

method: form Russian or Belarusian names in Latin letters – “Zorka”, “Vosmae”, “Asoba”.

The third category of manufacturers gives Belarusian names, in this case, developers pay attention to the fact that the product is Belarusian, so it is high-quality, “native”, “our” (“Vasilki”, “Buslik”, “Blakit”, “Krynitsa”, “Malochny Gastsinets”).

It is not so easy to come up with such a name so that it becomes memorable. But sometimes, in the process of naming, masterpieces are born.

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## GLOCALIZATION IN MARKETING

Complexity and diversity make the world more stable. A global world with identical political, economic, and any other elements could have more, not less conflict. Globality is getting localized, and locality can be globalized, too. These two trends do not contradict each other: on the contrary, their synthesis is a source of stability.

Now the world is once again looking for balance between these two trends, giving rise to a specific dialectical term: glocalization [1]. The purpose of this paper is to analyze the ways of using glocalization strategy in business.

The term “glocalization” was coined by Roland Robertson in the Harvard Business Review in 1980 when he stated that glocalization was “the simultaneity – the co-presence – of both universalizing and particularizing tendencies” [2].

The concept of glocalization has emerged as global companies develop localized strategies that consider the tastes and needs of people living in a particular region. Especially in global markets where global competition is dominant, the adaptation of global companies to the local market without losing their brand perception can positively

affect their market shares. In business and economic the term glocalization is used to describe the process of tailoring an international product or service to better fit the wants or needs of a local community [3].

Despite the similarities created between countries and societies with the globalization process, traditional structures, different economic frameworks, and political systems separate countries from each other. For these reasons, there have been processes in which global businesses have to reorganize their organizational structures, working systems, goals, and practices.

The following core questions can be asked about glocalization. *What* is the idea, structure, or practice of organization and management that is being glocalized? *Who* shapes the glocal and steer process of glocalization itself? *How* does the glocal marketing strategy work? The conducted analysis suggests that there are several glocal marketing strategies to be considered [4].

The first is glocal marketing strategy that develops a worldwide marketing perception and does planning by considering the values and conditions of each country.

The second strategy is called glocal product. Although the glocal strategy seems to be applied to the promotion activities of the business, it can also be applied to all management, marketing activities, and the product itself. Global businesses use the glocal strategy to improve their worldwide performance based on local differences.

The next strategy covers promotion efforts within the marketing mix elements such as personal selling, public relations, advertising, and sales development activities that are critical due to reasons such as mass production, the opening of enterprises to large markets, increasing physical distances between producers and consumers, the number of consumers, constantly changing demands in terms of quality and quantity, and intensification of competition.

Glocal price strategy must determine the price that will complement the marketing mix and make the purchase as attractive as possible. The most crucial point here is that companies apply this strategy by choosing the right price for the right market, while determining different prices for each country.

And the last strategy is glocal distribution strategy. The task of the marketing management is to create this distribution channel and deliver the products to the appropriate markets at the appropriate times. One of the essential factors in demanding the goods is the availability of the goods. The way and diversity that global businesses will follow to deliver their products to consumers in local markets require crucial planning [3].

To sum up, it should be stated that global businesses need to take into account the social values, cultural and local habits, market structure, and market characteristics of the consumers in the markets in which they target. The companies directing their activities in line with this approach, which is expressed as glocal marketing strategies, and their activities to meet the consumer needs and demands of the local market will increase the market shares of the businesses.

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## UNEMPLOYMENT AND PSYCHOLOGICAL DISTRESS AMONG YOUNG PEOPLE

The Coronavirus pandemic and the period after Covid are associated with growing uncertainty, major economic crises worldwide, and continual effects on people's daily and social lives. It has national and global outcomes in both the physical health and for the mental health and well-being of many [1; 2; 3]. Furthermore, current economic forecasts suggest that market recovery will take a long time [4]. Unemployment, particularly when long-lasting, is known to have severe consequences for the physical and mental health of the unemployed [5]. Thus, unemployment among young people and its harmful consequences have attracted renewed interest.

The objectives of the study are to analyze global employment trends for youth during the pandemic, to understand how long-term unemployment affects youth's mental health and how government agencies provide support to those affected by unemployment.

Pearlin's sociological study of stress shows that chronic stressors such as long-term unemployment have the most negative consequences for people's psychological distress [6]. Similarly, prolonged unemployment, associated with increased financial strain and a further decline in one's self-esteem, is known to have the most severe consequences for the mental health of individuals and families. This effect is further aggravated in times of economic crisis [7].