

Исходя из полученных данных были составлены рекомендуемые значения скорости и давления для различных видов бумаг при ламинировании разными плёнками. Для глянцевой плёнки хорошее качество достигается при скоростях 1 070 – 1 160 отг/ч, для матовой – 980 – 1 270 отг/ч, для софт-тач пленка – при скоростях 1 050 – 1 290 отг/ч.

Хорошего качества ламинирования исследуемых образцов можно получить при следующем давлении: глянцевая плёнка – 5 – 6 А, матовая – 5 - 7А, софт-тач пленка – 6 – 7 А.

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INTERNATIONAL MANAGEMENT

International management is the management of business operations in an organization serving markets and operating in more than one country. Since this management involves other countries, it requires such knowledge and skills as familiarity with the local market and competitive conditions, the legal and financial environment, the capability to do multicurrency transactions and managing across borders [1].

The main responsibilities of international managers are planning, organizing, staffing, directing and controlling. Let's consider every responsibility using an example of limited liability company "Alutech". This organization is one of the most recognizable companies abroad and it is also profitable. Moreover, "Alutech" has one of the biggest market share of door, roller shutter and profile systems.

The first one is planning. To do business internationally, managers must first plan their approach well. They have to decide how exactly they will be performing their activities. This includes deciding whether they will export products or enter into joint ventures with a local business.

In "Alutech" international managers perform this responsibility at foreign economic department. They are engaged in planning payments related to purchases, including payment for purchased inventory items, customs payments for customs clearance of goods and materials in the territory of the Republic of Belarus, payment for services of freight forwarding companies.

The next one is organizing. It is hard to imagine that an international manager can operate in multiple countries using standard and common practices. That's why international managers should keep in mind local requirements of all countries in order to organize their business.

While organizing, managers even have to keep in mind local business practices and customs. In “Alutech” they manage inventory of raw materials, carry out purchases of raw materials, materials, equipment, spare parts, tools on the foreign market, calculate the volume of purchases, place orders from suppliers.

What concerns staffing, it should be formed properly, as the staff will present interests and achieve goals of organization abroad. And it is hard for international managers to figure out what is better: to hire local employees or send their own staff abroad. In “Alutech” managers perform this responsibility by searching for the main and alternative suppliers of labour and partners and being aware of all local labour laws.

Directing can often become very difficult when people from multiple countries work together. Since cultural differences influence people to work differently, managers have to be aware of how they should act in every unique situation. Language is also one of the biggest problems here.

To deal with such problems, managers can try to involve people of diverse cultures and nationalities in management. In “Alutech” international managers should know at least 2 languages: English and German, because one of the biggest partner’s company is located at Frankfurt Am Main. On top of that, international managers from “Alutech” should encourage cultural diversity in their organization and conduct sensitive seminars.

The problems that affect the function of directing apply to the process of controlling as well. Controlling requires meetings among people which help in the exchange of information on a routine basis. International managers from “Alutech” negotiate with foreign partners over the purchase of resources.

International management in BSTU includes both profound training in engineering and knowledge in production organization. Combination of engineering and economic education, advanced training methods, effective educational technologies and professional practices at high-tech enterprises make BSTU graduates competitive in professional management and economics.

Upon their graduation, the students are sent to the key enterprises in all regions of Belarus. International managers work at leading enterprises in chemical and forest industries, building materials industry, printing industry, and in real estate agencies. Graduates can hold executive positions, such as Deputy Directors, Chief Specialists, heads of departments and services [2].

International management is a fascinating specialization which is always in demand in labor market. That’s why international management is

prospective and prosperous. It broadens the horizons of ones who have chosen this specialization. Besides economic sphere, it also increases our knowledge in cultural, political and social aspects of life.

ЛИТЕРАТУРА

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THE PRINCIPLE OF TOLERANCE IN MODERN ADVERTISING

The goal of advertising is to reach people who are most likely to pay for a company's products or services and entice them to buy [1]. First, you need to identify three key points:

- you need to determine what audience the ad is aimed at;
- where to place the ad;
- the creation of effective advertising itself.

Advertising forms an opinion about the brand, so it draws quite a lot of attention. It has gone through quite a long history and continues to amaze. It is very important to make not only commercially profitable advertising, but also to give it meaning. Many people call the 21st century the century of tolerance. Modern advertising provides support and shows indifference to certain topics and even to global problems. As an illustration of such tendency, I will tell you about 3 brands:

In the summer of 2020, the world-famous fashion house GUCCI published an advertising campaign for Obscur mascara on its Instagram account, which starred an unusual model-18-year-old British Ellie Goldstein with Down syndrome. Subscribers of the Gucci page warmly received the advertising campaign with the participation of Ellie.

Western civilization has turned its face to people with special needs, who also have the right to self-realization and simple human happiness.