmenté depuis 2011, passant de 343 millions d'euros à 1,3 milliard en 2014 [4]. Ces chiffres incluent les flux financiers, les fusions-acquisitions et les investissements dans les projets créateurs d'emploi. Les domaines les plus attractifs pour les investisseurs russes sont le tourisme, l'hôtellerie, l'agroalimentaire, l'énergie, l'ingénierie et les équipements électroniques et informatiques. Sur la période 2011-2014, la Russie est passée du trente-quatrième au vingtième rang des pays investisseurs étrangers en France. De plus, une quarantaine d'entreprises russes est aujourd'hui implantée en France selon les sources officielles [4].

Il y a trois moyens utilisés par les entreprises françaises pour s'implanter en Russie.

Le premier moyen est **l'importation**. L'exemple de la société utilisant ce moyen est Bostik, troisième producteur mondial de colles, qui importe sa production en Russie depuis la fin des années 1990 [1].

Ce moyen est le plus simple, mais pas le plus efficace. Par exemple, l'importation élève les prix, parce que le producteur doit payer les droits de douane. En outre, aux conditions des sanctions les importateurs peuvent rencontrer plusieurs obstacles politiques.

Le deuxième moyen est **la localisation**, c'est-à-dire la création des usines en propre en Russie. Maintenant, beaucoup d'entreprises décident de se localiser. Par exemple, le groupe laitier Lactalis produit sur le territoire russe pendant plus de 14 ans [1]. Les avantages principaux de la localisation sont l'indépendance des turbulences politiques et économiques, la réduction des dépenses et la possibilité de vendre au prix concurrentiel. Mais les sociétés qui décident de se localiser en Russie rencontrent certaines difficultés. Premièrement, elles font face aux obstacles administratifs. Maintenant, deux fois plus du temps s'écoule entre la prise de la décision et la mise en exploitation de l'usine qu'au début des années 2000 [1]. En outre, les sociétés françaises font face au manque sur place des spécialistes qualifiés.

En raison de ces difficultés, certaines entreprises choisissent le troisième moyen pour s'implanter en Russie: **la coopération** avec des sociétés russes. Par exemple, le semencier RAGT Semences a signé un accord de collaboration avec l'entreprise russe RosAgroTrade. RosAgroTrade est responsable de la production des semences et RAGT est chargé du recherche-développement et du contrôle de son partenaire russe [1]. La coopération combine des avantages des moyens décrits précédemment et peut être réalisé de diverses façons tels que la franchise, la distribution, la création de la coentreprise etc.

Actuellement, aux conditions des sanctions et de la politique de la substitution aux importations les entreprises françaises font face au certaines difficultés. Par exemple, plusieurs lois fédérales ont été adoptées en Russie pour restreindre les investissements étrangers dans certains domaines, tels que les médias russes, l'industrie spatiale, l'aviation, les ressources naturelles etc. En outre, il y a des restrictions pour les producteurs étrangers dans les marchés publics. De plus, l'embargo entrave l'importation dans le pays une série de denrées alimentaires. L'obstacle important aux investissements étrangers est aussi la lenteur de la croissance économique, qui entraîne une «implosion» de la demande et une baisse de la rentabilité des investissements.

Mais, malgré ces facteurs négatifs, les relations économiques franco-russes continuent de prospérer. Par exemple, en 2016, alors que les échanges commerciaux russes avec les pays de l'Union européenne ont diminué, ceux avec la France ont augmenté de 13% [2].

Il est à noter qu'aucun investisseur français n'a quitté la Russie depuis l'adoption des sanctions et des contre-sanctions [5]. Toutefois, sans doute, les relations entre la France et la Russie changent. Par exemple, pour s'adapter aux restrictions législatifs et administratifs de plus en plus d'entreprises françaises décident de se localiser en Russie.

Pour conclure, les relations économiques franco-russes sont très bien développées. Beaucoup d'entreprises françaises sont implantées en Russie dans touts les districts fédéraux et dans plusieurs domaines. Les investissements français en Russie ainsi que les investissements russes en France se grandissent annuellement. Toutefois, les sanctions et la politique de la substitution aux importations créent certaines difficultés pour les relations franco-russes, notamment les restrictions législatifs et les obstacles administratifs. Mais les intérêts économiques mutuels et l'utilisation des nouvelles formes de la gestion des affaires (tels que la localisation) permettent d'éviter ces facteurs négatifs. C'est pourquoi on s'attend à ce que les relations économiques franco-russes continueront de prospérer.

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Кащеева В. В.
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ENVIRONMENTALLY FRIENDLY – MODERN FASHION OR SOCIAL RESPONSIBILITY? HOW CONSCIOUS ARE THE COMPANIES STATING THEY ARE GREEN?

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Annotation:
The article is dedicated to the research of the reflection values of the principle of ecological friendliness of modern companies. With a growing concern for the love of our planet, more and more companies and consumers alike are becoming more aware of this growing trend of going organic. However, the percentage of companies that comply with the principle of being environmentally friendly is really low. Nevertheless, their consideration deserves attention in this work.

Keywords: Environmentally friendly, sustainability, trend of going organic, eco goods, care about the environment, recycling programs, reduction an environmental harm, Earth – conscious, biodegradable materials, sustainable companies, eco-friendly brands.

In today's economy, the terms eco, eco-friendly, sustainability, natural and organic are used quite often when describing modern companies. With a growing concern for the love of our planet, more and more companies and consumers alike are becoming more aware of this growing trend of going organic. However, in today's market it is definitely becoming more difficult to see what is actually transpiring to make the world a better place.

When taking a closer look at fashion labels that use terms such as "Green", "Eco", and "Sustainable", what do these words really mean to you? Are these words good marketing terms to help sway your impulse decision to buy these garments over others? Well, the reason why it is so hard to identify what a brand is actually doing is that there is no clear definition for the term "Eco".

Additionally, when one of these "eco" terms is used in describing products, it does not necessarily refer to the entire collection or all products in their portfolio. In addition, it is important to remember that even the best environmentally friendly products will have a significant impact on the planet. For instance, the transportation of these goods still requires large trucks, planes. Traditional logistics, which is damaging for our environment is vital for the shipment of "eco" goods. Artificial materials, such as polyester are widely used in the production of even "100% organic" labeled products.

Energy, water, food-these are all the things an average person wastes a lot. Take, for example, an average office worker, who uses 10,000 pieces of copy paper a year, with about 45% of it usually being trashed by the end of day. Now, add that up for every worker in a standard office, and it is easy to see where all of our forests have gone.

Fortunately, that is not the case for workers at all companies. Some best-in-class employers understand the value of sustainability in the workplace and beyond. Therefore, I have decided to present you the winners of environmental friendship championship. However, do not just take my word that these companies care about the environment. They are a part of those who are trying to do this.

1) The first one is Amazon. This company provides e-commerce and cloud computing services. Why they are a part of this article? There is a "policy of eco-consciousness and awareness" at Amazon, where they try to make as little impact as possible. Amazon is diversifying its energy portfolio through large-scale rooftop solar systems on their centers as well as by converting their lighting systems to low-emitting lighting. The e-commerce giant also has 10 renewable energy "farms" that power electricity for their data centers.
2) The second company is Philips Healthcare. Philips health system is comprised of hospitals and health care centers across the country. There is an "excellent recycling program" in place at Philips, according to reviewers. The company makes great progress in reduction of pollution and environmental harm, and there are plenty of signs to educate employees on which materials are recyclable, compostable, and trash.
3) One more member of this list is Google. It is a tech company that specializes in online advertising, search, cloud computing, software, and hardware. Sustainability is a part of everything Google does, having invested $2.5 billion in renewable energy projects for their data centers. Reviewers describe the Internet company as "very Earth-conscious."

4) The next eco-friendly company is Citibank. It provides commercial and consumer banking and financial products and services. Reviewers say Citibank is "always looking for ways to save energy and help with the environment." The company recently announced a $100 billion, 10-year commitment to finance sustainable growth, according to their website. Not to mention, the financial group plans to be 100% powered by renewable energy by 2020, already boasting a fully green building. Additionally, Citibank has community volunteer days as a way to be more eco-friendly.
5) The last example is Lush. It is a UK-based retailer of handmade cosmetics. The company produces creams, soaps, shampoos, shower gels, lotions, moisturizers, scrubs, masks and other cosmetics for the face, hair, and body, using only vegetarian or vegan recipes. Lush has introduced packaging-free cosmetics like solid shampoos and toothpaste tablets, in addition to massage bars, and bath bombs. For its products that require packaging, the company is committed to using recyclable and biodegradable materials.

To conclude, I would like to say that millions of tons of materials are gone to waste every day. We are exploiting our own nature without bearing in mind what will possibly happen in the future. However, if we decide to choose an alternative path, we can always save what we have lost.

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MANAGING CULTURAL DIVERSITY. THE IMPORTANCE OF CULTURAL AWARENESS AT WORK

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Annotation
Nowadays, in the age of globalization, world businesses and economies have merged and become closely connected and interdependent. This has brought a multitude of professionals of various cultural backgrounds together in one place, as a result raising the issue of cross-cultural communication. The purpose of this article is to showcase the importance of cultural awareness in the workplace by identifying common issues that may arise and proposing ways of dealing with them. The article draws on a solid body of evidence from research into cultural variations conducted by a number of prominent anthropologists, sociologists and linguists.
Keywords: cultural awareness, metacognitive knowledge, culture classifications, cross-cultural communication, monochronic cultures, polychronic cultures, collectivists cultures, individualist cultures, metacognitive knowledge, management of cultural diversity, multicultural team.

From our increasingly diverse domestic workforce to the globalization of business, cultural competence is arguably the most important skill for effective work performance in the 21st century.

What is cultural diversity in the workplace? Culture refers to the values, norms, and traditions that affect the way a member of a group typically perceives, thinks, interacts, behaves, and makes judgments. It even affects perceptions of time, which can impact day-to-day scheduling and deadlines.

Cultural competence, in brief, is the ability to interact effectively with people from different cultures. This ability depends on awareness of one's own cultural worldview, knowledge of other cultural practices and worldviews, tolerant attitudes towards cultural differences, and cross-cultural skills.

The paper is divided into three sections. Section 1 gives an overview of underlying concepts in cognitive psychology that represent the main components of information processing. This analysis is crucial to understanding why differences across cultures can cause cognitive dissonance and require an adjustment effort. Section 2 provides a synopsis of cultural classifications that exist today and are commonly applied to managing diversity in the workplace. It also highlights the main issues that may arise in a culturally insensitive working environment. Finally, Section 3 reviews some of the most common diversity management styles, offering the most effective way to improve cultural awareness in the workplace. The arguments I shall put forward are relevant to our understanding of existing studies.

Section 1

An underlying category of cultural psychology and linguistics is metacognition, a term which was developed by John H. Flavelle (The Developmental Psychology of Jean Piaget, 1963). The concept of metacognition is rather complex and can explain variations in cognition across cultures and individuals. It falls into three elements – metacognitive knowledge, regulation and experience.

Knowledge, or in other words "awareness", refers to our acquired information and comprises three general categories: declarative, procedural and conditional knowledge. Declarative knowledge means that all cultures have consciousness about their own conventional thoughts and beliefs, it can also be described as an individual's "world knowledge". Procedural knowledge includes people's perceptions of performing tasks, i.e. knowledge about strategies of interaction. Conditional knowledge implies understanding of when and why an individual should use declarative and procedural knowledge. The second element of metacognition – regulation – refers to our controlled learning skills (planning, monitoring, evaluating) that manifest themselves in various strategies. The strategies vary considerably across cultures and situations. Therefore, a cultural adjustment is required. The third element of metacognition – experience – refers to our ongoing experiences that we receive while engaged in the process of gaining new knowledge using the first two elements of metacognition. Given the massive differences among cultures, we can assume that the cultural variables of every aspect of metacognition are amplified.

Conditional knowledge operates at all the levels of our cultural intelligence. It is not the same as declarative and procedural knowledge as it also has varying implications. This kind of knowledge includes three main cognitive processors – people, tasks, and strategies – that are always interconnected and should be perceived at three levels of our information processing – personal, cultural, and setting. P.C Earley (Cultural intelligence: Individual Interactions Across Cultures, 2003) illustrates it with the following examples. At the personal level, conditional knowledge is based on a premise that all people have a sense of themselves and what differentiates them from others. This understanding can also be culture-specific – for example, they have a sense of themselves and what differentiates them from others within the framework of the family or a broader group. Finally, knowledge of one's identity can be setting-specific – for example, people can identify themselves with a particular social icon, such as Elvis Presley or Beyoncé. Thus, all the three levels of our information processing are closely connected by means of conditional metacognitive knowledge.

Therefore, the above cognitive processes are directly involved when people find themselves in a new cultural environment and are trying to employ strategies to adjust to it. To ensure a successful integration, there are a number of culture classifications that have to be analyzed.

Section 2

Bearing in mind the above underlying concepts and models of cognition it is easier to understand, interpret and apply various cultural theories to management of cultural diversity.

One of the most striking cultural differentiators is perception of time. For the purposes of this paper I shall refer to Edward Hall's classification of cultures, who stressed the micro-level aspects of space and time as they affected non-verbal communication (The Silent Language, 1959). As defined by Hall, non-verbal communication is "communication that does not involve the exchange of words". Therefore, the key elements of non-verbal cross-cultural communication are proxemics, chronemics and kinesics. Based on this empirical study, cultures are divided into polychronic and monochronic. Differences of monochronic and polychronic time perceptions are reflected in four important temporal concepts that affect cross-cultural communication: appointment time, schedule time, discussion time and acquaintance time. Appointment time refers to how punctual a person is expected to be when showing up for appointments and meetings (example: USA – no more than five minutes after the appointment time; Latin America – within 20-30 minutes after the appointed time). Schedule time is the time by which projects or jobs must be completed (example: Anglo-American cultures – to be completed in time; more relaxed attitudes to scheduling in Asian and Latin-American countries).

Discussion time regulates the time spent in discussion in with others (example: USA – no non-business topic at a business meeting; Latin America – first general discussion to establish relationships, then a business discussion). Finally, appointment time is how much time is allocated on getting to know a person before doing business (example: USA – a deal is possible on the same day; Middle East – up to three weeks are necessary before comfort level is achieved for concluding a deal). An example of a cross-cultural communication issue that may arise here is the following: polychronic managers cannot understand why in a monochronic setting tasks are isolated from the organization as a whole and measured by output in time. The table below lists the key differences where inter-cultural issues may arise.

Table 1

Monochronic cultures USA, Germany, UK, Scandinavians countries	**Polychronic cultures** Latin America, Middle East, Mediterranean countries
• Do one task at a time	• Do many tasks at ones
• Task focused, not to be disturbed at work	• Highly distractible, prone to interruptions
• Have strong time commitments	• Do not meet time commitments if it requires extreme measures
• Follow plans closely	• Change plans easily are more focused on people and relationships then privacy
• Respect privacy and private property	• Often borrow and lend things (the notion of private property is less important)
• Value promptness	• Promptness is regulated by the relationships

The next underlying cultural dimension that is important for understanding of cultural diversity is the "individualism versus collectivism" dichotomy. Hofstede, Andersen and Gudygkunst each conducted comprehensive analyses of this dimension, offering a classification of collectivist and individualist societies that suites the purposes of this paper. Collectivist cultures value cooperation, a sense of community, shared interests, traditions, the prevalence of "public good" over individual interests, maintaining a good reputation (Hofstede, 1991; Andersen, 1985). By contrast, individualist cultures focus on personal rights and freedom, self-expression, personal responsibility and opinion, prevalence of personal principals over public opinion. The table below represents the key differences between collectivists and individualist societies (Andersen 1985; Hofstede, 1991; Gudykunst et al, 1996).

Table 2

Collectivist cultures Asia, Latin America, Middle East, Russia	**Individualist cultures** The USA, the UK, Australia, New Zeeland, Canada, Germany, Scandinavian countries, Belgium
• Strong integration into cohesive groups • Joint responsibility in exchange for loyalty • Conformity with public opinion • Working for the "public good" • Polychronic perception of time • Less distant proximally • Less smiley, more normative oriented	• Loose ties between individuals • Personal responsibility is dominant • Freedom of expression and opinion • Individual economic enterprise • Monochronic perception of time • Grater social distance • People tend to smile more

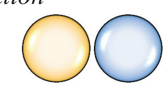
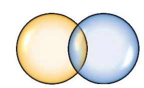
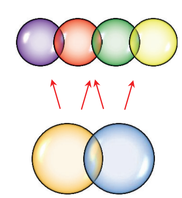
Another dimension crucial to cross-cultural communication is the opposition of "emotional affective versus neutral" cultures. People in affective cultures tend to express their feelings and emotions openly. In fact, the intensity of emotion may be an important pragmatic and semantic differentiator in communication. Conversely, in neutral cultures it is not common to be emotional. For example, Italians are prone to strong bursts of emotion, both positive and negative, while the Chinese restrain strong emotions because they can disrupt harmony and lead to conflict. Likewise, Americans smile to display happiness but the Japanese may smile to hide another emotion or to avoid a topic. It is in this dimension that most managers make a mistake – they misunderstand the differences between affective and neutral cultures. People from neutral cultures can erroneously be considered cold and insensitive; similarly, representatives of an affective culture can be seen as insincere. That is where the metacognitive experience and the "conditional knowledge" are essential in order to understand that these emotional/unemotional manifestations of cultural belonging represent the culture-specific level of experience. In other words, displays of emotion are only a code, a strategy but not the emotion itself. Therefore, the key to successful communication is to recognize the differences and then make sure that your judgments are not based on the lack or presence of emotional reactions.

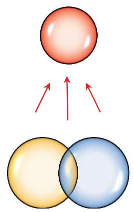
Overall, in order improve cross-cultural communication it is necessary not to assume that "different" means "inferior". Relying on our declarative metacognitive knowledge we must use our procedural and conditional knowledge to ensure adequate culture specific metacognitive regulation throughout our culturally diverse metacognitive experience.

Section 3

For the purposes of these paper in the context of cultural diversity management we will refer to research conducted by Nancy Adler. She identified five fundamental strategies for the management of cultural diversity in the workplace: cultural dominance, cultural avoidance, cultural compromise, cultural synergy and cultural accommodation. According to N. Adler, the most desirable strategy is cultural synergy because it places value on other cultures without giving up self-culture. It can be illustrated by the table below.

Table 3

STEPS	**WHAT TO DO?**	**HOW TO DO?**
Step 1: *Situation* 	*Describe the situation*	*How is the situation seen from your/others' cultural perspectives*
Step 2: *Interpret the cultures* 	*Determine underlying cultural assumptions*	*Which assumptions explain your/are the culture's perspectives and behavior*
	<u>Asses cultural overlaps</u>	<u>Identify similarities and differences</u>
Step 3: *Increase cultural creativity* 	*Create synergistic alternatives*	*Create new alternatives by leveraging (balancing)*

	Select an alternative	Check if the potential solution fits the assumptions of all cultures. It is new?
Step 4: *Create cultural synergy* 	*Implement the culturally synergistic solution*	*Observe the reaction of each culture to the solution refine the solution based on multicultural feedback*

It is crucial to understand that bringing together different cultural perceptions can bring some meaningful results to the business. That is to say, employees from different cultural backgrounds have different ways of thinking and therefore can analyze an issue from a variety of perspectives. Therefore, this diversity of opinion, in turn, helps to expand an organization's approach, strategy, launch of new products, development of marketing plan, design of a new operation and assessment of emerging trends.

The advantages of a culturally diverse workforce are hard to overestimate. They include:

- Better financial results (numerous studies have found that companies with multicultural teams are more profitable than homogenous businesses. The 2015 McKenzie report on public companies noted that businesses with most ethnic diversity were 35% more likely to be financially successful)
- Global-level competition (we leave on a global economy and the companies that usually top Fortune 500 list are global in nature)
- Fact based decision-making (studies have found out that diverse groups focus on facts when making decisions, they look beyond conventional, old school ways of thinking and re-examine facts to remain objective)
- Creative and innovative thinking (when several people approach challenges from varied perspective there will be more creative solutions. Diversity increases innovation and improves market growth)

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DIFFERENECES BETWEEN A LEADER AND A MANAGER

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Annotation

Today there are many different organizations with different structures. Every structure is leaded by some supervisor and it is very important to understand whether he or she is a leader or a manager. This article is about leadership and management. You can find discrepancy between these two types of supervisors and decide who you want to be and whom you will rely on in your company.

Key words: Leadership, management, leader, manager, theories, behaviour, differences.

There are many different leadership theories. This interesting phenomenon was found many years ago and has been developing ever since. The first leaders of ancient times are Plato, Aristotle and others. They could influence and change people's minds. Today's leaders are people who can deal with lots of different problems and communicate with personnel successfully.

The first theory was developed in 1840s and was called the "Great Man Theory". This theory presented a primary view of leadership as it was said that history was nothing but stories of great men. According to this theory there were a few exceptional men in each generation who were born with qualities and characteristics that caused other individuals to follow them. These great men were believed to be born with the necessary attributes that set them apart from others and that these traits were responsible for their assuming positions of power and authority [1].

The next theory is called "Trait theory" which was founded in 1930's-1940's. This theory has some similar ideas with the Great Man Theory. According to the Trait theory a leader is a person with inborn

qualities and only this person, who has necessary traits, can achieve a leadership position.

The third theory is "Behavioural". The behavioural theory of leadership focuses on what leaders do and how they behave. The theory assumes that certain leadership styles will be effective while others will not. Determining goals, motivating employees to achieve the goals, effective communication, ability to interact efficiently, building team spirit, etc. are the functional behaviours of a successful leader [2].

Moreover, leaders are divided by styles: there are democratic, autocratic and laissez-faire. The strictest leader has autocratic style, he/she makes all decisions himself/herself and doesn't pay attention to workers' opinion. Laissez-faire style is more suitable for leaders who give the possibility to make decisions to employees and absolutely rely on them. The most universal style is democratic. According to this style both a leader and workers take part in making important decisions.

There are many definitions of management. A manager is a person who supervises other employees and delegates tasks in order to achieve organizational goals. Peter Drucker, Henry Fayol, Oliver Scheldon are very popular management thinkers. They were the first who could deal with workers and increase their performance. They used some scientific facts and found out that it was quite easy to manage people and to increase productivity of a company.

It is a well-known fact that to be a manager and a leader is not the same thing. First of all, it is important to mention that the status of a manager is always formal. At the same time, a leader is recognized by the team. Moreover, managers have permanent character, but leaders are temporary, because colleagues can choose a new leader from time to time. Most of all managers just administer, but leaders always innovate.

In addition, managers use the imperative, but leaders always say "Let's". In reports managers use the word "I", but leaders use "WE". Every manager inspires fear, but leaders – respect. Usually, managers just use people to achieve their goals, but real leaders develop people, help them to attain some objectives. Moreover, leaders focus on people, but managers focus on progress. The aim of managers is to satisfy their needs and meet the needs of the company.

I would like to conclude that according to the theories everyone can be a leader. You can either have inborn qualities or acquire and develop necessary traits by training and studies. Furthermore, not every manager can be a leader, some managers just perform their responsibilities and they don't inspire their workers. In my humble opinion, a leader should have inborn qualities like honesty, passion, accountability, etc. On the other hand, some skills can be learnt, such as communication, decision-making, inspiring others and so on.

A quotation of Warren Bennis is the most suitable one for concluding my article: "Management is getting people to do what needs to be done. Leadership is getting people to want to do what needs to be done. Managers push. Leaders pull. Managers command. Leaders communicate" [3].

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THE ERA OF BRANDS FROM DAWN TILL DUSK. WHAT ARE THE KEY ELEMENTS OF SUCCESSFUL BRANDING TODAY?

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Annotation

The article presents an author's view on the process of creating, correcting and forming a brand. Therefore, a real brand is a good reputation, an image and associations that arise in the minds of people when they can hear a name or can see certain attributes. Some useful recommendations for creating a brand are given in this article. Branding is one way of manipulating consumers. With its help, an entrepreneur can make his product or company different from others to get the maximum revenue from potential customers. To sum up, branding is the expression of the product's personality and its unique properties.

Keywords: brand, branding, advertising, entrepreneur, marketing, logo, consumer.

Nowadays a brand or branding is the subject of much debate. Many entrepreneurs believe that branding is a topic for large companies, which have a lot of money for this, and they have budgets and time do not allow such nonsense. However, as practice can show this opinion can be erroneous. Well, the benefits of branding are the attractive appearance of the company and the beautiful presentation of products in presentation materials at exhibitions.

What is a brand?

"A brand is more than advertising or marketing. This is all that comes to the person's mind regarding the product, when he or she can see its logo or can hear its name." by David F. D'Alessandro, the general manager of John Hancock, from the book "Brand Warfare: 10 Rules for Building the Killer Brand".

"A brand is a set of perceptions in the imagination of the consumer." by Paul Feldwick, Executive Director for Strategic Planning BMP DDB, International Director of Branding Planning, DDB.

To sum up, a brand is a figurative representation of the company, service or product that occurs in the mind of a consumer when he can hear, for example, the company's slogan, music from advertising, the logo or the product itself. In a word, these are all those associations that pop up in the person's head at any mention of the company. So, the brain has been created this way, that people always strive to compose information so that it will be easier for a person to operate it in the future.

For example, if someone thought that he or she needed to buy quality jeans, the head would immediately come to Levi's brand. So, any entrepreneur would like his company to be the first one that a consumer or client will think about in a certain context.

Why branding may be needed for a small company?

From all the above, it is clear how branding is important, precisely speaking, creating a brand for all companies? It does not matter whether it is a big company or a small company, both should strive to create a positive association that relates to the company in the minds of potential customers. A brand for a small company is power, because it allows the business to look more serious, impressive and professional. Branding, as many entrepreneurs think, is not advertising on national television or in the most popular newspaper, which diverges by millions of copies. Therefore, excuses such as "we cannot afford it" are not appropriate here. If an owner of the company would like his company to develop and be on the market for many years, then he simply cannot afford to do without branding!

If an entrepreneur does not tell potential customers that his company stands for, what it values, what mission, then as a result it will be done by his competitors. The only problem is that in this case the associations with his brand may not be positive, but negative.

Every entrepreneur should think if his company is just a company. And there are enough companies doing the exact same thing in the market or his company is a brand. Has the businessman ever thought about this question? What is so unique in his company that his competitors do not have? This something should be special and competitive advantage, which his customers can choose from similar products or services.

It should be said that if an entrepreneur, as a company director, manager or employee, does not know what the highlight of his business is, then his future customers do not know it either. It is clear that "to buy the thing that the entrepreneur does not know what it is" cannot sound convincing. Today people are not experiencing shortages of goods and services, therefore, memorable brand is the core of the business, since it is an association connected with it makes loyal customers and compels them to come back and buy again and again.

So, as it was said above, creating a brand is not an expensive marketing campaign. For a small company, the most important thing is to create a reputation and brand. Next, four simple tips may be named for creating a brand for a small company and these tips could help any entrepreneur in the way of creating a brand and do not poke his budget.

Four tips for an entrepreneur:

Tip # 1: Think about the values of the brand.

The very first stage in the way of creating a brand is strategic. You need to think carefully about what is behind the name of your company, what values, what your mission is. Here the most important thing is not to go too far. You need just one or two of the main differences between your company and its competitors.

Remember that the customer chooses your company, because you have the best price, or the best service in the city, or because it is the easiest for you to make an appointment. Remember one or two distinctive features, not a list of 30! As you know, a great choice kills the choice.

Tip # 2: Review all your promotional materials.

When you decide how you will present yourself (the point above), then you need to review and edit all your advertising materials to make sure that the highlight on which you are staying is simply and clearly displayed in everything that you do.

All the materials should mention about your main competitive advantage. If you see that you are positioning yourself on the site as a company that has the best service in the area, then all your leaflets, brochures, business cards and the page in social networking site should also point to it.

Tip # 3: Demonstrate the recommendations of satisfied customers.

When your company talks about what wonderful products and services it has, this is one thing, and when customers tell how your product or service helped them to solve some real problems, that is another story.

You probably know by yourselves that you trust the opinion of other people more than the words of a company representative or the text of an advertisement. Therefore, try to use the recommendations of customers to the maximum for improving the positions and reputation of your brand. Do case studies, make interviews with satisfied customers, use happy customers' speeches in your articles and posts in social media networks. Do not miss the opportunity to create an advertising material from every positive feedback you get.

Tip # 4: Create visual associations.

No matter what size your company has, you must have at least a logo with which your potential buyers will associate your company. A company without a logo is like a company that does not have a name. The benefit to date on the Internet is easy to find a freelancer designer who will create a logo for you at an affordable price. Decide what colours, what font you will use and use them only (where necessary, of course).

All your promotional materials: business cards, brochures, banners, branded T-shirts, website, cover on Facebook, etc. should cause an association with your company

And finally, you, as the creator of the company, should use every opportunity to talk about your company. You are the heart of the company and must show everyone else how proud you are of your "child". Take an example from the founder of the company Content Marketing Institute, who appears at all events in orange clothes, as it is the colour of his company.

Another well-known example is Mark Zuckenberg, wherever he was on a walk with his wife or at an official event, he is constantly wearing a T-shirt with the attributes of his brainchild Facebook.

Hopefully, these recommendations will help any entrepreneur in creating his brand. It has become clear the most important thing is branding and it is needed not only for big companies. All just the opposite. Larger companies already have a reputation, and small companies are still working on it, so the more there are the associations connected with the company in the minds of consumers, the faster the company will achieve great success!

To sum up, branding is not a universal "remedy for all problems". This is only one of the marketing tools, and the expediency of its application depends on the ratio of costs and results, which is determined by the characteristics of the market, the goods and the company itself. The brand is created through a comprehensive work in the market. Therefore, branding is not needed for those firms that are not

prepared to develop distribution, improve the quality of goods and expect that a well-established brand.

For instance, the birth date of Coca-Cola is May 8, 1886, when Dr. John Steve Pemberton, a chemist from Atlanta, prepared a caramel-colored syrup. And then he took it to Jacobs, the largest pharmacy in the city, where the first portions of the syrup were sold at five cents per glass. Soon the pharmacy sellers began to mix the syrup with soda water and it is not known whether that happened accidentally or intentionally.

By identifying the brand, fans mainly associate it with the logo. And their perception, in turn, depends largely on colour. The right colour of the logo can enhance the marketing strategy associated with branding the product.

As the research of WebPageFX has showed, the unconscious attitude to the product among consumers is formed in the first 90 seconds of eye contact with it, and in 85% of cases their judgment is based on the perception of colour. The colour of the logo is one of the key elements of a strong brand. Each colour has its own characteristics, associations and psychological impact. Choosing a colour or a combination of colours for the logo, a person can get these associations.

So, colours cause certain emotions and feelings, so it is extremely important to choose the colour that will effectively represent a personality. "Understanding the psychology of colour is vital when creating an effective logo", – Martin Christie of Logo Design London.

Single right colour for the logo does not exist. An entrepreneur should determine for himself what values the product brings, what associations it should bring to the consumers and what colour will help to the brand to strengthen the feelings which can create a strong emotional connection with consumers. And logos of large brands that spend huge amounts of money on such studies will help an entrepreneur to make sure his choice is correct or if he needs to determine a different direction.

So, the creation of a successful brand consists of three components:

1. Precise positioning (this includes an adequate price).
2. The quality of the product.
3. Quality management.

To sum up, to create a brand from the product, perhaps nine months is enough. But in order to occupy and retain a worthy place in the minds of consumers, one must act in this direction for the rest of their lives.

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WHISTLEBLOWING – BENEFITING OR SELF-PROMOTING?

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Annotation

The business world is developing and becoming more complex. Nowadays the topic of whistleblowing is very relevant and a lot of organisations try to include Whistleblowing Policy into their Codes of Ethics and Business Conduct. It is important to understand what 'whistleblowing' is, what the reasons for whistleblowing are and how heads of companies can use it for the organisations' benefits, because sometimes employees try to use it for self-promoting. Workers need to deal with such policies to help companies they work for to develop, not to ignore mistakes and offence and also not to suffer from members of companies or their actions.

Keywords: whistleblowing, Speak up policy, Whistleblowing policy, Compliance Control, Code of Ethics and Business Conduct, self-promoting in an organization.

It is necessary to be aware of the trends of modern corporate culture, whistleblowing being one of them. So, I am going to explore this topic and to identify its pros and cons for both employers and employees. "Whistleblowing" is a relatively new word, which was first mentioned in 1975 as an American slang. "A whistleblower – someone who reports dishonest or illegal activities within an organisation to someone in authority" [5]. There are two kinds of whistleblowing: internal and external. The first one means that the whistleblower reports misconduct to another person within the organisation (for example, to the supervisor, the manager or the head). External whistleblowing means that "the whistleblower reports misconduct to a person outside the organisation, such as law enforcement or the media" [8]. External whistleblowing is mostly connected with corruption, especially corruption in the state machine. I would like to write about internal whistleblowing.

The goals and objectives of my article are:

- to answer the question whether whistleblowing is benefiting or self-promoting;
- to analyse the problem of whistleblowing and to explore how it is covered;
- to give recommendations connected with whistleblowing to employers and employees.

Now let us move on to the examples of misconduct that should be reported. They are: "fraud, discrimination or harassment, violations of competition laws and rules, inadequate financial or non-financial recordkeeping, conflicts of interest, bribery, environmental, health and safety issues, improper use of company resources, insider trading, disclosure of confidential information" [9]. These mistakes can be a past, ongoing or in the planning stages act.

A Code of Ethics and Business Conduct is "a management tool for setting out an organisation's values, responsibilities and ethical obligations" [7]. It would be logical to make a Whistleblowing Policy (which is also known as "Speak Up" Policy or Compliance Control) as a part of such a Code of an organisation. The word "Ethics" itself means that employees should first think about help and good performance, not about self-promoting at any cost. A lot of companies have done this. Some examples are: Pepsico, Jacobs, ISS, World Health Organisation, FMO, Heineken. As you see, "Speak Up" Policy is useful for companies in different spheres.

According to Grant Thornton International research, 22% of Russians and 68% of Americans stand for whistleblowing, and 4% people all over the world encourage it [3]. As the business world is developing and becoming more complex, there is a trend to increase whistleblowing.

Statistics also show that the major part of whistleblowers complain about a real problem, but they suffer from suspects after whistleblowing, so it is important to understand that both an indicted person and a whistleblower need protection. A suspect can suffer from gossips and wrong information, which can help a whistleblower to move up the career ladder, a whistleblower can suffer from an indicted person and his/her supporters.

A solution to this problem was found in a large number of countries at the state level (America was the first one). Suspects are protected according to articles connected with defamation or perjury. Whistleblowers have special protection acts. Nowadays the number of whistleblowing protection laws is increasing. Most of these laws

specify that employees have a right to report illegal actions of their co-workers to government officials and the like. Nothing in federal or state law suggests that an organisation is required to develop an internal whistleblowing policy. But I am sure that it is not a secret that every head of the company would not like problems to be spread outside the company. However, if there is no chance to tell a head about problems, an employee will chose external whistleblowing. So, in my opinion, directors should create a Whistleblower Policy inside the company.

In view of the foregoing I would like to give some recommendations to managers and workers. It is impossible to avoid mistakes and it is better to know about wrongdoings to correct them and to make the performance of the company higher. So, here are some recommendations to the heads of different companies connected with the "Speak Up" Policy:

1. Rules of the company should include the idea of honest speaking up and condition of punishment for a lie. These rules should always be found at the Code of Ethics and Business Conduct of the company and all the subordinates must know the content of this Code. This idea will lead to the positive influence of whistleblowing for the whole company performance.
2. It is important to prescribe examples of concerns and things which are not concerns for speaking up, if you would not like employees to distract you talking about inessentials.
3. Make a special channel for whistleblowing (email, phone).
4. Make a special agency for whistleblowing (to receive complaints, verify facts). Such an agency can help to exclude gossip and the process of speaking up will be clearly structured.
5. Protect both a suspect (from gossip, wrong information, which can help a whistleblower to promote) and a whistleblower (from suspect and his/her supporters).

I would like to add that with "Speak Up" Policy and whistleblowing channel employees feel that they are valuable.

Recommendations to employees:

1. Be honest, follow the Whistleblowing Policy of the company you work in.
2. Make sure that the problem you have found is worth talking about it.
3. Use special reporting channels.

4. Do not make statements which you know are false. Know that doing so may lead to disciplinary measures.
5. Do not be intrusive.

Finally, is whistleblowing benefiting or self-promoting? Notions «benefiting» and «self-promoting» do not exclude each other. It means that an employee can talk to a superior worker about misconduct of other workers and his/her good deed can attract attention of the head to employee-whistleblower. In such a way whistleblowing can become a reason of promoting. But whistleblowing for promoting should be excluded by the Code of Ethics and Business Conduct. To sum up, competently written rules of a company imply that whistleblowing is mainly benefiting. And then whistleblowing can be a kind of promoting if it is appropriate in an organisation. So, I analysed the problem of whistleblowing, gave recommendations for both employers and employees and answered the question what whistleblowing is.

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THE POSITIVE IMAGE OF PUBLIC CIVIL SERVANTS AS THE BASIS FOR DEVELOPMENT OF ADMINISTRATIVE CULTURE

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Annotation
At present, it is worth paying attention to the necessity to work to achieve the level of public confidence in the institution of public service and to adopt measures for the ethical education of civil servants. The article deals with the problem of forming the image of the state civil servants.
Keywords: public civil servant, public service, administrative culture, communication technologies, public administration.

The question of the image of public civil servant is primarily the question of perceiving him (as a “manager” hired to work by “power”) by those who belong to a managed array, i.e. citizens.

The image of the state civil service strongly influences the orientation of the people to cooperate with representatives of the state power, or, conversely, it can form a negative attitude and, as a consequence, unwillingness to enter into any interaction with government bodies – on behalf of a citizen.

It is important to implement legal acts regulating the professional activities of public civil servants and providing for liability for violation of established regulations (rules). This should also include the Code of Ethics and Service Behavior, which sets up the requirements for the activities of public civil servants, the principles and rules of their official conduct. We are talking about public interests, respect for the individuality, observance of the principles of legality, loyalty, political neutrality, personal responsibility and moral principles.

The basic requirements for civil servant are: communicability, empathy, reflexivity (the capability of quiet thought or contemplation) and eloquence. In my opinion, the possession of these abilities and constant exercises in their development is the key to successful creation of a personal image of civil servant. And the more positively the image is formed, the more it is adapted to the opinion of the population, the easier it is for the state to increase confidence in the activities of government bodies and in the realization of their social goals.

Thus, the key elements of managerial culture and professional ethics of state civil servants are:

- Firstly, a sense of responsibility to the population for the results of their activities;
- Secondly, honest and unselfish execution of official duties in the civil service;
- Thirdly, integrity and impeccability in the performance of assigned professional tasks;
- Fourthly, the desire for a common good and awareness of the consequences of decisions affecting the interests of citizens.

It should be said that the image of a state civil servant introduced into the mass consciousness is a complex socio-psychological phenomenon reflecting the totality of his personal qualities, formed by practical activities, media, political advertising, etc. Unfortunately, polls opinions show that the corps of officials does not enjoy a special trust among citizens.

It is necessary to single out the determining factors impeding the increase of confidence in the actions of officials [1]:

§ A decrease in the well-being of the population (27.2%),
§ Conflicts in the higher echelons of power (26.3%),
§ Abuse and corruption among top management (20, 5%) [3].

In general, the reasons that cause distrust of Russian citizens towards state civil servants and "inhibit" the ability to design effective image include:

- A low level of awareness of Russian citizens about the activities of state civil servants;
- Traditionally a high degree of predisposition of Russian society to confrontation with the authorities;
- Lack of qualified and competent professionals in public administration.

The rapid development and dissemination of new information and telecommunication technologies has a huge impact on the design of the image of public civil servants, which directly affects the level of managerial culture. In this regard, I want to note the boundaries in

the process of forming the image of state civil servants in the context of interaction with the media:

1) The image of the civil servants is dynamic; therefore, it should have operational response in the media;
2) The role of the media, in this case, is to smooth out "communicative barriers" through the constant informing of the population about the productive activities of representatives of government bodies;
3) One more role of mass media is to direct the opinion of citizens in a positive vector, thereby increasing the effectiveness of public administration as a whole;
4) All possible methods of influencing mass consciousness in the media arsenal should be taken into account – and yet it should be done within the ethical norms of society;
5) It is important to ensure consistency and accessibility of information for the society in order to maintain the formed positive image [2].

Summarizing all of the above, it should be concluded that the construction of a positive image of public civil servants is appropriate when using the capabilities of the media. Therefore, the image of a civil servant in the minds of citizens should be associated with decency, conscientiousness and responsiveness. Through the communication capabilities of the media, the moral "image" of civil servant should reflect the demands of society and include qualities such as loyalty, professionalism and morality.

The openness, flexibility, mobility, adaptability of this strategy and active participation of citizens in this process will enable us in a very short time to overcome the numerous "distrust barriers" towards government bodies, thereby increasing the effectiveness of public administration as a whole.

In conclusion I want to say that the effectiveness of further interaction between the authorities and the media will help to increase the openness and accountability of government bodies and increase public confidence in the state civil service. Ideally, the image of the state civil service should be a response to the wishes of the public. Then we will be able to talk about the high level of managerial culture of state civil servants, which is the key to the effectiveness of public service as a social institution.

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TECHNIQUES QUI VOUS RENDENT PLUS EFFICACE AU TRAVAIL TECHNIQUES THAT MAY HELP YOU TO BECOME MORE EFFICIENT AT WORK

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Annotation

In the article the author considers the techniques that could make a person more efficient at work. The techniques presented in this article will be relevant for office workers and students all around the world. Taking into account the results of the analysis, the list of simple tools which are well combined with each other and give appreciable result was created.

Keywords: self-management, efficiency gain, life hacks for work, Eisenhower matrix, task management.

Dans le contexte actuel de la crise économique, la pression dans le monde du travail est particulièrement forte. Je voudrais présenter les techniques qui vous rendront plus efficace au travail. C’est un sujet important parce que ces techniques vous permettront de réussir votre vie professionnelle. Les techniques présentes seront pertinentes pour les employés de bureau et les étudiants du monde entier. Tout cela confirme l’actualité de mon article.

La problématique de mon article peut être résumée d’une manière suivante: «Techniques qui vous rendent plus efficace au travail».

L’objectif de mes recherches est d’identifier et de décrire les techniques qui vous aideront à améliorer votre productivité sur le lieu de travail. Dans mon article je mets l’accent sur les points suivants:

1. l’identification et la description des techniques pour être plus efficace au travail;
2. l’analyse de ses techniques;

Mon article se compose de quatre parties:

1. l'introduction au sujet;
2. le développement de la première partie;
3. le développement de la deuxième partie;
4. la conclusion.

Pour résoudre les questions superposées j'ai fait recours aux méthodes suivantes: l'analyse des articles de la presse, l'analyse des articles trouvés sur Internet et la méthode descriptive qui nous permettront de comprendre les conditions d'augmentation de la productivité sur le lieu de travail.

Voilà les techniques pour être plus efficace au travail que je voudrais vous présenter:

Un espace de travail devrait être propre et bien rangé. Ranger votre bureau!

Il est parfois très simple d'améliorer son efficacité au travail : rangez votre espace de travail. Un bureau désordonné est un espace de travail qui nuit à votre productivité.

Ayez suffisamment de fournitures de bureau.

Assurez-vous que vous avez les outils nécessaires pour accomplir votre travail.

Identifiez les éléments qui vous font perdre votre temps et éliminez-les. Chaque lieu de travail possède ses propres distractions. Vous pouvez tomber sur un collègue particulièrement bavard qui n'arrête pas de vous distraire. D'autres collègues peuvent être si silencieux que ça devient tellement malsain que le moindre bruit vous sort de votre concentration.

Planifiez votre to-do list.

Aujourd'hui, votre efficacité au travail augmentera drastiquement si vous vous organisez grâce à un agenda. Un agenda est un outil bien utile pour planifier vos tâches et optimiser votre organisation. Précisez les actions à mener: rappeler ce client, par exemple, ou reprendre son dossier pour y voir plus clair. Papier ou numérique, il faut que vous en choisissiez un seul, qui comprenne toutes vos tâches, pour être réellement efficace.

Ordonnez vos e-mails grâce à la méthode CAP.

Classement, Action, Poubelle: ce système simplifiera vos relations avec votre messagerie électronique. Divisez vos e-mails en deux

catégories: ceux qui ne nécessitent aucune réponse mais dont vous aurez besoin plus tard et ceux qui exigent une réponse. Enfin, passez à l'action: répondez aux messages qui demandent moins de deux minutes de réflexion. Programmez les autres à un moment creux de la journée.

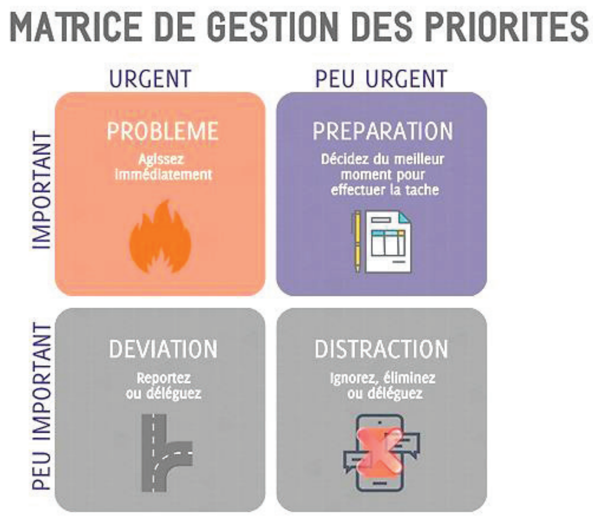
Utilisez la matrice des priorités d'Eisenhower pour démonter un tas de tâches. Les bases de la matrice sont un axe d'importance et un axe d'urgence. Leur mutuelle à l'intersection donne quatre quadrants, chacun remplit des tâches, en fonction de leur distribution. La matrice comprend donc quatre zones :

A: activités importantes et urgentes, tâches à exécuter immédiatement et soi-même;

B: activités importantes mais peu urgentes, tâches à planifier et exécuter soi-même;

C: activités urgentes mais peu importantes, tâches à déléguer rapidement;

D: activités peu urgentes et peu importantes, tâches inutiles à abandonner.



Faites vos affaires personnelles pendant les pauses.

Pour être plus efficace au travail, il faut savoir faire des pauses. Tout d'abord, faire une pause signifie vous offrir un repos bien mérité. Sans vous reposer, vous sentirez la fatigue, donc vous travaillerez plus lentement ou moins efficacement. Deuxièmement, les pauses vous procurent un moyen de vous distraire. Profitez de vos pauses pour faire tout ce qui vous déconcentre des tâches à faire.

En analysant les données de la technique, on peut conclure que chacun d'eux séparément donnera difficilement un résultat significatif. Donc, si on les applique ensemble, il est fort possible d'améliorer considérablement sa productivité. On peut également remarquer que la plupart des méthodes sont interconnectés: les listes de tâches peut être utilisée dans la matrice des priorités d'Eisenhower ; et l'ordre sur le lieu de travail n'aide pas, si autour de votre espace restera beaucoup de nombreuses distractions.

En conclusion, je voudrais mentionner que, certainement, cette liste n'est pas complète et exhaustive. Chaque type de travail a sa spécificité et pas toutes les techniques précitée peuvent parfaitement convenir à vous. Essayez de profiter d'eux et d'apprendre à quel point ils sont efficaces dans la pratique!

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LES SERVICES ÉDUCATIFS EN LIGNE : UNE DIRECTION PROMETTEUSE DANS L'ÉCONOMIE DU SAVOIR.
ONLINE EDUCATION SERVICES AS A PERSPECTIVE DIRECTION IN THE KNOWLEDGE ECONOMY.

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Annotation. L'article présente les potentialités des services éducatifs en ligne comme un grand avantage de l'économie du savoir. Ce phénomène contribue au développement du marché du travail et peut être considéré comme un élément important du système éducatif qui assure la réalisation du principe de l'apprentissage tout au long de la vie.
Mots-clés: formation continue, économie du savoir, services d'éducation en ligne

Annotation. The paper considers online education services as a potential direction of the knowledge economy. This sphere contributes to develop labor market and can be named as an additional element of the educational system that ensures the realisation of the lifelong learning principle.
Key words: continuing education, knowledge economy, online education services

Dans les économies occidentales, l'idée de formation continue est envisagée comme la source du développement économique. Dans la stratégie européenne pour l'emploi [5], la formation continue (Lifelong learning) est définie comme «des activités d'apprentissage complet menées de manière continue pour améliorer les connaissances et les compétences professionnelles» [1]. Cette idée répond aux besoins des gens de s'adopter et d'être au courant de nouveaux défis et de nouvelles tendances à l'époque des changements rapides. Désormais, l'éducation traditionnelle est insuffisante pour maintenir sa place sur le marché de l'emploi.

La formation continue est un apprentissage permanent, volontaire et motivée par des raisons personnelles ou professionnelles. Elle contribue à l'intégration sociale, au développement personnel et à la compétitivité sur le marché du travail surtout dans l'économie du savoir.

En d'autres termes, une des spécificités du développement économique contemporain c'est le rôle significatif joué par le savoir et la technologie dans les économies modernes. Avant tout, l'économie du savoir est ce qui «reposent directement sur la production, la diffusion et l'utilisation du savoir et de l'information» [2]. En conséquence, le concept d' «économie fondée sur le savoir» change l'approche au développement économique. D'après «Direction de la Science, de la technologie et de l'innovation» de l'OCDE (Organisation de coopération et de développement économiques) le savoir est désormais reconnu comme un moteur de productivité et de la croissance économique [6].

Ainsi, si les travailleurs veulent renouveler en permanence un ensemble de compétences de pointe, ils ont besoin des systèmes éducatifs qui leur permettent d'avoir accès aux pratiques modernes et aux nouvelles connaissances tout au long de la vie. Et ce ne sont que les services éducatifs en ligne qui peuvent résoudre ce problème.

L'émergence de nouveaux outils et technologies, y compris le Web 2.0, a créé un grand potentiel pour le développement du concept de formation continue à travers toute la vie. Les services éducatifs en ligne possèdent les caractéristiques suivantes:

- Adaptabilité
- Interactivité
- Apprentissage asynchrone
- Gamification
- Ressources éducatives libres (Open Educational Resources)
- Une tendance de personnalisation [2]

Pour ce moment-là, grâce à ces attributs, les services éducatifs en ligne peuvent ajouter de la flexibilité et de l'accessibilité au modèle d'enseignement moderne assurant le bon fonctionnement du marché du travail par l'injection constante de compétences nouvelles [4].

En ce qui concerne la Russie, les domaines prometteurs en éducation aujourd'hui sont présentés par la préparation aux examens standardisés, l'éducation préscolaire, l'éducation aux langues, l'enseignement de l'entreprise [3]. Les investissements totaux dans les projets éducatifs russes s'élevaient à au moins 16,8 millions de dollars pour 2014-2016. A l'heure actuelle, le marché de l'éducation russe est de 1,8 milliards de roubles à la fin de l'année 2016 [2].

Et pour conclure, parlons des perspectives. Le marché russe des services éducatifs devient de plus en plus privé: par exemple, des services éducatifs privés sont en croissance rapide, on suppose que son volume dépassera 40,8 milliards de roubles vers l'année 2021.

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INTERVIEW PREPARATION-HOW IMPRESS AN INTERVIEWER

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Annotation
We all need to face job interview some day. It is a very stressful and hard process for many people especially for students many of whom will face it first time. Therefore, it is not surprising that this theme is popular among people. In my research I would like to provide some tips and recommendations for people who are going to face it first time or for someone who already has experience in these sphere.

Keynote: job interview, qualification, experience, recommendation, tips, how to succeed, CV.

Everyone wants a good and suitable job. So what do you need to success? Experience, qualification and most important success at job interviews. Many people despite their knowledge and experience fail to overcome this stage. Why? Nowadays there are a lot of people with good resumes but companies try to make unique and hard job interviews. So, how to overcome this corporation traps.

In my research, I would like to analyze the preparation for an interview. I think there are three main parts of it. First contact, preparation process and interview day.

First contact.

In most cases it is telephone calls or mail. Try to get as much information as possible about place, interviewer, and company. If they invite you into their office, they are interested in hiring you and this should be a huge confidence boost. They might be really impressed by the strength of your CV. All of that confirms that they want you as their worker and it must remove any doubts that you may have. Also at this stage, you need to decide for yourself if this job is for you? Many people think that job application is a one sided situation but it

is not so. Keep in mind that it is a two sided situation because they try to find suitable workers and you try to find a suitable job. Keep this in mind and it will lower your stress.

Second stage Preparation.

So now we will analyze the most important aspect of job interview – the preparation.

Get educated.

Never go into an interview without prior knowledge of the company. This conveys a lack of interest and respect on your part. Conduct thorough research in the days leading up to an interview.

Know what skills the company values.

Look at the career page on their website and pay close attention to the desired qualifications listed on their job postings. This gives you the opportunity to learn more about a given company and discover what aspects of your skill set and career history to emphasize.

Read up on the latest news involving the company.

Oftentimes, company websites have a section dedicated to press releases and news coverage. You can also search for the company's name in Google.

Research the company's mission and values.

You'll want to make sure you come off as a good fit for the company's culture. There should be a section on the company's website with a mission statement. You can also follow the company on social media to get a sense of their ethos.

Find out who your interviewer will be.

Oftentimes, this is disclosed in the email asking you to come in for an interview. If not, you can politely request their name.

Research the interviewer on Social media.

This increases your chance of connecting and, in turn, landing the job.

Prepare text

If you want to wowing an interviewer. You should have a few solid stories prepare that speak to your experience. People tend to remember stories easier than direct information. Therefore, telling a story rather than simply conveying your experience means you'll stand out in an interviewer's mind. So how to think what story to provide? Ask yourself, what are the skill sets this company is looking for? Write down a list of skills and, from there, try to come up with stories from past jobs, volunteer experiences, and internships that illustrate your proficiency with said skills. Also you need to think about your weaknesses. Ideally, you should be able to demonstrate what actions you will take to minimize the impact of your weaknesses and also what you are doing to build your skills in that area. For example, if you don't have a particular qualification that's being asked for, you should explain how your work experience provides you with a similar or greater level of knowledge. Also show that you are taking steps towards gaining that qualification. By taking this approach you are meeting the issue head on and quickly minimizing any worries the interviewer might have about you. It would show your charisma and make you more memorable for interviewer, also try to prepare question for interviewer it will show that you have a good information on company and that you are very interested in job.

Pic. 1.

Body language

So we get theoretical information about company so what next . As I mentioned earlier confidence is the most important aspect of any interview. So you need to work on your nonverbal behavior because it shows your insecurity. So look at picture 1 as you can see it shows the main problems which people make. If we summarize it we can see that people makes a lot of unnecessary body moves. So if you feel stressful try to maintain your hands close together it would help you to stay still and be more respectable for your interviewer. Also you need to control your speech to make yourself clean for another listener. You cant rush or make long pauses. Also work on your handshake.

Practice

So to be presentable try to rehearse your interview with another person , before mirror or just recording yourself. It would help you be more confident in your actions.

Interview day

Finally this day comes. Now you are prepared and ready to achieve your goals. But you need to keep in mind one thing – don't get late, if you have opportunity come earlier you could receive more information or even speak with workers to have the better understanding of place. Also while you waiting you can do some easy exercise to steady yourself, try to relax.

So interview end but your job isn't. Prove you've not been shaken. A lot of candidates will be discouraged by a grueling interview – they assume that it didn't go well or even decide they no longer want to pursue the job. For this reason, most hard-nosed interviewers do not receive follow up emails from their interviewees. So break the bound and send a friendly, professional note thanking them for their time and saying that you enjoyed meeting them.

Conclusion

I hope my research would be helpful even most of it are very obvious. So main tips on how to succeed on interview are: Control the pace, work on your handshake, wear formal clothes ,ask questions yourself, practice, make your selling points clear, speak the right body language, send thank-you notes and don't give up! And you need to keep in mind if you wouldn't receive the job by interview you would receive a experience which would help you in the future.

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MODERN TRAPS OF MARKETING & KEY ELEMENTS OF SUCCESSFUL BRAND

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Annotation

In today's world, the world "over the edge" full of all kinds of brands, it is becoming more and more difficult to resist the temptation to buy a particular thing, sometimes even completely unnecessary for us.

We are forced to feel rejected or even deprived, if we do not buy new models of certain goods. We become a hostage to the brands or some new-fangled stupid things.

Certainly, for making us such "brand hostages", marketers need to use loads of psychological tricks and methods of manipulating our consciousness and purchasing behavior, which over the years have become more and more sophisticated.

Key words: marketing traps, branding of consciousness, «subconscious manipulators», purchasing behavior.

In today's world, the world "over the edge" full of all kinds of brands, marketers try to invent more and more intricate traps («pitfalls»).

Speaking directly about marketing traps, we need to split them into two groups: the first group – those traps, in which we can be caught in some place (where we can see, touch and smell the products), for example, in some supermarket or even in some local shop; and the second group – those traps, in which we can be caught almost everywhere (for example, buying something online or in some shop or through our friend), in other words, it doesn't matter where we are, we will be "under" their influence anyway, because they (those traps) «penetrated» our consciousness.

So, considering the first group of traps (in which we can be caught in some place), we should note such of them as: tasty smells (like some species, coffee, chocolate, vanilla and etc.), contrasting color combinations (like yellow price tags with the black letters on them

or some dresses/costumes with contrasting bags/scarfs on the mannequins), shopping carts or baskets, flowers and fruits at the entrance, fresh shiny products (they are washed and polished to a shine), slow music, prices like «…,99» (which seem much less than in reality), sales without sales (it's when price rises in advance), limited quantity, free samples of goods, eternal queue at the cashier (where you can buy loads of useless goods like magazines, DVDs, sweets).

Turning to the next classification of specific marketing traps (that «penetrate» in our consciousness), we should name such of them as: «addiction since birth» (it explains how the" branding " of consciousness lasts in life); fear factor (explains what role does the fear trap play in the process of shopping); «buy, buy, buy» factor (continuous series of purchases); play on hidden fantasies & heroic dreams; false confidence/attachment (suggestion of the conviction that we need to purchase some goods); «rose colored glasses» of the past (explains how to earn money on our memories); natural labels (health trap); play on the vanity & the desire to be famous/beautiful; successful analysis of data (specific help in increasing our " shopping cart»); «we manipulate ourselves» (unconscious trap).

As you can see in this work marketers use many psychological tricks and methods of manipulating our consciousness and purchasing behavior. Let's consider some of them (some of these unconscious traps).

«*Addiction since birth*» – how the" branding " of consciousness lasts in life. So, addictions to certain things that are formed in early childhood, largely remain unchanged over time, and sellers, knowing this, try to put us on their products "the earlier, the better" (such as, for example, the Philippine company Kopiko, which gave free candy in maternity hospitals, thereby causing addiction to them and, accordingly, stimulated their further acquisition).

Fear factor – manipulating the feeling of fear. It is some kind of play on basic human emotions, the strongest of which is fear. Sellers are well aware of the fear of people losing their loved ones, get sick, get old, become poor, lonely, etc.. Companies successfully use this knowledge and produce a variety of products aimed at the so-called destruction of these fears: "where there is fear, there can be sold and the means from it" (many pharmaceutical (and not only) companies use it so far, offering us all kinds of antidote).

"*Buy, buy, buy" trap & false confidence/attachment trap* – the suggestion of the conviction that we need to purchase some goods that in further causes continuous series of useless purchases. Also, it is necessary to note the problem of passion (excessive attachment) to new technologies used and imposed on us by some brands. With their help, a kind of "brand dependence" is formed, which contributes to the repeated purchase of certain goods. It is formed in two stages, takes place in two phases. During the first phase (daily), potential buyers develop a habit of regular use of a product (for example, toothpaste or phone), and the second (dream phase) forms a rare pleasant sensation caused by the relevant products due to their rather rare consumption/ use (for example, harmful crispy Doritos and Cheetos, which we consume only periodically).

Play on hidden fantasies & heroic dreams. As mentioned earlier, marketers are able to competently play on the emotions of customers. They have some special ability to climb even in the most hidden corners of our souls. It implies the fact that hidden fantasies and heroic dreams (inherent in all human beings) are easily detected by an astute marketers (and therefore marketers use this knowledge for their own selfish purposes). Thanks to this competent analysis of weaknesses, companies sell us the means of getting rid of them. And, oddly enough, this game on hidden desires and fantasies is one of the most win-win marketing moves in the modern world (for example, advertising company brand AXE, demonstrating the discouraging ability of hygiene products for men to make women lose their heads even from insecure young people, only confirms this fact, because after the launch of such advertising (and products), the brand took a leading position in the relevant market).

"*Rose colored glasses" of the past* – manipulating the past. Here, by the way, the game on emotions can be attributed to the "pink retrospective"/idealization of the past, using which companies increase the level of their sales of those products that cause buyers appropriate emotions: warm feelings of youth and pleasant longing for the past.

«*Natural labels*» is also relevant and interesting marketing trap. Companies are trying to make money on people's desire for health/ healthy eating. In their opinion, the use of colorful «natural» etiquettes on the packaging of goods, holding appropriate actions & etc., expose them in a favorable light as responsible and interested in the purity and safety of the environment. It does not matter whether it is unfounded or not, because sales of goods with such labels are increasing, and this is the main thing.

Play on the desire of people to be famous, special, to have a privileged status, to be like any great (or from their environment) person, etc. Companies try to serve their customers as if they were celebrities, which unwittingly bribes them (buyers) to make purchases or use the services again and again. It also refers to the reference to the expert opinion, when the expert through the media recommends us any means, thereby actually making a choice for us (people listen to experts and further lose the ability to make decisions independently).

Methods and technologies of analysis of personal data (trap of analyzed preferences), relevant at a given time, are being improved every day more and more. Companies willing to "collect" all the information gathered, and then use it to predict customer's future purchases.

In general, it can be concluded that if properly and wisely approach to performing our shopping, it is possible to avoid the respective pitfalls (marketing traps) and keep our money «in our pockets».

Although, we should pay attention to the «7 key elements» of successful brand. We can name such oh them as:

1. *Target Audience* for potential brand. It is «the person» who is most likely to buy companies' product.
2. *Brand Promise*. It is the message that speaks to brand target audience. It tells them what to expect from purchasing this type of production.
3. *Brand Perception*. It is some analytical look at what the perception of brand has been in the past, what it is now, and what companies want it to be in the future.
4. *Brand Values*. Clearly define what guides company's decision-making. These are the core values that potential brand seeks to embody.
5. *Brand Voice*. It is own brand personality. But it's important to take into account that there should be a fit between brand audience and the voice which brand uses to speak to them.
6. *Brand Positioning*. It is defined as the position that a brand holds (or wants to hold) in the mind of the customer. It can usually be boiled down into a one or two sentence "positioning statement" that defines the target audience, who the brand competes against, the benefits of using it, and a statement of proof for the brand promise. It tells you what the brand's position in the market is relative to its competitors, and what sets it apart from the rest.
7. *Knowledge and understanding* of all marketing traps (respective pitfalls) that companies want to use, especially to introduce and to consolidate their potential brands in the buyers' minds.

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ЭКОЛОГО-ОРИЕНТИРОВАННОСТЬ – ДАНЬ МОДЕ ИЛИ СОЦИАЛЬНАЯ ОТВЕТСТВЕННОСТЬ? НАСКОЛЬКО СОЗНАТЕЛЬНЫ КОМПАНИИ, УТВЕРЖДАЮЩИЕ, ЧТО ОНИ ЗАБОТЯТСЯ ОБ ОКРУЖАЮЩЕЙ СРЕДЕ?

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В статье делается попытка проанализировать, насколько тема заботы об экологии является корпоративным трендом и насколько большое место в нем занимает коммерческая составляющая. В статье проводится анализ деятельности крупных международных брендов в отношении природоохранных инициатив, а также случаи greenwashing. В статье также проводится анализ успешных случаев внедрения экологических инициатив международными компаниями.

Ключевые слова: greenwashing, экологические инициативы, корпоративная ответственность, международные компании

ECOLOGICAL COMMITMENT – CORPORATE RESPONSIBILITY OR VOGUE? HOW REALLY RESPONSIBLE ARE THE COMPANIES CLAIMING THEIR ECOLOGY PRESERVATION COMMITMENT?

Introduction

Grenel conference or carbon emission tax claims no citizen can avoid massive recognition of ecology problems responsibility. On the corporate side, however, the ecology preservation motives are split between real involvement and profit-driven pursuant of luring more customers. There's a strong commercial undercurrent to whatever the big brands do, and the article questions how many of ecology preservation initiatives are true to life. A number of arbitrary cases against oil and gas and manufacturing companies and a number of greenwashing practices are the sign of the commercial part domineering. However, the corporate mindset is about to change.

Key words: Ecology preservation, greenwashing, corporate responsibility, commercial impetus, profit-driven

Введение

Конференция Гренель или налог на выбросы углерода, говорит о том, что гражданин не может избежать массового осознания общественностью экологических проблем. Однако, с того момента когда потребитель проинформирован, становится ли он более требовательным к брендам? Расшифровывает ли он лучше сообщения об окружающей среде? Мы точно не знаем, но компании склонны считать, что потребитель достаточно зрелый и осторожный, чтобы справиться с экологической информацией. Работающие в сфере услуг, энергетики, косметики и даже страхования, все приняли эту позицию. Однако их мотивация остается весьма неоднородной. 98% хотят улучшить свой имидж: «У всех есть одна общая черта: желание заставить людей любить компанию за пределами ее продуктов. Другие хотят передать свои ценности (94%), привлечь внутреннюю аудиторию к общей позиции компании (88%) или даже прорекламировать продукт или услугу (88%)... Деятельность общества часто отражается на экосистеме.

Быть экологически-ответственным: коммерческий аргумент

Для 82% компаний устойчивое развитие является дифференцирующим фактором. Это является возможностью для создания ценностей и развития бизнеса.

Экономический аспект также играет ведущую роль и подталкивает инвестиции в пользу окружающей среды, как это делал Evian. Действительно, дистрибьютор минеральной воды должен защищать природные ресурсы. Это важное для долговечности его бизнеса. Чтобы сделать свою рекламу, Evian контактирует со своими конкурентами. Через Профсоюзную палату природных минеральных вод бренды вместе пропагандируют качество своей продукции и уважение к окружающей среде.

Сегодня только доказательство имеет значение. Таким образом, Lipton планировал, что все его чайные пакетики будут получены от сертифицированных Rainforest Alliance к 2015 году. Этикетировочные работы начались на собственных плантациях компании в Кении, которые производят значительную часть пакетиков Lipton Yellow, бренда с долгой историей, а также самого потребляемого. La Poste также прагматичен. В настоящее время группа тестирует трехколесный электромобиль, способный перевозить 100 кг почты. Первые прототипы должны быть вскоре введены в действие. В течение пяти лет La Poste будет оснащен 10 000 экологически чистыми автомобилями и квадроциклами.

Но действительно ли бренды делают то, что говорят?

В общем, это так, даже если при определенных обстоятельствах они преувеличивают свойства продукта или эффективность процесса. Страх перед предоставлением информации, заигрывающей с «greenwashing», довольно велик и ограничивает некорректные действия компаний. Следует отметить, что на плохих участников рынка оказывают давление. Таким образом, регулирующий орган с удовольствием в прошлом склонял BMW, Total или Engie, компании, предоставлявшие неверные сведения . В Великобритании Всемирный фонд дикой природы (WWF) побудил Орган по стандартам рекламы осудить Shell за приравнивание операций с нефтяными песками к проектам устойчивого развития. Но мы также можем вспомнить скандал с Volkswagen! Изготовитель обвиняется в оснащении сотен тысяч автомобилей Volkswagen и Audi программным обеспечением, чтобы скрыть фактические выбросы своих дизельных транспортных средств во время испытаний на загрязнение в США. Обман, признанный президентом группы 20 сентября 2015 года.

Существуют предостережения и нужно избегать того, чтобы потребители сталкивались с рекламными роликами, которые они не всегда могут декодировать. Распространение логотипов, особенно на автомобилях (для обозначения экологической чистоты) часто приводит к путанице, поскольку широкой общественности трудно разобраться в этом. Тем более, что ожидания потребителей относительно ответственности производителей о сообщении корректной информации очень неоднородны. Не у всех одинаковый уровень знаний. На самом деле, некоторые рекламы нацелены только на потребителей, которые заинтересованы в защите окружающей среды, в то время когда другие предпринимают лишь усилия по расширению своей аудиторию.

Заключение

Что касается меня, то я не думаю, что экологическая ответственность – явление моды, а скорее осознание экологических проблем сегодняшнего дня. Граждане все больше осознают, что производители не уважают окружающую среду, и они оказывают давление на бизнес через покупки.

Во избежание недоразумений и тенденции в сторону greenwashing, некоторые наблюдатели подчеркивают ответственность рекламных агентств. В настоящее время рекламные агентства консультируются друг с другом, устанавливают кодексы передовой практики и ищут способы стать зрелыми по вопросу устойчивого развития. Ответственная коммуникация не может быть сведена к маркетинговой нише или возможности для бизнеса, это долгосрочная и структурная тенденция, которая должна быть в течение десяти лет стандартом. Лучшее еще впереди.

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