

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

as developing an effective system of motivation and incentives for employees.

The use of human potential in the practice of international companies has a number of features. Most multinational companies use such indicator as KPI (Key Performance Indicator), which allows not only to monitor and evaluate the effectiveness of labor, but also to build an effective system of remuneration.

A prominent example of performance management is the world-famous airline British Airways. In order to improve the performance of the company, complex measures were carried out, including re-evaluation of top managers, introduction of structures for image management, dimensional investments in training and real involvement of top managers in the process of training personnel. All these innovations aimed at improving labor productivity allowed British Airlines to maintain its position in the face of fierce competition from regional budget airlines that actively penetrated the market in the last decade, as well as in one of the most serious downturns in the history of civil aviation caused by terrorist attacks around the world.

In the West the issues of employee motivation is determined through the external impact and influence. Non-financial rewards often became decisive when choosing a job. American companies use both conventional methods of motivation, such as payment for health insurance, refresher courses, corporate events, joint trips and non-standard incentive systems for employees. For example, AT&T and IBM use the «family motivation» method [2].

A distinctive feature of staff motivation in Western European countries is the widespread partnership between employers and workers. This is manifested in even more active (as compared to American companies) staff participation in property, profits and decision-making, due to the specific nature of the property. For example, in Western Europe production cooperatives are more widely widespread and can be considered as self-governing structures, as well as state-owned companies where workers are involved in the operational management of production.

In Belarus it seems optimal to study foreign experience on this issue, analyze the possibilities of applying this experience in our country and look for ways to implement technologies developed by foreign experts in accordance with the current conditions of the Belarusian economy.

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