

Boomers represent only 32%, 19% and 8% of the workforce, respectively. This indicates a low diversity in age and gender groups in companies [5].

The results of our research confirmed the lack of the spread of the DEI policy in organizations and the need to implement it. DEI is mutually beneficial for organizations, individuals and society. Thanks to these trends, there is an increase in revenue from sales and innovations, an increase in social mobility and employee engagement. Diversity, Equity and Inclusion contribute to great work climate in the company in which employees feel confident in sharing their ideas and respecting colleagues, even if their convictions are different. In world practice, the DEI policy applies to an increasing number of organizations, although it remains a relatively new tendency in some business fields.

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NEUROMANAGEMENT – A NEW BRANCH OF MANAGEMENT

Neuromanagement is a part of neurosciences which study the brain activity involved in the management processes of an organization, decision making perception and it deals with the management and understanding of brain towards emotions, thoughts and behaviors. The evolution of neuroscience helped the scientists to identify the relationship between management, economics, leadership and organizational behavior.

The idea of taking advantage of neuroscientific contributions therefore seemed quite natural, something that has given a rise to a new approach to human resources management that merges neuroscience and management and obviously opens the door to a new world of knowledge, which is Neuromanagement. The purpose of these papers is to study the effectiveness of neuromanagement in working process.

Neuromanagement has its roots in 2002 when a psychologist shocked the world by winning the Nobel Prize for economics. Dr Daniel Kahneman, a psychologist at Princeton University showed through that the brain was behind some of the most unexplained behaviours and occurrences in economics and finance, proving that we can use the brain to better understand other fields of study and industry.

The main objective of the neuromanagement approach related to performance is to optimize the functioning of the brain and mental processes in a proper way in order to work faster, with reduced risk of errors.

Neuromanagement is designed to connect with the emotional brains, to build social connections, trust and link to natural human motivators, with its principles based on neurochemical and neurobiological science. Neuromanagement insights are the ones that can help organizations to manage in a proper manner the way that emotions at the workplace can influence the business outcomes and ultimately, the holistic performance.

Neuromanagement is used in practice for employee motivation. The brain has multiple metabolic pathways for dopamine, one of which is directly related to reward and motivation. According to several studies, high dopamine levels motivate people to work harder toward a promised reward or toward minimizing an expected punishment.

Some practices that stimulate employee motivation by increasing dopamine levels are:

- Setting smaller sub-targets within a larger goal. Monitoring and celebrating the achievement of these gradual goals results in positive reinforcement in the brain and thus a spike in dopamine flow.
- Communicating through feedback on completed tasks, regular checks with employees on good performance and therefore more positive feedback.

To our knowledge, there are no studies that have tested the link between neuromanagement practices and HR performance, as the subject is quite new. Indeed, we consider as Hesketh and Fleetwood underline it “that the absence of empirical relationships between HRM practice and performance does not mean that there is no relationship between the two concepts” [6].

The development within neuroscience opened up new gateways to leadership development and organizational performance and the brain research brought a new light on how the brain functions in real time situations of management or leadership. The neuroscience perspective, applied to management and leadership has as primer goal the identification of biological basis for human behavior and the way it is translated into the performance of leaders. In the context of neuromanagement, it is the role of the leader to understand the needs, the behavior and the individual processes of their employees, from the brain perspective. As long as an organization has people that are performing work, the emotions are present and they will impact the business outcomes.

Conclusion: Neuromanagement highlights the development of individuals, teams and companies, and is particularly relevant to work on the added value of human

resources management. Neuromanagement creates a working atmosphere where understanding, motivation and collaboration become the main drivers of the company's success, it allows employees to integrate quickly into the company, find balance and fulfillment at work, improve their ability to mobilize and motivate staff, use a coaching method to recruit staff and improve team performance.

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THE ECONOMY OF IMPRESSIONS AS A NEW MODEL OF ECONOMIC DEVELOPMENT

Impressions are one of the most important elements that the company offers to its client. In this regard, such a concept as “the economy of impressions” or “the economy of experience” has arisen in marketing. According to this concept, impressions are a completely new offer in the development of the economy, which comes to replace the product. Getting impressions is recognized as an additional source of value for the