

These theses highlight the diverse impact of digital transformation on various aspects of our lives, demonstrating both positive changes and emerging challenges.

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## **GAME TECHNOLOGIES IN TRAINING AND EMPLOYEE ADAPTATION: A NEW ERA OF CORPORATE LEARNING**

### **Игровые технологии в обучении и адаптации сотрудников: новая эра корпоративного обучения**

As organizations navigate rapid technological advancements and digital transformation, effective employee training and adaptation are essential. Traditional training methods often fail to engage employees, leading to slow skill acquisition and poor retention. In this context, gamification and game technologies offer innovative solutions to enhance learning experiences. This thesis explores gamification's potential in corporate learning, assessing its effectiveness in motivating employees and facilitating adaptation to change [1, p. 23].

The primary goal of this study is to evaluate how gamified learning environments can increase employee motivation and engagement, resulting in faster skill acquisition and smoother transitions in the workplace. Gamification incorporates game mechanics into learning, leveraging psychological principles that govern motivation, such as Self-Determination Theory, which highlights how competition and rewards foster participation and achievement.

Successful case studies demonstrate the implementation of gamified training in organizations like Deloitte and IBM, which have reported improvements in knowledge retention and employee satisfaction. Game technologies such as simulations and virtual reality (VR) provide realistic training scenarios, allowing employees to practice skills safely, enhancing their confidence and competence.

This research employs qualitative and quantitative methods to assess gamification's impact. Surveys and performance metrics reveal a positive correlation between gamified learning and employee performance, with participants reporting higher motivation and faster mastery of new skills compared to traditional training settings. Gamification also encourages a growth mindset by providing immediate feedback and rewarding progress, helping employees view challenges as growth opportunities.

Despite its benefits, challenges remain, including potential resistance from employees accustomed to traditional methods. Effective design and implementation require careful

consideration of game mechanics, target audience, and organizational culture to align with learning objectives.

As digital transformation evolves, the potential for gamification in corporate learning is vast. Future research should explore the long-term effects of gamified training on performance and retention. Integrating artificial intelligence (AI) could further personalize these experiences to meet individual employee needs.

In conclusion, gamification and game technologies herald a new era of corporate learning, emphasizing employee engagement, motivation, and skill acquisition. By harnessing game mechanics, organizations can create dynamic training environments that promote continuous learning and adaptation, essential for building a skilled and adaptable workforce [2, p. 12].

### **References**

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## **THE INFLUENCE OF ADVERTISING ON A PERSON**

### **Влияние рекламы на человека**

Advertising has become an important part of our lives. The main goal of advertising is to convince people to buy a product or use a certain service. The influence of advertising on a person is multifaceted and often invisible, which is becoming more and more relevant in modern society. It can influence behavior, preferences, beliefs, and needs. With the development of the Internet, advertising has become even more accessible and common. Today you can see advertising everywhere – on the streets, in stores, on social networks.

In the modern world, advertisers often resort to various methods of manipulation to influence consumer choice. Emotional impact is one of the key tools in their arsenal. Advertising campaigns seek to evoke strong feelings, be it happiness, fear, surprise or nostalgia, in order to create a close connection between the consumer and the product or service.