own choices. However, the psychological techniques employed in advertising are sophisticated and deeply embedded in human cognition. For example, when advertisements feature celebrities or authority figures, such as a doctor in a white coat endorsing a medication, consumers are more likely to trust the product because it is associated with a figure of authority or an admired person.

One of the key objectives of advertising is to influence consumer behaviour. Marketers can drive sales and manipulate buying habits. For instance, advertising often uses phrases like «limited edition» or «only a few items left», which trigger the fear of missing out (FOMO) and push consumers to make quicker purchasing decisions.

Another strategy is the use of discounts to increase the attractiveness of high-priced goods. When an advertisement claims that an expensive product is available at a steep discount, consumers are more likely to perceive the purchase as a bargain, even if they don't necessarily need the item. This plays into the human tendency to value perceived savings, often leading to impulsive buys.

The intensity and frequency of advertising also influence consumer behaviour. Research has shown that repeated exposure to commercials increases familiarity and trust in a product, even if the consumer initially had no interest in it. Marketers carefully calculate the optimal number of exposures to keep advertisements effective but not irritating.

To conclude, the influence of advertising on human consciousness and behaviour is undeniable. By using emotional triggers, repetition, and psychological techniques, advertising shapes consumer perceptions, often without conscious awareness. While it may appear purely informative, its real power lies in subtly guiding decisions and behaviours.

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THE IMPACT OF MANAGEMENT METHODS ON THE ECONOMY

Влияние методов управления на экономику

In the changing market and digitalization of the economy, the project management system requires the introduction of innovative approaches. The aim of this work is to consider one of these approaches is the Agile management method.

Agile is also based on the principle of demonstrating to customers such fundamental values used by the development team as trust, flexibility, and empowerment in the work process.

Using Agile involves constant collaboration between clients and the project team.

Agile project management allows you to divide the tasks solved with the help of a project into short-term stages of work. At the same time, large-scale cycles are divided

into smaller segments. In turn, these small segments of the software product are defined, developed and tested in controlled cycles, the duration of which is, as a rule, from two to four weeks. This contributes to the fact that the complexity of the design is reduced, and the necessary requirements for the project are put forward, the order of execution of tasks for the project is determined, the order of testing the product for flaws.

The use of Agile involves the cooperation of clients and project developers throughout the entire period of work on the project, as a result of which the necessary changes can be made to the product or service in a timely manner. Teams that organize themselves using Agile are more likely to develop the optimal architecture and design of a project that will meet customer requirements.

Agile includes the following stages: project planning and design, prototyping a product or service, testing the project and customer feedback.

The main goal of implementing Agile is to reduce development cycles and release products more frequently than with traditional project management. A shorter time frame for working on a project will allow project teams to respond more effectively to changes in customer needs.

In the traditional project management methodology, the responsibilities of the project manager include project volume management, cost calculation, quality control, personnel management, reporting on the status of the project to stakeholders, risk management, and adaptation to changing customer requirements.

The scrum master helps to improve the team's activities, the effectiveness and coherence of team collaboration, promotes constructive communication between team members, and creates conditions for comfortable team work.

The members of the project team, as a rule, are specialists of different profiles.

To sum up, traditional project management methodologies can be quite rigid, whereas Agile methodology is characterized by flexibility. So Agile allows you to change the requirements for the project during the entire work on the project, which is not typical when using traditional methods of work.

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TECHNOLOGY TRANSFER: PROSPECTS OF DEVELOPMENT

Технологический трансфер: перспективы развития

Currently, while the global economy is developing, it is experiencing challenging times. Significant problems have arisen in relationships between countries, global conflicts are ongoing, and the migration of labor resources is increasing every year. The entire