

networks every time. And while people will demand bread and circuses, crave new sensations that are not available in real life, AR and VR will live and thrive, opening up new horizons.

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#### MOTIVATION OF EMPLOYEES AT THE ENTERPRISE

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*Резюме – в данной статье рассматривается процесс мотивации, который является одним из важнейших факторов, влияющих на эффективность работы предприятия. Кроме этого, были рассмотрены материальные и нематериальные методы мотивации, что позволяет сделать вывод, что использование различных методов мотивации оказывает влияние не только на повышение производительности сотрудников организации, но и на увеличение эффективности деятельности организации в целом.*

*Resume – this article considers the process of motivation, which stays one of the most important factors affecting the efficiency of the enterprise. In addition, material and non-material methods of motivation were considered, what allows to conclude, that the use of various methods of motivation has an impact not only on increasing the productivity of employees of the organization, but also on increasing the efficiency of the organization as a whole.*

**Introduction.** In the modern world, the process of personnel management in an enterprise is the main function of managers. According to scientists, one of the most important and needed factors for the effectiveness of personnel management in an organization is its stimulation and motivation.

**The main part.** Motivation is a drive to action. This process allows to manage the behavior of employees, direct them and organize. It also determines the activity of people, directing them to achieve the goals of the company. It al-

allows you to increase the efficiency of the organization, as well as increase productivity. A large number of motivation systems have been developed and used in the world, which take into account general and individual indicators, goals and objectives. In addition, there is a trend towards external motivation of employees using methods of both material and non-material incentives. The motivation system is one of the most effective management tools that allows you to influence the performance of employees and the company. It usually consists of several elements, which include:

1. private or corporate motivators (various shares of the company, the opportunity to participate in corporate profits, etc.);
2. social motivators (medical insurance, work equipment, etc.);
3. material factors of motivation (increase in salary, gifts, bonuses) [1].

The choice of motivation system depends on factors such as:

- 1) type of company's activity (production, processing, training, etc.);
- 2) goals of the company;
- 3) stage of development of the company itself.

The incentives that motivate employees at the enterprise include not only material components, but also intangible ones, for example: a reduction in the working day on some holidays or an additional day off; flexible working hours and good working conditions for staff; public commendations for a great job; support in personal matters; an opportunity to work from home. Material motivation can satisfy only the primary needs of a person [3], so an increase in wages or the payment of other monetary incentives can increase the efficiency of an employee only for a short period. Non-material motivation has the ability to inspire employees for a long time, as it is aimed at meeting the highest human needs – the desire for self-development, the realization of potential, self-respect and respect from others. Non-material motivation of the staff does not separate the team, but unites, in contrast to material incentives. By holding various events, trainings and meetings, employees feel belonging to the team. And also such processes have a positive impact on the overall atmosphere in the team [2]. In addition, non-material motivation is based on the ability to understand each employee, listen to their wishes and respect each employee as a person. Depending on age, marital status, hobbies, education and belonging to a particular social group, the needs of employees are different.

**Conclusion.** The motivation system will not be effective if it is based only on monetary gratitude. A properly built system of non-material motivation can become a way to develop loyalty and retain key employees without high costs, because it acts on man's highest desire for respect and recognition.

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## DIGITAL MARKETING

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*Резюме – в последние несколько лет тема цифровизации в маркетинговой среде становится все более важной и интересной для изучения. В данной статье указаны основные цели цифрового маркетинга и способы их достижения; описаны главные задачи деятельности маркетинга в Интернете и способы решения этих задач; перечислены достоинства интернет-маркетинга по отношению к традиционным формам создания, развития и предоставления продукта покупателю.*

*Resume – in the past few years, the topic of digitalization in the marketing environment are becoming increasingly important and interesting to study. This article outlines the main goals of digital marketing and how to achieve them; describes the main tasks of marketing activities on the Internet and ways to solve these problems. In the article the advantages of Internet marketing in relation to traditional forms of creating, developing and providing a buyer with a product are listed.*

**Introduction.** The concept of "digital marketing" ("Internet marketing") arose in the last decade of the twentieth century with the appearance of information about goods on text sites. It is a trade in the digital space with information about the goods and services of the manufacturer, software products, a description of money-making systems. Google has made significant changes and segmentation in the online advertising market, Yahoo, MSN, developed a system of narrow advertising services for small firms and companies connecting small businesses and large businesses, which caused a decline expenses, increased return on investment. All entrepreneurs with an idea, product or service have gained access to a large audience through this type of marketing.

Today, Internet marketing is seen as a digital business policy of direct response to create, develop and provide a product to the buyer [1]. This type of marketing services provides constant contact with consumers in the B2B, B2C sectors, regular statistical monitoring based on instant information about the needs of buyers, sales volumes, precision analysis, which is evidenced by the active use of the concepts of ROI (return on investment coefficient), conversion