

moment an adequately personalized approach can only be achieved through human interaction, since interviewing strategies with some groups of candidates are highly individualized and interactive. Artificial intelligence is far from completely replacing human interaction in the selection process. The use of AI is advisable at the stage of initial contact with candidates, as well as in the supporting processes that accompany interpersonal interaction, since it allows recruiters to increase the process efficiency.

At the same time, we are aware that only one of the key positions of the IT sphere is considered in the research, while the selection of personnel for other positions may have its own characteristics and require a modified approach. Obviously, there is a need for further development of this topic.

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Angelina Fedorinchik, Khristina Plotnikova
Science tutor *E.S. Makeeva*
BSEU (Minsk)

COMMUNICATIVE COMPETENCE OF FUTURE ECONOMISTS AS A FACTOR OF INCREASING PROFESSIONAL ACTIVITY EFFICIENCY

Current research indicates the presence of various formulaic and methodological approaches. In the most general sense, competence in communication involves the development of an adequate orientation of a person in himself – his own psychological potential, the potential of a partner, in the situation and task [1; 3].

In the process of training future economists, not only knowledge, skills and abilities should be given, but also the necessary competencies should be formed. Such competencies as the ability of constructive interpersonal interaction, the ability to

manage their emotions, and communicative competence are necessary for future specialists. The combination of communication skills, knowledge and skills that make up communicative competence affects the effectiveness and success of any activity, both educational and professional. Communicative competence is manifested as an integrative personal education that combines a person's knowledge of society and himself, skills, behavioral skills, attitudes; which is manifested in personal qualities, motivation, value orientations, etc. Analysis of the structure of communicative competence has shown that it consists of cognitive, emotional-evaluative and behavioral components. The formation of communicative competence is facilitated by the presence of a special, emotional nature of sensitivity to the mental manifestations of other people, their aspirations, values and goals. In a number of studies, the authors consider some structural elements of the emotional sphere as an individual's communicative ability and distinguish them in the concept of emotional intelligence [2].

Emotional intelligence is the ability to communicate with people, the ability to realize one's emotions and understand the feelings of different people. Vygotsky L.S., Rubinstein S.L., Leontiev A.N., H. Gardner came especially close to emotional intelligence, which, within the framework of personal intellect, differed in intrapersonal and interpersonal intellect [4].

The aim of the research is an empirical and theoretical study of the various components of emotional intelligence in future expert economic profiles. In the course of the research, the following tasks were formulated:

1. To study the literature on the problem of emotional intelligence.
2. Conducting empirical research in order to obtain indicators of emotional intelligence from future specialists in the economic field.

The object is economic specialists.

The subject is emotional intelligence.

The hypothesis of the study is that the average level of emotional intelligence prevails among economic specialists.

Research methods: literature analysis, generalization methods of the studied material, diagnostics (N. Hall's diagnosis of emotional intelligence).

In the psychology of emotional intelligence, several leading theories are distinguished: the theory of emotional and intellectual abilities Mayer J., Salovey P., Caruso D.; Goleman D.'s theory of emotional competence; non-cognitive theory of emotional intelligence Bar-Ona R.; the two-component theory of emotional intelligence by Lyusin D. The emotional logic contained in them, which combines these theories, is a combination of possibilities for understanding and managing one's own emotions, understanding and managing other people's emotions [5].

Based on the research results, 60 future economic specialists were identified (of which 20 men and 40 women):

- 1) Most of the subjects (63%) have a low level of emotional intelligence. The average level of emotional intelligence is 32% of the subjects. 5% of the subjects.
- 2) Among men: 60% have a low level of emotional intelligence, 35% have an average level and 5% have a high level.

3) Among women: 65% have a low level of emotional intelligence, 30% have an average level and 5% have a high level.

As a result, a low level of emotional intelligence prevails in future expert assessments.

Thus, the hypothesis is not confirmed.

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

Valeriya Rogova
Science tutor *L.V. Bedritskaya*
BSEU (Minsk)

EMOTIONS IN BUSINESS

Is there Emotion in Business? It's a question that has been asked for decades. The implication is that doing the right thing, businesswise, means acting on the best business principles, not letting emotions get the best of you, thereby deterring you from the right course.

The purpose of this paper is to understand the role that emotions play in business and their influence. Business is based on relationships, which build over time. They provide the passionate connection so often needed when major issues are at stake. They enable that instantaneous glance between two people who know by looking at each other the action they have to take. Emotions inspire loyalty to a cause. Emotions help unify leaders with their management and encourage collaboration. A business is a cause; people advocate for the brand, the product or service and a special way of doing business that represents that cause. All of the above are ways that positive emotions help businesses grow. But emotions can also have a negative effect. For example,