

prevent interaction between staff and guests. Instead, it works together with traditional channels of customer service, such as face-to-face interaction, so that guests get a satisfying experience before, during, and after their stay. Somewhat surprisingly, the introduction of self check-in kiosks can help front office managers establish genuine connections with guests. Such self-services as automated check-in, room selection, check-out, and payment excludes the routine part of the job for front office managers and leaves more opportunity for human interactions.

Self check-in has another great advantage — guests can choose the time of checking-in at their convenience. For a hotel it means that it gets extra time to present their services and upsell or cross-sell by offering upgrades, extra services and amenities. And while it may be difficult for front desk staff to follow a consistent upsell policy, the self check-in kiosk will always do the job thus leading to an increase in revenue [3].

It is also worth mentioning that there are new generations of travellers (millennials) who have a more do-it-yourself mentality: they feel like they can handle things on their own, so they easily go in and check in using the kiosk. Surely, new generations successfully perceive the technological changes and are ready to embrace them.

In conclusion, with new generations of travellers and technological changes, the capability of hotels to provide modern services can help them remain competitive. With the help of self check-in kiosks the staff have more time for providing good service, the accuracy of routine operations increases, costs reduce, and guest overall experience improves.

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BRAND IN MODERN ECONOMY

For several years the concept of «brand» has been widely used in our business vocabulary. «Brand» has a lot of definitions and meanings.

On the one hand it is a popular brand mark or trademark; on the other hand, it is a symbol or design. Undoubtedly, brand has strong positions not only in business. Such commodity and corporate brands as Coca-Cola, Kodak, Tide, etc. have become world-famous.

Throughout our life, we constantly observe the emergence of various firms offering us their goods and services. A great number of companies somehow gained our trust and are in great demand among consumers.

Firms with a brand product are much more successful than their competitors and the segment of buyers is much higher. The position of the brand in the market determines its competitiveness, the competitiveness of the organization itself and also a set of customer needs and perceptions. It is important what a customer thinks about the place occupied by the goods among competing products. To become strong, a brand must possess such characteristics as the high level of quality, an unusual design and a brand name with packaging. In addition, such indicator as level of consumer awareness of the brand is no less important.

In the modern economy brand plays a key role as it is a long-term investment. Today, long-lived brands demonstrate continuous improvement in product quality in order to retain their target audience. Branding is a kind of activity in order to work out a brand product, to promote it into the market, to ensure its prestige and to monitor whether the brand meets market requirements or not.

One of the main problems of branding in modern economy is its fragility. People tend to forget those stars of the market which they could pay huge sums for 5 years ago. It is an unspoken rule that you must be able to leave the stage in time. Back in the 1950s, when the modern concept of branding was born and began to be applied we recollect the average consumer, whose ultimate dream was the greedy consumption of material values. The world has changed and therefore the brands too.

The influence of brands is manifested in every aspect of business life, from the smallest decision in the corner store to the biggest in the largest company. Inside and outside brand organization covers everything. It affects all the types of business activity. Brand is a packaging machine. It concentratedly presents the business vision, business plan, corporate culture, image and many other aspects of business life which used to be conceptually distributed to different departments. Wherever you work branding will have an increasing influence on you.

Branding is important for various aspects of the company's activities, being fundamental for achieving successful results in financial markets. The brand is now considered an extremely valuable asset. In 1988, the British grocery company RHM (Rank Hovis McDougall) went down in history, becoming the first to include the cost of the brand in its balance sheet; it valued its brands like other assets. The brand becomes the dominant financial evaluation of any company.

Stephen King gave the following definition: «The product is what is being made at the factory, and the brand is what is bought by the per-

son». Indeed, the factory produces goods, and in the store the consumer is encouraged to purchase an associative array created by the brand image and transmitted through various means of communication.

In modern economy, companies even more often aspire to make high profits not through an increase in production, but through creation of a favorable impression on the consumer and his commitment to their brand. That is why a brand plays a huge role in the modern world, permeates almost all aspects of our life and has a huge impact on us.

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REALIZATION OF HUMAN POTENTIAL IN INTERNATIONAL BUSINESS

Human potential as an economic category reflects the relationship between the employer and employees in the sense of the rational use of material resources, labor and intellectual potential of workers. To succeed in the world of modern business, enterprises need innovative tools and methods for managing groups that are focused on setting goals and defining personal responsibility of employees.

Human potential is not included in the tangible assets of the company, but it affects their formation. Leading corporations have developed ways to tie workers to the company through a combination of legal conditions, obligations and rewards, which are called golden handcuffs, such as the possible provision of employees the right to buy shares of the company's property, various social, compensatory and bonus packages, complex motivation systems.

Currently, there is a review of attitudes towards the financial performance of companies, using them not as the main ones, but only as one of many possible [1].

Experience has shown that successful activity of transnational companies, to a large extent, depends on the creation of an effective system of performance indicators within the organization, on their interest in achieving significant goals and objectives of the organization, as well