ПОТРЕБИТЕЛЬСКАЯ КООПЕРАЦИЯ

Contents

National Economy

The article discusses the indicators of the Sustainable Development Goals at the national levels. Comparative characteristics of the Sustainable Development Goals of world values and the Republic of Belarus are given.

Key words: national; regional; list; indicators; characteristics; achievement; goal; sustainable development.

This article describes the development of small business in the Republic of Belarus and its social significance for employment, the formation of gross domestic product, the development of foreign trade, investment in fixed assets.

Key words: small business; social importance of small business.

Labour Market and Personnel Management

The article presents the materials of a sociological study of the spirit of entrepreneurship of university students in market conditions. The article considers the relationship between the educational process and the direct social environment in the formation of the spirit of entrepreneurship.

Key words: entrepreneurial spirit; entrepreneurial competence; entrepreneurial intentions; educational process; direct social environment.

The article gives the results of studies of the relationship between trade development of the Gomel Region and the state of the labour market for the period of 2010–2019 as the main indicator of the formation of effective demand of population, it studies the tendencies of the main indicators of trade and assesses the prospects for its development.

Key words: trade; income of the population; effective demand; labor market; unemployment.

Taha Nahed

Social media influence on employee's productivity and turnover

Billions of people around the world use social media to share information and make connections. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained.

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.

On a professional level, you can use social media to broaden your knowledge in a particular field and build your professional network by connecting with other professionals in your industry. At the company level, social media allows you to have a conversation with your audience, gain customer feedback, and elevate your brand.

Social media has become a common sight in many organizations. It has been regarded as an important means of personal and organizational communication. However, the organizations face big challenges toward the threats of social media utilization among employees such as disruption of their productivity and turnover.

Key words: social media; social networks; website; employee's productivity; turnover; efficiency; communication.

Introduction

It can be argued that social media is nothing new; in fact; it is as old as long distance communication itself. Yes, it has moved online and become far more rapid and sophisticated over the last few decades, but what is the difference really?

The earliest methods of communicating across great distances used written correspondence delivered by hand from one person to another. In other words, letters. The earliest form of postal service dates back to 550 B. C. In 1792, the telegraph was invented. This allowed messages to be delivered over a long distance far faster than a horse and rider could carry them. Although telegraph messages were short, they were a revolutionary way to convey news and information. Although no longer popular outside of drive-through banking, the pneumaticpost, developed in 1865, created another way for letters to be delivered quickly between recipients. A pneumatic post utilizes underground pressurized air tubes to carry capsules from one area to another. Two important discoveries happened in the last decade of the 1800s: The telephone in 1890 and the radio in 1891. Both technologies are still in use today, although the modern versions are much more sophisticated than their predecessors. Telephone lines and radio signals enabled people to communicate across great distances instantaneously, something that mankind had never experienced before. Technology began to change very rapidly in the 20th Century.

After the first super computers were created in the 1940s, scientists and engineers began to develop ways to create networks between those computers, and this would later lead to the birth of the Internet. The earliest forms of the Internet, such as CompuServe, were developed in the 1960s. Primitive forms of email were also developed during this time. By the 70s, networking technology had improved, and 1979's UseNet allowed users to communicate through a virtual newsletter. By the 1980s, home computers were becoming more common and social media was becoming more sophisticated. Internet relay chats, or IRCs, were first used in 1988 and continued to be popular well into the 1990's. The first recognizable social media site, Six Degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating a social media sensation that's still popular today. After the invention of blogging, social media began to explode in popularity [1]. Sites like MySpace and Linked Ingained prominence in the early 2000s, and sites like Photobucket and Flickr facilitated online photo sharing. YouTube came out in 2005, creating an entirely new way for people to communicate and share with each other across great distances. By 2006, Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet. Other sites like Tumblr, Spotify, Foursquare and Pinterest began popping up to fill specific social networking niches. Today, there is a tremendous variety of social networking sites, and many of them can be linked to allow cross-posting [2]. This creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to-person communication.

We can only speculate about what the future of social networking may look in the next decade or even 100 years from now, but it seems clear that it will exist in some form for as long as humans are alive [3].

Literature review. Social media is typically defined today as websites and applications that enable users to create and share content or to participate in social networking [4].

The Social Media has many advantages related to brand awareness which is compelling relevant content will grab the attention of potential customers and increase brand visibility, and brand reputation, and this is can respond instantly to industry developments and be seen as 'thought leader' or expert in your field, so this can improve how the business is seen by audiences [5]. In addition, the cost effective, which can be much cheaper than traditional advertising and promotional activities. The costs of maintaining a social media presence are minimal. Choosing to invest in paid advertising, can spend as much or as little as the budget allows. Plus, the Website traffic, here the social content can boost traffic to the website. This can lead to increased online conversions such as sales and leads [6].

Social media can also help in the evaluation part, which is easy to measure how much website traffic received from social media.it can set up tracking to determine how many sales are generated by paid social advertising. Moreover, the customer interaction which can deliver improved customer service and respond effectively to feedback. Positive feedback is public and can be persuasive to other potential customers. Negative feedback highlights areas where can be improved. Regarding the target audience, where customers can find you through the social media platforms they use most. You can choose to maintain a presence on particular platforms that are in line with your target audience. For example, if you are targeting young people you could reach them through Snapchat. If you are seeking business customers, LinkedIn may be the best channel. Finally, the brand loyalty, where you can build relationships with your customers through social media. This can help increase loyalty and advocacy [7].

Regarding the disadvantages of Social Media, the Resources which will need to commit resources to managing your social media presence, responding to feedback and producing new content. This can include hiring and training staff, investing in paid advertising and paying for the costs of creating video or image content, in addition, the evaluation While it is easy to quantify the return-on-investment in terms of online sales generated by social media advertising, there are some less tangible benefits. It can be hard to measure and place a monetary value on the brand awareness and reputation that social media can bring. It's difficult to know how social media effects sales in-store.

Plus, the Ineffective use, Social media can be used ineffectively. For example, using social media to push for sales without engaging with customers, or failing to respond to negative feedback, may damage your reputation [8].

This study conducted a literature review to identify the types of social media used by employees at the workplace and its impact on the employee's productivity & turnover at the workplace. Adopting a systematic literature review suggested by more than 37 Articles or studies have been selected for the review [9].

There is an extensive study on the impact of social media on employee's productivity& turnover. The impacts were identified based on the usage of social media which influence them to frequently visit social media at the workplace [10]. Many studies discussed both positive and negative impacts of social media usage. Seven studies stated that there was a strong relationship between social media usage and employee productivity & turnover; however, only Mogbel argued there was significant relationship between social media adoption on job [11].

No performance of employees in the US and Yemen as he claimed that there were mediating variables that influenced job performance [12]. Most of the studies argued that there was positive impact on social media usage at research compared to the negative effects [13]. The majority of the employees tend to use social media intensely at working place for business networks such as bonding relationships, enhancing collaboration, connecting globally and getting easy access to new people and expertise, generating knowledge, viewing work related information, establishing effective communication channel among workers, superiors, partners and clients, increasing number of business contacts, enhancing companies marketing, recruiting skilled employees, securing high security and safety [14].

The social media also displayed maximum benefit of usage at the working place by increasing the social capital and innovations in the company. The utilitarian and hedonic values were one of the factors that encourage employees to continuously engage in social media at research, hence giving a significantly positive impact on employees' performance.

Some authors argued that hedonic use of technology together with the social and cognitive uses of social media mitigate positive influence on innovative performance [15].

Besides providing maximum benefit to the organization, it also displayed major challenge in creating legal and ethical threats to the organization. The social media also can be used for leisure activities such as communicating with friends and family outside from the work places. The engagement of the employees on the social media can result in illegal and unethical behavior such as privacy invasion and discrimination. Some of the employees have the potential to show inappropriate behavior by surfing on pornographic websites, involved with cybercriminal, privacy violations loss of company information which can lead to the disruption of their productivity at the workplace. Consistent with the findings that showed that the Personal usage of social media during researching hours can lead to negative consequences both on the efficiency and well-being of employees [16]. High level of negative psychological with the adoption of social media at the working place can lead to performance deterioration of employees [17].

Furthermore, there were other threats related to the usage of social media at work place. Employees have the tendency to face severe health risk, in which they can become addicted to the virtual world. Some of the studies emphasized that more than half of the respondents identified as heavy users of social network sites during researching hours. This implies that they were using their researching hours for activities which are not productive for the organization, claimed that the employees experienced 1.5% decrease in their productivity when they visit social network sites, especially the Facebook [18].

As positive effects of social media, the information can be easily updated, it facilitates collaboration and opportunities for potential business partners or clients; maintain good relationship between employer and employee and create unity among employees [19].

Social media usually increases innovation, motivation and workflow efficiency among employees and facilitate socialization among employees through accumulation of digital usage, In addition, it develops hedonic and utilitarian values related to work.

It is a place for sharing and gaining knowledge through social media usage for productive work and effective channel of communication for business networks, it helps to enhance marketing and improve clients' relations in order to get high profit through productive and skilled employees in exploring business contacts with greater social capital [20].

As negative effects of social media, there is no control for updating information can be used in social engineering attacks Malware infection; spammers and virus writes can set up false profiles of the company's identity, hence reducing the number of business contacts. Social media push to reduce innovation and motivation level, technostress a negative psychological effect, and generate unreliable content; loss of confidential/sensitive organizational information. Besides, Bandwidth hogging which leads to a waste of resource and problems to IT administrators, plus legal liability due to vandalism or negligent acts or omissions that damage organization reputation, and the loss of income due to unproductive hours [21].

Methodology. Saunders shaped the design form of an onion which includes six layers, each layer represents respectively from the outside to the inside: philosophies, approach, choice of method, strategies, time horizon and the techniques. The research onion mentioned that research philosophy depends on the way you think about the development of knowledge. if research philosophy reflects the principles of positivism, then we will probably adopt the philosophical stance of a natural scientist This researcher in based on a deductive approach, regarding the strategy which based on the collection of primary data was done by using a survey since we selected a quantitative method [22].

In quantitative research, we collect numerical data, then we move to the last part of the definition: analysis using mathematically based methods. In order to use mathematically based methods, the data should be in a numerical form. These data then, can be analyzed using statistical software (SPSS) in order to extract the requested results and get the essence of the study.

This study consists of 300 completed questionnaires collected from employees. The questionnaires were delivered by hand, and collected back upon completion. There were 185 males (61.7%) and 115 females (38.3%). The average age range of the sample was 31–35 years (Table 2), in terms to their current job position. The most used social networking site was Facebook (98.3%), LinkedIn (56.7%) and Twitter (25%). The population's age range was 20–25 (8.3%), 26–30 (25%), 31–35 (40%), 36–40 (18.3), 41–45 (6.7%) and 46–50 (1.7%). Their current position was junior staff (15%), senior staff (75%), junior manager (8.3%) and senior manager (1.7%).

265 out of 300 employees are active on social networking sites during working hours, the result of the test showed that they agree that their job performance improves since they are using the social networking sites in their workplace.

Social networking sites have many effects on the employees' behavior. It provides the employees a way to socialize with their families, friends, co-workers and to keep them up to date with what is going on in their social networks. This sense of social interaction has the potential to positively influence the

employees' job performance. Based on the analysis performed, using social networking sites in the workplace influences job performance in different ways. Looking at the daily activity on social networking sites, employees will have contact with many people that are business related or business developers such as trainers and experts, who may offer valuable advices or business related materials. This can help the employee to have answers to any work related questions that might feel more comfortable not to ask face to face, this supports the variable indicating that social networking sites improves knowledge.

On the other hand, using social networking sites in order to communicate with customers will open a potential for the customers to have a better communication with the employee, allowing him to be more confident and more private than having a direct contact or interview. Employees from the selected sample believe that using social networking sites in the workplace improves their job performance. Many of whom agreed that it improves their job performance, also agreed that social networking sites improves their knowledge and/or their relationship with customers.

Social networking sites usage in the workplace has many disadvantages as well as advantages to the organization. Based on the small sample that we have surveyed, and based on the analysis that was observed on the results, it showed that using social networking sites in the workplace has a positive impact on the employee which will be reflected on his/her job performance. Two main variables are directly affecting job performance, knowledge improvement and customer relationship improvement. Employees who really care about improving and increasing their knowledge are prone to use any source of knowledge banks that can fulfill their passion for the knowhow.

Social networking sites are somehow a sort of free knowledge resources that can satisfy this thirstiness of the need of knowing which will lead to an improvement in job performance.

On the other hand, people believe that using social networking sites is a good act of relationship improvement. Customers could be interested to communicate with employees over social networking sites. Improving relationship with customers will have a positive feedback on the employee's job performance.

Besides, and based on many studies, using social networking sites in the workplace is a way of having a break. Breaks in the workplace are no longer what they used to be. Instead of going for a quick walk, employees want to be able to check their social media sites during their free time. Skipping breaks at work can lead to increased stress and exhaustion. This is not healthy for any organization or environment. Relieving the stress at the work place is no doubt an excellent enhancer for improving job performance that leads to a better productivity.

The results of this study have many implications on academics and professionals. The findings of this study shows that being involved in the use of social networking sites in the workplace has a relationship with job performance. From this study point of view, this study contributes to the social networking sites and job performance. Several evidences in this study showed that using social networking sites in the work place can bring the employee a better job performance.

Conclusion

Based on this research, it was found that the social media has become a common medium of communication for employees to collaborate, integrating and sharing knowledge among colleagues in organization. Further, it is categorized into social networks (Facebook, Twitter, MySpace, LinkedIn, YouTube, etc.) email, blog, messaging, forums, Wikis and many others. The use of social media has brought benefits and challenges to the organizations. Further, the positive and negative impacts of social media usage were presented as well. Most of the studies selected indicated that social media usage is beneficial to the personal and organization productivity. It was found that most of the studies provided their finding based on cross-sectional data, in which they are unable to provide actual causality of the usage factor that really impacts the productivity of the employees at the workplace. Social Media can be Effective on the employee & organization productivity if used properly.

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Finance

Sidorenko J.

The article examines the theoretical prerequisites and practical features of the application of assumptions about normality or lognormality in predicting and assessing the value of market factors of financial risks. The author substantiates the preference for using the coefficient of variation for assessing market financial risks based on the assumption of the logarithmic normality of the distributions of risk factors. She also proves that the existing guidelines for assessing the coefficient of variation are significantly overestimated and offers her own gradation of risk degrees.

Key words: market financial risks; forecasting market factors; risk assessment; normal distribution; lognormal distribution; gradation of coefficients of variation.

Quality and Competitiveness

Gaponova T.,
Sadovsky V.,
Bratchenya L.

The article is devoted to research of air permeability and porosity of half-woolen worsted fabrics in the process of thermomechanical influences. Based on the research, mathematical models was developed, that allow us to predict changes in air permeability and porosity of fabrics from their deformation along the warp and weft and the exposure to dry air at a temperature of 180 °C for a certain duration. It was found, that the air permeability and porosity of worsted fabrics could be increased by increasing the deformation of the warp and weft and the time of exposure of hot air.

Key words: worsted fabric; air permeability; porosity; biaxial tension; thermofixation.

Maltseva M.

The article analyzes the consumer properties of synthetic washing-up liquids (SWL), based on normative and scientific literature. The author's classification of consumer properties of synthetic detergents is designed to combine consumer properties into a single organized structure with different levels of hierarchy.

Key words: synthetic washing-up liquids (SWL); consumer properties of synthetic washing-up liquids; classification of consumer properties; security; the residual concentration.

Roshchina E,
Nesterova V.

Quality control of the development of new types of bakery products **59**

This article is dedicated to the continuation of studies of quality of the developed new type of bakery products – bread sticks of high nutritional value. Along with assessing their quality by organoleptic and physico-chemical indicators, the feasibility of using profile analysis when choosing the best sample is shown. The developed descriptors of the sensory properties of bread edges are proposed, the results of the analysis of sensory properties profiles with the recommendation of the best samples for implementation are presented.

Key words: quality; bread sticks; descriptors; profile; analysis; sensory indicators.

Book Novelties

Jubilees and Dates