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IMPROVING THE COMPANY'S OPERATIONS BY OPTIMIZING PERSONNEL

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Резюме – персонал как важнейший актив любого предприятия нуждается в оптимизации для достижения стратегических и тактических целей организации.

Resume – personnel, as the most important asset of any enterprise, needs to be optimized to achieve the strategic and tactical goals of the organization.

Introduction. The company's assets include everything the company owns, from cash to equipment and intellectual property. The company's assets are resources that can be used to create profits.

Main part. The structure of assets has a significant impact on investors, politicians, and the business itself, namely on its sustainability, competitiveness, and ability to grow. For any company, optimizing its asset structure can increase profitability, reduce financial risks, and lay the foundation for sustainable growth. Understanding a company's asset structure can help investors assess investment risks and potential returns. Therefore, it is necessary to optimize the company's activities in terms of asset structure. To start the optimization process, it is necessary to analyze the asset structure. This includes: current liquidity ratio: indicates the company's ability to cover short-term liabilities, asset turnover ratio: reflects the efficiency of using assets to generate revenue [1].

Optimization of assets in an enterprise can be carried out as follows: 1. Audits or checks that help to detect outdated or outdated assets. 2. The introduction of advanced technologies in production to increase its efficiency. 3. Continuous staff development, investments in training programs and courses. 4. Creating a strategic plan and strictly following it, which helps to identify the main areas to be optimized.

However, any company does not operate in isolation, but in a changing market environment, therefore, when optimizing the structure and composition of the company's assets, it is necessary to take into account the factors of the internal and external environment. The external environment includes amendments to legislation, market trends, the economic situation, and changes that significantly affect the structure and composition of the company's assets. Internal factors such as corporate culture, staff qualifications, and management practices also play an important role in asset optimization. Effective human resource management can lead to a more rational use of tangible and intangible assets.

Thus, optimization of the company's assets is impossible without competent personnel management, as the most important asset of the company [2].

When optimizing the staff structure, you need to follow several rules that will help transform problems into opportunities. 1. Establish clear roles and responsibilities for each member of the company. This will eliminate confusion, speed up task completion time, and therefore reduce the loss of working time, minimize duplication of work, and ensure that all aspects are addressed. 2. When recruiting staff, you should take into account the diversity of skills and recruit staff in such a way that all team members complement each other, forming a single whole. 3. Organize constant communication, which will allow everyone to keep abreast of the progress of the project and adapt to changes. 4. Maintain a team spirit, as when team members feel like they are part of a cohesive group, they are more likely to share ideas and collaborate effectively. 5. Provide flexibility to production. In today's rapidly changing digital world, the ability to easily adapt to the needs of a particular consumer and the market as a whole provides advantages to an organization and helps it remain competitive. 6. Identify the leader and provide him with support. This will create a culture of responsibility and continuous improvement [3].

By focusing on these key characteristics, employee motivation will grow, and comfortable working conditions will contribute to effective work, which ensures that the organization achieves its goals. A modern trend is the organization of remote work for staff. At the same time, there is a need for additional software that will allow you to monitor the employee's work hours. On the one hand, this leads to additional costs for the company related to the development of a new or purchase of an existing program, its implementation and training to work with it. But on the other hand, the responsibility of employees and the quality of work will increase. This means that the efficiency of the company's activities will increase.

Conclusion. Thus, the company's assets play a huge role in the business activities of any organization, ensuring productivity efficiency and maximizing profits. But without optimizing the composition and structure, assets will not achieve high results. Personnel, as a key asset of any company, also needs constant improvement and adjustment in order to effectively manage their resources, increase competitiveness in domestic and foreign markets, and achieve their goals.

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THE SYNERGY OF MARKETING AND ECONOMICS IN INDUSTRIAL GROWTH: A STRATEGIC ANALYSIS

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Резюме – в настоящее время промышленные компании полагаются на взаимодействие маркетинга и экономики, чтобы справиться с волатильностью, цифровизацией и требованиями устойчивого развития. В данной статье анализируется, как такие стратегии, как динамическое ценообразование, брендинг на основе данных и циркулярные бизнес-модели, позволяют совместить гибкость рынка с макроэкономической устойчивостью. Примеры из автомобильной, энергетической и машиностроительной отраслей иллюстрируют проблемы и возможности, подчеркивая этику и адаптивные рамки.

Resume – industrial firms now rely on the interplay of marketing and economics to navigate volatility, digitization, and sustainability demands. This paper analyzes how strategies like dynamic pricing, data-driven branding, and circular business models align market agility with macroeconomic resilience. Case studies from automotive, energy, and machinery sectors illustrate challenges and opportunities, emphasizing ethics and adaptive frameworks.

Introduction. Industrial sectors – contributing 25 % of global GDP – face a paradigm shift. Once indifferent to marketing, firms now recognize its role in mitigating economic risks, from inflation to supply chain disruptions. Globalization and climate policies demand dual expertise: leveraging marketing to shape demand while optimizing operations for macroeconomic realities. This paper explores how industries balance these imperatives.

Main part. Marketing as an Economic Tool. Industrial marketing now drives value creation, not just promotion. Dynamic pricing models, informed by real-time data, help firms like *Caterpillar* navigate inflation by offering machinery leases – a strategy blending revenue stability with customer capital constraints. Similarly, B2B branding (e. g., Siemens' sustainability campaigns) justifies premium pricing while aligning with ESG-driven procurement policies [1].

Data and Digitization. Industry 4.0 merges marketing and operational economics. Tesla's AI-driven demand forecasting adjusts production ahead of regulatory