

Белай Валентина Ивановна, Страданченкова Елена Николаевна

КОВОРКИНГ КАК ПЕРСПЕКТИВНОЕ НАПРАВЛЕНИЕ В СОВРЕМЕННОЙ ЭКОНОМИКЕ

В статье рассматриваются ситуация, сложившаяся на рынке товаров и услуг, а также вопрос актуальности инноваций для развития бизнеса, в частности, коворкинга, новаторской бизнес-услуги на современном рынке. Авторы анализируют понятие "коворкинг", причины популярности данного движения среди различных категорий специалистов, которые заинтересованы в аренде рабочего места в офисе, оборудованного всем необходимым для работы. Отмечается позитивное влияние коворкинга на изменения в определённых областях современных экономик мира. Основное внимание в статье уделено анализу особенностей, преимуществ и недостатков в применении коворкинга, а также предлагаются рекомендации по его организации.

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ADAPTIVE COPING BEHAVIOR AND ITS ROLE IN MODERN EDUCATION

Barkhanskaya Elena Vladimirovna
Samara State Agricultural Academy
barhan11@mail.ru

The article reveals the essence of coping behaviour and students' adaptation mechanisms in educational process. As modern society demands more of students, the process of knowledge acquisition and any other activity are accompanied with stress. Thus the necessity of training for stress-resistant behavior arises. The author substantiates the necessity to use technologies and methods in modern education aimed at the formation of readiness to adaptive coping behavior.

Key words and phrases: coping behavior; adaptation; stress overcoming; modern education; stressors.

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Экономические науки

The article deals with the current situation in the market of commodities and services, the relevance of innovations for business development, in particular, coworking, an innovative business service in the modern market. The authors analyze the notion "coworking", the reasons of the popularity of this movement with different categories of professionals, who are interested in renting working space in offices equipped with all necessary facilities. The researchers mention the positive influence of coworking on changes in definite fields of modern economies of the world. Particular attention is paid to the analysis of peculiarities, benefits and drawbacks in using coworking, and recommendations on its organization.

Key words and phrases: market; business; offices; innovations; coworking; renting working place; labor facilities; perspective movement; innovative service.

Белай Валентина Ивановна, доцент

Страданченкова Елена Николаевна

Институт сферы обслуживания и предпринимательства (филиал)

Донского государственного технического университета в г. Шахты Ростовской области

margarita_77@mail.ru

COWORKING AS PERSPECTIVE TREND IN MODERN ECONOMY[©]

Every day the market sees new proposals, and consumers are becoming more demanding. In conditions of a rigid competition companies have to find ways to show how they differ from their competitors. To draw attention to themselves, some companies are working at the improvement of existing products and services, trying to make the ratio of «price – quality» as attractive for customers as possible. Others are looking for salvation in innovations. They try to rebuild businesses in accordance with the latest trends, introduce management innovation as it represents a particular form of organizational change, and suggest innovative products and services. Innovations have become a way of business survival in the conditions of rigid competition and economic recessions. Consumer preferences reflect the changes in the way, pace and style of life, therefore the demand for any product or service will not persist for a long time. Companies should also change and offer new products and innovative approaches in accordance with the changes in consumers' behavior and economic situation. Every company has the initial (basic) possibilities to create new products. First it is necessary to determine what the basic component of the product is, because it gives the real possibility to earn the money. For example, the manufacturer of drinking water gets the main income from the water. This is the base for the creation of products (water for offices, water in plastic bottles for sale in retail stores, etc.). The main goal is to squeeze out the maximum of benefit from each basic component. If the market has got the stage of saturation and it is difficult to differ from the competitors, one should find an additional element unknown earlier to get a new level, expand the limits of the market, and open new niches. For example, adding lemon into the water gives a new product. A more complicated task is to find a new basic component and realize the opportunities it offers. For example, in 2007 the «big three» of operators received the license on rendering communication services of the third generation. It was a new technology that allowed them creating new products (video calls, high-speed wireless data transmission, comparable in speed access with wire lines, etc.). Market services on the basis of technologies of mobile communication of the third generation in Russia were not formed at that time, and operators had a large field of activity. When looking for the new solutions to create products it is very important not to lose focus, i.e. not to lose the regular consumers of the products (or customer service).

In 1958 confectioner Enric Bernat Fontlladosa coined to plant caramel on a stick. He got the world-known candy – Chupa-Chups. Its taste did not differ from other candies. But the candy's inventor took into account peculiarities

of the basic consumers – children and their parents. Five years later candy Chupa-Chups has already been sold in 300 thousands of retail shops all over Spain. Today, the candies are sold in 170 countries.

The goal of any innovation is positive change in order to make someone or something better. Innovation and the introduction of it is a fundamental source of increasing wealth in an economy to say nothing of a separate business. Innovations help to bring business to the qualitatively new level. But, even realizing that working out something new is more effective, a man is often afraid to leave his comfort zone, especially if he lacks proper knowledge and experience. It is known that about 80% of the professionals in organizations prevent the introduction of innovations because they want to remain professionals in the chosen field. In other words, the main reason for the fear of innovation is the lack of knowledge. One of the innovations that is becoming especially popular all over the world is coworking. Many people do not have or want to have the opportunity to work in an office, but at the same time they cannot work independently at home and need the working area, creative material, business partners because of the innate desire to collaborate, share, help, and socialize with one another. It is coworking that can help solving this problem. The essence of the coworking (English co-working – working together) is the opportunity to rent a separate place with all the necessary labour facilities. The concept is simple: professionals from different working areas, independents, nomad workers and entrepreneurs find themselves in the same physical space to work on their own projects. Coworking offices have furniture, computers, high-speed Internet, telephone, office equipment, coolers with water and coffee machines. Some landlords also offer IT services and support, an accountant, a lawyer and other experts. This is a reasonable alternative for those who are seeking to work where, when, how, and why they want. They do not only seek to break with their isolation and to find an alternative solution to their home office or to the company office they used to work at; but also to belong to a community of individuals whom they can change ideas with, and eventually, who are ready to collaborate. Coworking is based on the emergence of a new type of interpersonal relationships and on the development of exchange communities. The movement reaches out and is expanding to new groups of people. In Europe, public institutions and companies increasingly consider coworking as a source of inspiration in order to implement new working, innovation and collaboration approaches. Today, coworking spaces host thousands of entrepreneurs, independents and nomad workers.

Coworking paves the way for great changes in modern economies on all continents. The concept and values of coworking impact and cause changes in such areas as:

- transformation of the office furniture market;
- entrepreneurship development;
- innovation in the corporate sector;
- development of digital and mobile technologies;
- human resources management;
- evolution of the office space design and facility management;
- revival of urban areas and development of rural areas and many other spheres.

The relevance of coworking:

- Topical business associated with coworking provides a very interesting and extremely innovative service in the Russian market as well. First, today there are freelancers who work alone or together sharing the facilities in small firms. Coworking helps to rent an office rather cheaper than in the standard case, and all the workplaces are already equipped with everything you need.

- The relevance of such cooperation is that in a similar office the atmosphere of progressivity, start-ups, ideas, etc. will prevail. The staff will devote more time to creative approach to work and generation of innovative ideas, thereby increasing such labour criteria as productivity and performance.

Benefits:

- Professional development. A lot of coworking spaces organize a regular program of educational events.

- Mutual support and accelerated development of projects. To gather a team under a big project in such an office is much easier than doing it independently. Coworking community promotes a chance to find a mentoring assistance on different aspects of their work.

- Comfortable atmosphere. Mindset of a working mood, lack of control from above and cohesive community of interests create a comfortable environment for work.

- Community. Communication with other people is a great value in our computerized society. A joint office contributes to the establishment of new business contacts, a constant exchange of ideas and experiences.

In Russia, this business sector is starting to grow but it is not very popular for different reasons. Let us consider the common mistakes in organizing this service:

- Logistics. First of all, the client minds the location of such an office. If it is far from the city center or the client's home, he sees no reason to rent a place there. In order to select the premises for the coworking correctly, it is necessary to calculate the capacity of the market: how many people are comfortable to get to, how many of the working population there are around the center.

- Poor awareness of the audience. Advertising must help promote mutual understanding with the society. Thanks to it a lot of customers will come to this "unusual office" at least because of curiosity.

- The large size of the premises. It will cause the problem of the high cost of the rent plus charges for services. It is better to rent smaller premises, for 15-20 men.

- Activities. You should not expect businessmen, investors, and famous freelancers to come to the office just after its opening. You should be ready to start with students, independents and office workers.

Development of coworking

In order to make coworking attractive it is necessary to invent new approaches to this movement:

- Creation of demand for coworking. To have a demand for this kind of service, marketers should create some kind of a «fashion» on it, which will not impose an opinion, but will prove that it is impossible to do without this service in the modern world.

- Creation of the office design. Every client should have only positive emotions after visiting such an office, so the design and functionality of it is one of the most important factors for evaluating the coworking.

- Solidity of the premises. It is recommended to rent space in the building which will be attractive for customers such as a prestigious office-center to hold a press conference, presentation, or just come to work.

- Establishment of mobile coworking centers is the creation of working zone on 3-5 places in the parks, near the institutes, hospitals, squares. In such places a person sometimes needs privacy, as well as a computer, Internet, a printer, a scanner and other office facilities. Such zones are expected to be in great demand.

- Creation of the effect of synergies. If you manage to attract people of various professions and occupations to the office (artists, designers, musicians, managers, etc.), then every client will get a chance to find like-minded people with whom he can develop new projects. That's why he will be happy to come there again.

The reason why coworking will live and develop is a possibility not to rent an office, but only a working place. But coworking centers for specialists of one field of activity are the offices of the future.

Each coworking center should be adapted to its city (Internet, transportation, parking, public catering, the availability of specialized premises).

To consider coworking as a business, you will have to acquire your own premises. Coworking is considered very perspective because it is economically profitable to consumers of such services. The current interest in coworking grows and eventually coworking will grow into a global trend because of annually increasing number of enterprises consisting of 1-2 employees. Business needs innovations to produce competitive products and services for secure tenure of the market in the nearest 5, 10, 20 years. This cannot be achieved without strategic planning. But the typical strategic planning ignores innovations as such. Marketing research and marketing plan must include technological planning as well. It is important to know what technologies will be needed to develop business and how the technological process should be changed.

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Институт сферы обслуживания и предпринимательства (филиал)

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margarita_77@mail.ru

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Ключевые слова и фразы: рынок; бизнес; офисы; инновации; коворкинг; аренда рабочего места; необходимые для работы условия; перспективное движение; новаторская услуга.