

the team spirit and increase the effectiveness level. If conflict is ignored it will only grow up and spread, causing negative influence on others. One of such effect may be negative emotions of workers, which poison the work place, undermining morale, which lead to stress and worsening of the relationship inside the working team. That is why correct conflict management in teamwork is key to successful business.

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HR-MANAGEMENT

Analyzing the variety of foreign terms that come into our live with the expansion of economic ties, we sometimes come to the conclusion that we do not quite understand the meaning of a particular definition. For example, mysterious and incomprehensible term – HR-management. Fully it sounds like human resource management. It is about the management of personnel, the work with staff who, as you know, solve everything.

To put it more general, it is the management of the enterprise's labor resources and the creation of the most optimal conditions for the effectiveness of their use. It sounds paradoxically concerning people, but its true.

The main functions of HR management can be characterized as follows:

- Determination of the specific needs of the personnel providing the necessary volume of production, taking into account the prospects of the company's development;
- manning and placement of personnel;
- providing the necessary personnel policy responsible for the interconnection of the internal and external labour markets, redistribution of personnel;
- professional training and retraining of staff, ensuring professional growth;
- creation of conditions for the adaptation of employees at the enterprise;
- payment and labor motivation.

Naturally, all activities of HR-manager is aimed at ensuring high efficiency of employees as a team, as well as a separate personality in order to maximize profits.

Firstly, the concept of HR-management in the realities of the modern market is the direction of human energy. Actually, if any business is people first of all, then their involvement in the organization, the correct assessment of their abilities and potential, the ability to analyze and predict the development of a particular professional, the selection of the best scenario of professional development, appropriate education, maintaining a comfortable climate in the company and as much as possible simplified "paper" system is the direction of human energy in the right channels. After all, your colleagues should not work a lot and hard, but qualitatively and effectively. Happy people in their places who do what they love are the best use of "human capital."

HR is also the creator of the image of the company-employer. In today's market, the image of the company is important not only as a manufacturer or service provider but also as an employer company that cares not only about its customers but also about its

employees. In some segments of the market, this indicator is very important, because it is critical to the rate of turnover of staff, it increases or decreases the trust and sympathy for a brand or trade mark.

So, before hiring a specialist, the manager must determine exactly for himself: whom the company needs and why.. On the basis of these tasks there are requirements for education, professional experience, personal characteristics. Special testing, personal interviewing, studying the previous work experience of the candidate both on the basis of the resume and the corresponding recommendations from the previous jobs allows the manager to assess correctly the expected effectiveness of human activities in the company.

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VR-TECHNOLOGY

Nowadays it's hard to imagine our world without modern technologies. Portable computers, water-repellent smart phones, all these used to be just a dream of a bunch of scientists. Now it's our reality. One of these dream innovations is VR-technology. VR stands for virtual reality, with creating a separate world in IT-dimension being its ultimate goal. Back at the start of VR era it sounded like some fairy tale. Now, top companies integrate VR into their developments. Today you can play, watch videos, create things, communicate and do a lot of other things in VR.

I would like to focus on technological achievements made by Sony. This company is widely known in the world for the development of gadgets and household appliances. But, indisputably, everyone knows Sony for its PlayStations. These gaming consoles have been driving kids crazy since 1994. In 2016, Sony went further making VR more accessible and cooperative with its latest PlayStation. So what is VR from Sony? It is a compact and portable virtual reality headset. It's peculiar because unlike its predecessors from the Oculus and the HTC, its helmet is connected directly to the console and it is controlled by a motion camera with no additional motion sensors. To play a game you need PS moves, that is special joysticks. PlayStation Move is a motion game controller developed by Sony. Initially released in 2010 for PlayStation 3, and is the key control element of PlayStation VR. Since you have got them all the fun begins.

But what makes Sony so special compared to its competitors? After all, a helmet for games is not the newest development. The answer is simple – its content. More than 300 developers have undertaken to expand the world of VR, changing boring driving simulators and watching videos to exciting plot action games. Reliable hardware will provide incredible game experience. An OLED 1920 × 1080 pixel display with an RGB subpixel matrix is capable of displaying content at 120fps. So, a helmet can clearly carry what a player sees wearing a helmet on TV so that other players without a helmet can also play or watch. It is also important to note that VR from Sony is most