

considered not only in connection with the tasks within the marketing process, but also with the tasks of managing personnel of marketing services.

A company's marketing activities usually begin with conducting a market analysis and defining a marketing strategy. This stage includes studying competitors, the needs and preferences of the target audience, and market trends. After that, the company defines its goals and target audience to understand what products or services it should provide to satisfy the needs of its customers. To all of this, the company develops a marketing strategy, which includes choosing promotional channels, determining a budget, and developing a message for the audience. The key elements of the strategy may include defining the company's unique advantage, establishing a brand, setting a pricing policy. After developing a strategy, the company creates a marketing plan, which specifies the steps, tasks, deadlines and responsible persons for their implementation. It is also important to monitor and analyze the results of marketing efforts to understand their effectiveness and make adjustments if necessary.

The importance of marketing for the enterprise is that marketing is not only advertising campaigns and attracting customers, it is strategic planning aimed at achieving the set goals. It is important that the company decides to invest in marketing development as soon as possible, as by doing so it will increase brand awareness and have the opportunity to stand out in the market.

Conclusion. To summarize, marketing activities include a set of activities, which include: strategies, goals, concepts. Since the world market does not stand still, the use of marketing in production activities will always be an inevitable process. With the help of marketing, enterprises can competently analyze the market conditions, correctly identify the key consumer and develop activities that contribute to the effective promotion of goods and services. Marketing activities play a key role in achieving success in the market.

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BUSINESS ADMINISTRATION PRACTICES OF GOOGLE

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Резюме – в соответствии с корпоративной культурой Google сотрудники должны стремиться быть активными и заинтересованными

членами команды, искать возможности роста и развития. Ожидается, что они максимально реализуют свой потенциал и будут способствовать долгосрочному успеху и стабильности организации.

Resume – in accordance with Google's corporate culture, employees should strive to be a proactive and engaged team members, valuing opportunities for growth and development. They are expected to maximize their potential and take part in decision-making process for setting up solid long-term strategy.

Introduction. Preventing employees from participation in decision-making and turning down their initiatives contributes to the fact that they become apathetic, indifferent to the work and interests of the organization. Business administration practices of Google Corporation include mechanisms of moral and psychological impact on employees.

Main body. The task of the manager is to reveal the abilities of subordinates, motivate them to work for the sake of company's goals, first of all, for maximization of profits. While tackling this objective, the crucial point is to allow a certain freedom of action within the realm of employees' core responsibilities. However, some Google's policies only create the illusion of employee complicity in the management process. It is more likely that they achieve their selfish interests by forcing those who "participate" in decision-making to fulfill them unconditionally. Corporate culture of Google Corporation mentions the necessity of regular promotion of skilled workers. It is also recommended to move personnel from one functional unit to another, in which managers gain diverse management experience. In selecting people for promotion or new job assignments there is always the risk that a mistake may be made, and that the person who has been appointed may not meet expectations. When this occurs, the mistake should be corrected in a positive manner. Google acknowledge that there will not be any success without taking risks, not only in commercial ventures and in marketing, but also in promoting employees.

The company discourage development of formalized organizational charts because they tend to put people into boxes and to restrict not only their creativity approach to the job, but also their flexibility to react to changing business environment. They advocate minimum bureaucracy. People know what's expected of them and know that they are expected to seize opportunities, maximize them wherever possible and minimize potential problems.

It proclaims the idea of comprehensive preparation for decision-making and long implementation. In Google, they take into account resources needed to ensure profound education of employees. Although, is time-demanding and money-consuming, Google are focused not only on short-term maximization of current profits, but also in ensuring long-term stable development.

Google's value orientations: preference of group values over individual ones; the preference for harmony and compromise over the resolution of contradictions through conflict; the need to work with the maximum return of strength and abilities.

Conclusion. According to Google corporate culture, employees who are assigned to perform various types of work – if it is not related to promotion and is of a secondary nature – are proactive, their labor productivity is higher, and they are more satisfied with their work than those workers who perform the same type of work.

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ECONOMIC GLOBALIZATION OF THE 21ST CENTURY

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Резюме – в данной статье рассматривается вопрос экономической глобализации, ее плюсы и минусы, а также способы предотвращения проблем связанных с ней.

Resume – this article discusses the issue of economic globalization, its pros and cons, as well as ways to prevent problems associated with it.

Introduction. The 21st century was marked by the rapid development of economic globalization, which is a process of ever-increasing interconnection and interdependence of national economies. This phenomenon has both positive and negative sides, which determines its relevance and the need for study.

Main part. First of all, let's find out what economic globalization is and what factors influence it. Economic globalization is a process of ever-increasing interconnection and interdependence of national economies, expressed in: the growth of international trade: 1) goods, services and capital move freely between countries; 2) internationalization of production: transnational companies (TNCs) locate their production in different countries; 3) globalization of financial markets: financial transactions take place around the clock in world markets; 4) technology diffusion: new technologies spread rapidly between and among countries; 5) integration of regional markets: regional economic blocs such as the European Union are being created. There are several main factors that drive economic globalization: 1) advances in technology: transportation and information technology make the movement of goods, services, capital and information faster and cheaper; 2) trade liberalization: countries reduce trade barriers such as customs duties and quotas; 3) policies: national governments adopt policies to encourage the movement of goods, services, capital and information faster and cheaper. It is also worth knowing about all the pros and cons of globalization to have a sound reasoning on the topic. The pros are the following: 1)