

To achieve project goals and avoid cultural misunderstandings, managers should be culturally sensitive and promote creativity and motivation through flexible leadership. There are some examples of overcoming cross-cultural misunderstandings:

- have a film about day-to-day business of each country and then show this film to colleagues;
- set up a virtual chat room, where colleagues can communicate to solve the problems, find out what the reason might be and share the thoughts about culture;
- get an external trainer to ran a training course for American and Indian managers;
- have a cultural sharing meal day.

There are a huge number of specific cultures in the world. And in today's global economies every organization might face one of them. That's why the manager should be aware of the differences of the culture backgrounds in order to avoid the culture conflicts and finally to reach a consensus.

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#### **CURRENT STATE OF THE LABOUR MARKET AND PERSPECTIVES FOR ITS DEVELOPMENT**

The labour market is a place where workers and employees interact with each other. In the labour market, employers compete to hire the best, and workers compete for the most satisfying job. It is important to take into account how effectively the available resources are used, and above all the labor force. Maintaining employment is the most important goal of economic policy [1].

The purpose of the work is to review the youth labour market in Belarus and, in particular, policies related to the education and development of youth skills, as well as employment. This investigation aims to support na-

tional stakeholders in understanding the key challenges young people face in the transition to work, and to develop innovative approaches to effectively address these challenges through the introduction of new policies, measures and services.

The study was conducted using three most popular job search websites of the Republic of Belarus. The results of the study are presented in the table.

**Table – Comparative analysis of the source of job hunting in Belarus [2-4]**

Site name, profession	Number of vacancies
<i>rabota.by:</i>	
Manager	3 677
Accountant	1 677
Programmer	1 212
<i>praca.by:</i>	
Manager	1 725
Accountant	536
Programmer	89
<i>belmeta.com:</i>	
Manager	3 091
Accountant	2 076
Programmer	476

Due to the high demand and the large number of graduates of specialized universities, employers make rather high demands on specialists. Therefore, ordinary and novice economists are sometimes forced to work in small companies, which often disappoint them. A good specialist cannot afford to be content with knowledge gained in a college or university. To become a real professional, you need to constantly develop yourselves: take refresher courses, attend seminars, lectures, read a lot.

Such data indicate that Belarus has exhausted its growth opportunities based on increased labor supply. As a result, the country needs another source of growth such as innovation, which implies learning new skills and competencies.

To set the admission limits for new enrollments, the education system uses data on available vacancies provided by the Ministry of Labour and Social Protection and the unemployed registered with the Public Employment Service (PES). However, these databases cannot be regarded as a valid proxy for demand. They neither define skills requirements nor provide complete or reliable information about the labor market and labor demand.

Belarus has launched large-scale programs to improve the competitiveness of the national economy, in particular in such innovative high-tech sectors as information technology, bio- and nanotechnology, robotics, energy-saving technologies, etc [5].

In the conclusion, the labour market in Belarus is developing under the conditions of complex demographic trends that affect the parameters of labor supply. Despite growth, the indicators of the economic efficiency of employment (labour productivity measured in terms of GDP per person employed, and real wages) show low values. The level of education remains a significant factor in providing employment opportunities to people and reducing their risk of unemployment. However, making an effective transition from school to work is an issue that has not yet received sufficient study and young people are becoming increasingly vulnerable in the labor market.

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#### **SWOT-ANALYSIS: ITS DEFINITION AND USAGE**

SWOT analysis is a framework used to evaluate a company's competitive position and to develop competition strategy. SWOT analysis includes internal and external factors, as well as current and future potential [1].

As you can see, the subject of this investigation is SWOT-analysis. What concerns the aim and the object of this work, they are next: the aim is to see how effective SWOT-analysis is on the example of Belarusian company “Conte-Spa”, so the object is company “Conte-Spa”.

There are 4 basis elements that should be contained in SWOT-analysis: strengths of the company and its weaknesses, opportunities and threats. As far as I made it clear what SWOT-analysis is, let's turn now to the stages that are made. Firstly, we should name the company and give a brief overview of it. I am going to do this on the example of “Conte-Spa”. The company “Conte-Spa” was founded in 1997. Today it is the leader in