

information and discard any information that is not useful or reliable. This requires knowledge of Big Data, computing and information analysis, and the ability to handle different types of software. With growing volume of data every day, the need for Data Mining is also increasing day by day. It is a powerful technology to help companies focus on the most important information in their data warehouses.

REFERENCES:

1. Data mining: definition, examples and applications [Electronic resource]. – Mode of access: <https://www.iberdrola.com/innovation>. – Date of access: 01.03.2020.
2. Data Mining [Electronic resource]. – Mode of access: <https://www.ashokcharan.com/Marketing.php>. – Date of access: 02.03.2020.
3. SAP [Electronic resource]. – Services and Support Offerings. – Mode of access: <https://www.sap.com/support.html>. – Date of access: 03.03.2020.

<http://edoc.bseu.by/>

Darya Vitashkevich, Veronica Lashutko
Science tutor *Yu. Bulash*
BSEU (Minsk)

CHALLENGES OF MANAGEMENT IN BELARUS

The economy of Belarus has witnessed a significant transformation since the USSR times, although there are a lot of issues to be addressed. The purpose of our thesis is to define the challenges Belarusian management is faced with, their reasons and to suggest possible solutions.

Belarus is often characterised as having absolute dominance of state ownership and Soviet methods of management. But the current economic situation makes it necessary to master modern management approaches [1]. In order to do it, it is essential to discover drawbacks in the management of Belarusian enterprises.

The first drawback is the problem of quality. The management of quality is more effective at the enterprises which are focused on a foreign consumer (food industry, woodworking, and other fields). In Belarus the number of enterprises increases by about 13% every year, and all of them are certified as working according to the quality management system ISO 9001.

Over 40% of the total number of such ISO quality certificates account for the service sector. Enterprises that produce goods and offer services for our country and the neighbouring states are not subject to the restrictions in place for companies operating in the West [2].

Another problem is a lack of top management competence at the enterprises. Typically, the responsibility lies either with one person, or with all employees, or with no one.

And the last but not the least drawback is an excessive number of public managers, because government owned resources control is predetermined by the current

state of the Belarusian economy [3]. All the above-mentioned difficulties are reflected in the receivables of an enterprise.

However, there are several viable solutions and methods of coping with the challenges of management, which are put into practice in many developed countries.

The first solution is to work with solvent customers. The second is to produce goods only for solvent customers. The third rests on constant daily planning and monitoring of the in-house financial situation. The fourth solution is to develop products tailored to concrete needs by increasing the competitiveness. Managers usually use modern methods of development, such as Kano Model, Taguchi methods, the Theory of constraints by Goldratt, and others [3].

For example, Kano Model is an approach to prioritizing features on a product roadmap based on the degree to which they are likely to satisfy customers. Depending on two parameters, which are functionality and satisfaction, the product is put in one of the following categories: Must-be, One-Dimensional, Attractive, Indifferent, Reverse [5].

Kano claimed that satisfaction of consumers changes with time. The characteristics which cause excitement today may not remain interesting in the future [4].

The fifth solution to the problem of management is to purchase commodities and goods to meet people's needs, to resist the temptation of cheapness and volume discounts. The sixth and the last in the list of solutions is to pay an employee for the work which will be useful for the customer [3]. The rise in payoffs should be economically justified as the consequence of successful business.

There are some Belarusian enterprises that use modern management methods successfully. Among them are widely-known companies, such as «Savushkin product», «Santa-Bremor», «Conte Spa», «Eurotorg», and other companies.

In conclusion, it is important to stress that companies should not hope to easily copy somebody else's experience. Blind reproduction of other enterprises' successful recipes leads to the reproduction of hidden disadvantages. As the American economist Nassim Taleb states, we ought to learn from our failures and implement transformations on the basis of fundamental approaches [4]. Consequently, Belarusian enterprises need this fundamental approach, which can begin with perusing the books "Out of the Crisis" and "New Economy" by Edwards Deming, and continue with building powerful teams consisting of competent staff [3]. Financial help from the Government should be strictly proportioned and targeted, and enterprises – free in making decisions and selecting management teams. Tough competition in the market economy conditions; identification and resolution of arising problems based on personal experience and constant internal control of financial position; all stages of production and output are a key to management improvement and successful development of business.

REFERENCES:

1. Management : textbook for universities / ed. E. L. Dracheva, L. I. Yulikova. – M. : UNITY-DANA, 2008. – P. 288.

2. Neverov, A.V. Management : a training manual for students of economic specialties of higher educational institutions / A.V. Neverov, E. E. Vershigora. – Minsk, 2007. – P. 336.

3. Crisis or opportunities? [Electronic resource]. – Mode of Access: <https://www.neg.by/novosti/otkrytj/eto-krizis-ili-vozmozhnosti>. – Date of access: 19.02.2020.

4. What management do Belarusian economy and enterprises need? [Electronic resource]. – Mode of Access: <https://neg.by/novosti/otkrytj/kakoj-menedzhment-nuzhen-belorusskim-predpriyatiam-i-ekonomike>. – Date of access: 19.02.2020.

5. Kano Model [Electronic resource]. – Mode of Access: <http://fdfgroup.ru/poleznaya-informatsiya/stati/model-kano/>. – Date of Access: 19.02.2020.

<http://edoc.bseu.by/>

Anna Gutovets, Yuliya Pustoshilo
Science tutor *L.I. Vasilevskaya*
BSEU (Minsk)

INTERNET AS A PLATFORM FOR SALES

Nowadays online business is one of the most attractive activities that brings good income. The winner is the one who can offer their products to more customers, including users of the global network. The role of online platforms is a key in delivering benefits to consumers and businesses: online platforms are bringing together consumers and producers, allowing sales that would otherwise not happen. The ability to sell goods without the cost of a physical storefront is especially helpful for entrepreneurs who want to keep start-up costs low.

The basis of an online store is a website. For it to be interesting, it must be meaningful and well-filled. In addition to placing photos of the product, there must be capacious, accurate and actual characteristics about goods. Next, connection of payment systems is needed so that customers can pay for purchases. Also advertising is an important element. Using social networks helps to provide an advertising campaign. Another important part is polite, fast and competent consulting services. So that information about online store does not appear on the last page in the search engine, it is necessary to connect certain services and pay for them.

Online stores are a beneficial platform for sales for a number of reasons. First of all the size of the target audience is the whole country and even more. Then the cost of organizing an online store is less than is required to open and maintain a regular store and businessmen can save money on staff.

But there are some drawbacks of this type of purchasing. The high level of competition and dependence of the seller's reputation on the efficiency of courier services are the main ones. Also customers don't make spontaneous purchases in the online store, as they can do in regular stores.