

Another authoritative representative of experimental psychology is A. Hirsch, psychologist, doctor of medical sciences from Chicago. He conducted a large number of psychological experiments, which allowed him to identify the influence of odors on consumer behavior, which became the basis for the development of aroma strategies for manipulating the consciousness of the target audience. In his research, he is focused on the commercial component – helping companies achieve growth in product sales by influencing the olfactory channel of the consumer's sensory perception. In particular, he developed an aromatic essence, when sprayed in a car dealership, the buyer is more willing to agree to the seller's terms. One of the most resonant experiments of A. Hirsch is the aromatization of the gaming floor in a casino, which increased income in one evening by 45%. Nowadays, many Western retail outlets, salons, banks, cinemas use his developments for commercial purposes – fragrances increase loyalty of the target audience and help increase profits.

In conclusion, it should be noted that modern foreign reputable business companies saw the effectiveness of the developments of experimental psychology and began to actively use them. Moreover, these methods are not usually advertised, since traditionally the attitude towards the manipulation of consciousness has a negative assessment. However, this did not prevent the developments from being widely used in the commercial environment and effectively working for the economic benefit of companies.

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THE IMPACT OF DIGITALIZATION ON THE COUNTRY'S ECONOMY

Воздействие цифровизации на экономику страны

Nowadays, digitalization has become an integral part of modern society. Technological progress and the introduction of digital technologies lead to serious changes in the range of interactions that unite companies, consumers and the state. This report will consider the main theses related to the impact of digitalization on the country's economy. Nowadays, digitalization has become an integral part of modern society. Technological progress and the introduction of digital technologies lead to serious changes in the range of interactions that unite companies, consumers and the state. This report will consider the main theses related to the impact of digitalization on the country's economy.

Digitalization contributes to increasing the efficiency and productivity of the economy through automation of processes and improving the quality of offers of goods and services.

The digital economy creates new opportunities for business development, opens up new markets and forms of interaction.

Digitalization significantly enhances the competition between companies, stimulating innovation and technological progress.

The digital economy requires the development and training of personnel capable of working and adapting in a rapidly changing technological environment.

The purpose of this study is to study the impact of digitalization on the financial sphere and the stability of the economy, the labor market and labor relations, to identify its advantages and disadvantages, as well as to find ways to solve problems associated with the introduction of digital technologies in the economic sphere.

Automation of processes allows you to reduce human labor and improve work efficiency. Optimization of processes and improvement of the quality of offers of goods and services thanks to digital technologies allows to improve their functionality and meet the needs of customers at a higher level. This helps to increase the competitiveness of companies and stimulates economic growth.

Digital technologies allow companies to reach a larger audience and customers via the Internet. Companies can sell their goods and services not only in their region, but also around the world. Digital platforms and services enable effective interaction with customers, reducing marketing and customer service costs. Digital technologies also contribute to the development of new industries and business models.

The digital economy allows for an accessible exchange of information, which contributes to the development of new ideas and innovations, as well as to respond quickly to market changes and customer needs. Companies that can quickly implement new technologies and adapt to changes gain a competitive advantage. Competition in the digital economy encourages companies to invest in research and development of new technologies, which has a positive effect on the economy as a whole.

The State can promote the development and implementation of educational programs and courses for training specialists with digital skills, as well as provide financial support for training and advanced training.

The study revealed that digitalization has a positive impact on the economy, leading to an increase in the efficiency of business processes, the expansion of markets and the stimulation of innovation. However, there are also negative aspects, such as cybersecurity threats and job losses. To address the negative aspects, it is necessary to develop and implement effective methods of protecting information and combating cyber threats, as well as develop training and retraining programs to prepare specialists ready to work in the digital economy. In order for the use of digitalization to bring more benefits, it is necessary to solve emerging problems and improve the processes of introducing digital technologies into the economic sphere.