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TECHNOLOGICAL INNOVATIONS IN MODERN BUSINESS

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Резюме – В научной работе рассматриваются технологические инновации в современном мире и их влияние на ведение бизнеса. Также изучаются преимущества их использования в бизнесе.

Resume – the scientific paper examines technological innovations in the modern business and their impact on doing business. Also advantages of their use in business have been considered.

Introduction. Technological innovations are an integral part of modern business, covering all its aspects: from marketing and production to management and communications. In order to determine which technology innovations for business are the most significant and how they affect its success, this topic will be analyzed. The goal of the scientific paper is to examine technological innovations in modern business.

Main part. Let us consider technological innovations that are used in modern business. The first one to consider is robotization and automation. At one and the same time, businesses and robotics are using robots and automated systems to perform routine and monotonous tasks. This helps to reduce labor costs while increasing productivity and reducing output. As for Big Data, today the business sector is characterized by extremely large amounts of information that are used to solve various tasks. This is a key to competitive advantage. Analyzing big data can allow you to predict changes in the production process, change the structure and quality of products, and create more effective marketing strategies [1]. Cloud technologies. Businesses can manage and process information while remotely using subscription software (SaaS). This process helps to reduce the need and importance of infrastructure investments and increases the flexibility and accessibility of business processes, so there is an increase in the availability and flexibility of the technology used. What concerns the Internet of Things (IoT), by connecting sensors to the Internet of Things, many opportunities in the areas of machine learning, artificial intelligence and remote working can be realized. The Internet of Things provides a wide range of oppor-

tunities in areas such as machine learning, artificial intelligence and remote working. Taking a closer look, this could include redesigned infrastructure, large-scale home appliances, or even scientific advances in rehabilitation [2].

Conclusion. Technological innovations introduced in modern business have become an integral part of a successful company. Businesses have new tools for development, productivity, and customer interaction that can be derived from cloud technology, internet technology, and VR/AR. But in order to provide training to employees and company infrastructure, investment is required to keep up with technological innovations.

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HUMAN RESOURCE DEVELOPMENT: MODERN APPROACHES TO PERSONNEL MANAGEMENT

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Резюме – успешное управление персоналом играет важнейшую роль в повышении производительности и конкурентоспособности компании. Создавая благоприятные условия для работы, мотивируя сотрудников, предоставляя возможности для профессионального роста и следя за новыми тенденциями и инновациями в области управления персоналом, организации могут эффективно привлекать и удерживать лучшие кадры.

Resume – successful management of personnel plays a crucial role in enhancing productivity and fostering competitiveness within a company. By cultivating an environment conducive to work, motivating employees, providing opportunities for professional growth, and staying abreast of emerging trends and innovations in human resource management, organizations can effectively attract and retain top talent.

Introduction. Human resource development is the most important aspect of the smooth operation of any business. Modern approaches to personnel management are aimed at creating a favorable and productive working environment that facilitates the full realization by employees of their potential. Let's consider the fundamental principles and trends of human resources development in modern business.