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УДК 339.138

MARKETING IN THE CONDITIONS OF DIGITAL TECHNOLOGY DEVELOPMENT

*М. Н. Тюминкина, студент группы 10508121 ФММП БНТУ,
научный руководитель – канд. пед. наук А. И. Сорокина*

Резюме – статья описывает цифровые технологии и влияние их на маркетинг. Цифровой маркетинг – новая и современная деятельность, которая повлияла на структуру рынка и стала причиной глобальных изменений в нашем мире. В статье раскрываются возможности цифрового маркетинга как для потребителей, так и для производителей.

Resume – this article describes digital technologies and their impact on marketing. Digital marketing is a completely new and modern activity that has had a positive influence on the market structure. It became the reason for global changes in our world. The article also reveals various digital marketing opportunities both for consumers and manufacturers.

Introduction. In any production area of the company's activity, the ultimate goal is to sell and realize its product on the domestic or foreign market. Long ago, a person could not even imagine that it was possible to sell their goods quickly and easily. A lot of changes have happened in the world and they allowed manufacturers of any goods and services to introduce their product to customers and survive in the cruel competition of similar production leaders. But the moment when there have been many changes in the world has come.

Main part. The basis of market activity lies in the study of the market itself, its needs, conditions and opportunities. There is a set of measures that are aimed at promoting the product from the manufacturer to the consumer. This is what the marketing activities of any company, producing goods or providing services, include. In simple terms, marketing is certain methods of studying all aspects of the consumer market and the usage of different tasks

and forms for the sale of goods and services. Of course, the ultimate goal of any marketing activity is to make a big profit with the lowest costs for its implementation, gain popularity, loyalty and authority among clients, create a stable image of the manufacturer and win a difficult competition for a large volume of sales. The socio-economic development of society and the economy are influenced by the extensive introduction and application of digital technologies. Digital technologies include everything that is directly related to electronic computing and data transformation: gadgets, various electronic devices, technologies, programs, etc.

More and more people have become users of the Internet, which quickly became widespread. Thanks to the Internet, people can not only communicate with each other from different place of the world, but they can receive a huge amount of new information about goods and services offered by manufacturers of the external and internal market with the help of social networks, websites, advertising newsletters.

All these conditions create a certain favorable and profitable environment for marketing. Marketing in the context of the development of digital technologies presents huge opportunities for interaction with a huge clientele of the consumer market. This greatly simplifies the processing of information about each person's preferences, desires and capabilities. Marketing activities in such conditions make it easier to advertise goods and services, since the capabilities of the Internet allow them to do this with low material costs and make this advertising available to a huge number of users of Internet resources. The most popular types of advertising are contextual advertising, targeted ads, advertising in mobile offers [1]. Digital technologies not only organize the effective sale of products around the world, but also help companies get acquainted with competitors, study their weaknesses and strengths, use their advantages or allow them to change their marketing strategy in the consumer market for a victory for a large number of new customers.

It is very vital to remember that marketing needs to take into account two very important factors in activities: the need of consumers and their solvency. And therefore, thanks to Internet resources, marketers can predict future sales, change the specifics of production and fit it to the real demand of the population.

Of course, marketing, using digital technologies, achieves significant success, since potential consumers of goods and services constantly use social networks and communicate with each other helping marketing in advertising and promoting products. Digital marketing allows companies to conduct marketing research, buy or sell products, analyze groups of consumers and much more [2].

Conclusion. It is becoming much easier to make purchases in our modern world now: you don't need to make much effort, because everything can be done with the touch of a button. Thus, the emergence of new forms of market economy isn't only a new evolutionary stage, but it has made it possible to move one step closer to the full improvement and development of our entire world.

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УДК 005.95

HR TRENDS: THE NEW REALITY OF 2022

*А. М. Хмурович, студент группы 10507219 ФММП БНТУ,
научный руководитель – ст. преподаватель М. В. Храмова*

Резюме – в статье представлены новые тренды, которые помогут компании перейти от стратегии выживания к стратегии процветания.

Resume – the article presents new trends that will help the company move from a survival strategy to a prosperity strategy.

Introduction. The new reality requires new approaches and solutions, 2020 has thrown a lot of challenges into business, but not every company has coped with them. Let's look at trends in more detail.

Main part. 1. Work-life balance. During the pandemic, the number of employees working remotely has increased, so the boundaries between personal life and work have become less clear. Managers are beginning to implement well-being programs that will help people feel comfortable and give maximum effort and attention to their work. Now ensuring the physical, mental and social health of employees is a part of the structure of all work processes.

To ensure the convenience of employees who work remotely, the following factors are important: the use of digital platforms for teamwork; allowing employees to choose their own way of doing work; scheduling and monitoring its compliance; training team leaders; providing corporate benefits [1].

2. Retraining and empowerment. During the pandemic, many employees not only accepted the challenge, but also showed that they can realize their potential in unexpected areas. In the future, this trend will only intensify. This way organizations can prepare for active development in the future, and employees can get new opportunities.

3. Companies in which all employees are owners. Increasingly, people are creating small companies in which they do not have a fixed salary. Each employee in such a company is the owner and has a share. They can make decisions about attracting investments or selling the company.

4. Formation of super teams. The teams are based on a combination of human labor and the use of the most modern technologies. To form a super team, it is necessary to: build an organizational structure that will encourage adaptability, self-improvement and emotional stability; increase the potential of employees