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## THE DANGER OF TRIBAL RELATIONSHIPS IN ORGANIZATIONS

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**Annotation.** Development of employees has become an important aspect of every organization. However, in organizations, some employees are relatives of their leaders or bosses. So, the main purpose of this research is to analyze tribal relationships in organizations.

**Key words:** tribal relationships, organizations, Kazakhtan

**Түйін.** Бұл зерттеу жұмысының негізгі мақсаты – жегжаттық қарым - қатынастардың жақсы және жаман жақтарын айқындау. Алайда, кейбір ұйымдардың жұмыскерлері бір-бірімен туыстық қарым-қатынаста. Біздің алып отырған жұмысымыздың негізгі мақсаты – ұйымдардың туыстық қарым – қатынастарын зерттеу.

**Аннотация.** Повышение квалификации работников является главным аспектом в каждой организации. Однако, некоторые имеют работников, которые являются родственниками тех или иных работников, или даже директоров. Главной целью нашей работы является выявить родственные отношения в организациях.

**Introduction.** Every organization is really a set of small towns. The people are different in every town, and the roles are never exactly the same. We call these small towns tribes, and they form so naturally it's as though our tribe is part of our genetic code. Tribes helped humans survive the last ice age, build farming communities, and, later, cities.

There are people who accept that working with the loved ones are extremely unmanageable and unreasonable, however there are individuals who accept that just with the individuals you think about, you can execute the most brave tasks. Throughout the Soviet Union joint collaboration of relatives are not allowed. So, in organizations employees shouldn't rely on their tribal relationships. If the relatives ask to recruit them, there are three choices. The primary is to abstain from anything, however may endure individual connections, and a persisting feeling of blame. The second is to help settle down regardless, not being mindful of the outcomes. Third, the surest and most ideal path is to have a discussion with a companion, coating all the critical focuses. Having recognized all the advantages and disadvantages and concede to the tenets of engagement at work.

Companions and partners dependably quicker, they know how to discover the methodology to one another to tackle any issues. At the same time it is alluring that around them were close to home connections, as well as they still might have liked one another as experts, while believing the skill of both. At the point when two individuals see one another, "superbly" any unpredictable circumstance

might be determined in more level expense and quicker victory. Think about the upsides and downsides of the circumstances, the relationship of plans: partner companion and slave-companion.

Preferences of mapping associate companion. " Amateur simpler adjusts in the group on account of his companion, immediately included in the workflow. In the event that still companions are one connection in the work, it is watched that the workflow accompanies some increasing speed. This is because of the way that between them there is no need, in the supposed "pritrirke", everybody knows the capacities and conceivable outcomes of the other. Consequently, instantly going on quick inclusion.

Cons begin when a companion new kid on the block solicitations to do something for him. From the start it is very satisfactory, however in the event that it turns into a propensity, it will prompt what one's workload will develop separately will begin to develop and weariness that prompt depressive considerations "and I didn't complete everything. On the other hand more awful, that getting in a position to stop the control of his companion simply can't, faulting yourself in the "own blame, that I had him here," which can prompt more noteworthy misuses. The most noticeably bad choice might be the same, that individual data could be made, however impart it to associates in arrangements not incorporated.

"Slave-companion plan", its pluse. To the person who has long been acquainted with more certainty and think you can believe him with the most capable thing. In discussion he can give a more goal appraisal of your work, educate the world concerning what is occurring in the group, about your trustworthiness, new activities and practically pressing issues the principle burden of this plan is the "nature" that permits slave companion to test the requests, not to perform the occupation, don't be bashful in communicating their feelings. A crash can collaborate with other individuals and to make contrary data in violation of individual limits of his companion and manager /1/.

**Literature review.** Tribes in organizations accomplish work – frequently a great deal of work – yet they don't structure due to work. Tribes are the essential building piece of any expansive human exertion, including acquiring a living. Thusly, their impact is more excellent than that of teams,entire organizations, and even superstar Presidents. In organizations, tribes choose whether the new pioneer is going to thrive or get taken out. They figure out what amount of work accomplishes, and of what quality. A few tribes request greatness for everybody, and are continually developing. Others are content to do the base to get by. What makes the differences in execution? Tribal pioneers. Tribal pioneers center their exertions on building the tribe – or, all the more exactly, overhauling the tribal society. On the off chance that they are fruitful, the tribe remembers them as the pioneers, giving top exertion, cutlike devotion, and a track record of triumph. Divisions and organizations run by Tribal Pioneers set the standard of execution in their commercial enterprises, from profit and gainfulness to worker maintenance. They are ability magnets, with individuals so eager to work for the laeder that they will take a pay cut if essential. Tribal pioneers get such a large number of advancements in such a brief time, to the point that individuals frequently spread buzz that they will be the following President. Their deliberations appear smooth, leaving numerous individuals astounded by how they do it /3/.

A Tribal Pioneer huge numbers of us know from history is George Washington. His single significant commitment was in changing thirteen assorted states into one individual. In the event that we research what Washington really did, he constructed a solitary distinguish (measurable by what individuals said) to an arrangement of organized tribes. One was the rich in Virginia social order, maybe fewer than a hundred individuals. An alternate was the Mainland Congress, initially fifty-five representatives. The third was the officer class of the Mainland Armed force. Each one time, Washington headed the assembly to solidarity by recognizing its "tribalness", by getting its parts to discuss what unfiled them: esteeming flexibility, loathing the lord's most recent ta, or needing to win the battle. As he constructed the normal cause in every tribe, a mission gelled and they grasped "we're extraordinary" dialect. Washington's splendor in each one case was that the man and the reason got synonymous, with the pioneer forming the tribe and the tribe calling hence the pioneer. This is the means by which Tribal Authority meets expectations: the pioneer updates the tribe grasps the pioneer. Tribes and pioneers make one another /2/.

**Six degrees of separation** is the theory that everyone and everything is six or fewer steps away, by way of introduction, from any other person in the world, so that a chain of "a friend of a friend" statements can be made to connect any two people in a maximum of six steps. It was originally set out by Frigyes Karinthy and popularized by a play written by John Guare /3/.

For example, we can say about Adidas and Puma companies. In the spring, after father's death, the brothers split up because of the quarrel. Rudolph took one factory, and Adolf is another. They agreed not to use the name and symbols of the family business. ADI named his firm Addas and Ruda is a Rudy. But after a few months of Addas is Adidas (abbreviation of Adi Dassler) and Ruda is a Puma. It ceased to exist at that time, world famous brand Dassler. The brothers for the rest of his life remained silent about the causes of the quarrel. Maybe Rudy has never been able to forgive the Adi, after the war, he tried to get it out of the POW camp, using familiarity with American officers. Or maybe they just haven't been able to split the inheritance of the father. In any case, after the collapse of the family business brothers didn't speak to each other, and Puma and Adidas were the fiercest competitors /4/. Although they are competitors, but they are connected by the company Dassler, their relationships bind them.

**The rules for hiring relatives:**

1. Does not show compassion to "poor" relative to take it to work, use only its professionalism.
2. During business hours, your cousin is a specialist, not a native person; the requirements should be the same as to all.
3. Do not exceed the relative high loyalty or increased requirements.
4. Do not carry anything conflicts with relatives /5/.

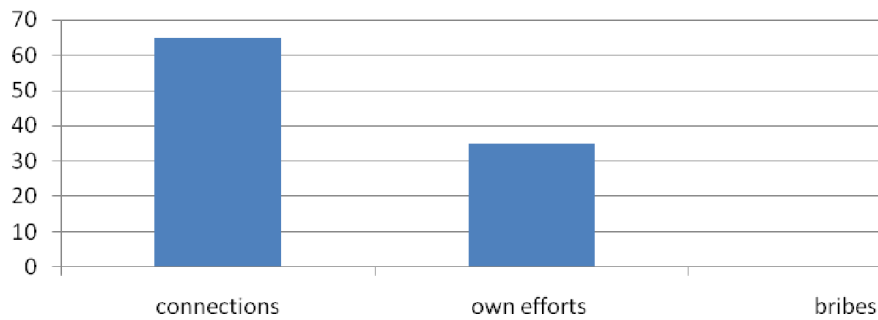
How we build relationships with people, largely depends on where we interact with them. Home, family, friends-one thing. Jobs, business connections – another thing. But consider these two components of human communication independently of each other, it would be a mistake. One way or another, but they intersect. Who among you has not been confronted with a situation where even today - just colleagues, today is a happy married couple? And the fact that parents try to help their children in early labour, too, is understandable. Get a job, and without at least some experience, oh so easy.

**Methodology.** The following research methods were used in this work: internet survey, interviews and literature search. We interviewed adults aged 25 to 50 years old and have been working. Interviewed seventy people., 21 of them 25-31 years old, 32 of people 32 - 39 years old, 17 of them 40 - 50 years old. They are: entrepreneurs, employees of Kazakhtelecom, realtors, accountants, teachers of school. We asked them four questions.

**Results.** The first question was: Do you know about tribal relations? About 70% of interviewed people know, 20% - only listen about it and 10% - don't know. We can say that people didn't like the tribal relations in organizations.

The second question was: What way do you use to get a job? And how we were convinced nowadays a lot of people get their jobs by connections. Of course, not every people told us openly, they didn't want to tell, but in reality they admitted. And their quantity consists about 65%. Here a few number of people, who got their jobs by own efforts-35%. And nobody of interviewed people didn't say about bribes (Figure 1).

**Figure 1 – How people find jobs**



The third question was: Why do the problems arise with tribal relations in governmental organization? Some people think that relative or friend cannot refuse to work with this or that person, who his/her knows. Instead of going forward, they won't obey, will become impudent and will be idle at work. It will bring crashes for the organization. Their quantity is more – 60%. Some people think, that it is better to hire familiar person, because they know that or this person better – 40%. Of course, on the other hand it is good. You know new hired person, you know in what way you should work with that person. Not all, but some people want to work with known person.

**Figure 3 –Problems with tribal relationships in governmental organizations**



The fourth question was: Do tribal relations help or disturb you in organizations? How we say before there are two sides of people's opinion. Some of interview people, 70% of them, told that tribal relations in organizations disturb them. Not every your friend or relative want to work hardly like you or don't adhere your tactics of work. It influence in bad side to working. And some of them – 3% told that tribal relation help in organizations. You should not get used for that of this person, because you know that or his person. In one team you can have your friends or relatives and think that your team will be more productivity that earlier.

**Conclusion.** In collaboration with relatives has its pluses and minuses. Among the advantages of relationship can be called a long- standing friendship, perfect understanding and honesty. But all these fine qualities will not cost a penny when a staff – relatives in the working team. Still better honesty deny the request of a relative in an “attach” it to team than to unravel the consequences.

Most importantly we must remember that every person is responsible for selecting its path. We need to give comprehensive information to your relative and try to be as honest with them and yourself.

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## **FUTURE OF INTERACTIVE MARKETING**

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The field of marketing is changing rapidly. Consumer marketing, in particular, articulated a clear consumer benefit, worked with an advertising agency to create ads that communicated this benefit, and "pushed" ads at consumers through the mass media, one size–fits–all mass mailings, and telemarketing blasts. Interactive marketing is defined as an integrated exchange process by which an organization uses the understanding of customer behavior, technology, and other resources to create and manage customer value and collaborative relationships and enhance shareholder value through relevant brands, products/service offerings, ideas, and messages communicated and delivered to the right customers through appropriate channels and contact points at appropriate times. One of the articles in this issue suggests that the digital interactive transformation in marketing is not changing the model of direct marketing in the expected direction. Taken together, these articles not only provide an excellent overview of some of the key topics in interactive marketing, but also offer an integrated view of a sizable portion of the field.

The field of marketing is changing rapidly. For several decades, a primary role of marketing was to orchestrate the mix of product, price, promotion and place. Consumer marketing, in particular, articulated a clear consumer benefit, worked with an advertising agency to create ads that communicated this benefit, and “pushed” ads at consumers through the mass media, one-size-fits-all mass mailings, and telemarketing blasts. Customer retention was often an afterthought, with companies focusing more on acquiring new customers than on keeping the ones they already had/1,p. 91-104/. A combination of factors is changing marketing in fundamental ways. Consumers are overloaded everyday with thousands of marketing messages from an expanding set of traditional and non-traditional advertising vehicles. The easy response from advertisers has been to blast even more messages and exacerbate the problem further. However, consumers now have the power to fight back and are erecting protective shields, such as spam filters, digital video records, caller id, and do-not-call/mail lists. Consumers are more suspicious than ever of marketing attempts to “manipulate” and have trained themselves to ignore a substantial amount of “marketing communication.” In the past, marketers did not have to worry about their ads being mocked or parodied on YouTube. But now, a dissatisfied customer can easily tell the world about a lousy experience on blogs and website bulletin boards. At the same time, competitors are only a click away and the number of competitors is generally increasing, as it has become easier to shop and buy from companies from different parts of the country and even the world.

The Journal of Interactive Marketing (JIM) has been addressing these changes by publishing high-quality research on these issues. JIM and its predecessor, the Journal of Direct Marketing, have anticipated many of these changes and long provided a place for scholarly research addressing these topics that were outside the mainstream of marketing at one time/2,p. 35-48/.

Extending and clarifying the vision for JIM articulated by Deighton and Glazer (1998) and Winer and Shankar (2003), Shankar and Malthouse (2006) define interactive marketing as “an integrated exchange process by which an organization uses the understanding of customer behavior, technology, and other resources to create and manage customer value and collaborative relationships and enhance