

promotion of goods. However, the product concept, like its predecessor, also did not take into account consumer preferences [1].

The concept of marketing, which was born in the early 1960s, was truly revolutionary. At that time, market research began to develop, which allowed companies to focus on identifying and satisfying customer needs. The main goal of marketing was to create, share and distribute value between organizations and customers. Production processes began to adapt to the needs of the market, instead of the other way around as before. Marketing evolved from a simple sales function to the most important link in the management of the company, which determined the strategy of its development [1].

As awareness of social and environmental issues has grown, marketing has begun to include not only commercial objectives, but also the social responsibility of businesses to society and the environment. The idea of socially ethical marketing is to use approaches that help solve social and environmental problems, increase benefits for consumers and improve brand reputation at the same time. Participating in charity events and taking care of the environment have become an integral part of many companies' strategies. Marketing is becoming a sustainability tool that brings benefits to all involved parties [2].

The modern stage is characterized by the implementation of the idea of digital marketing. The spread of the Internet and progress in digital technologies have provided new opportunities to communicate with consumers. Unlike traditional marketing, which uses television, radio and newspapers to attract new customers, digital marketing uses all online tools to attract and retain potential customers.

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### **THE IMPACT OF PERSONNEL MARKETING ON THE COMPANY'S COMPETITIVENESS**

In an ever-changing market, companies face the need to improve their competitiveness. This requires not only a review and improvement of personnel management methods, but also the recruitment of new employees, as well as the retention of existing employees. In this context, HR marketing acts as an important tool that helps create a sustainable competitive advantage.

The purpose of the study is to analyze and evaluate the impact of personnel marketing on the competitiveness of the organization.

Personnel marketing or HR marketing is a type of management activity aimed at identifying and meeting personnel needs [1]. It includes various strategies that help create attractive working conditions, develop a corporate culture, and increase employee engagement. Effective personnel marketing allows the company to stand out from competitors and attract the best specialists.

The main functions of personnel marketing include:

1. Search for and attract qualified specialists.
2. Improving the efficiency of employees and their motivation.
3. Creating conditions for long-term cooperation and creating a positive image of the company.

HR marketing is focused on both potential candidates and current employees. HR marketing is divided into internal and external.

Internal marketing focuses on retaining employees already employed by the company, which is a key factor in increasing competitiveness. It includes activities aimed at increasing employee satisfaction, developing their professional skills and career growth. Effective internal marketing helps to create a positive work environment, which, in turn, affects overall productivity. Companies with a high level of employee engagement tend to show the best financial results.

For example, Duke Energy Corporation, an American energy company based in Charlotte, North Carolina, offers flexible working hours, the opportunity to receive bereavement leave or shorter working hours and receive discounts on insurance for non-smokers, as well as Commuter Check, a special program that allows you to save on commuting. In this way, the organization helped to retain employees and increase their job satisfaction.

A negative example of internal marketing is the American company «Yahoo!» owns a popular Internet search engine. At one time, this company tried to implement internal marketing to increase employee engagement and improve corporate culture. However, many employees complained about the lack of a clear strategy and support from management, which led to ineffective initiatives and high losses of financial and human resources.

External marketing is focused on attracting new employees and creating a positive image of the company in the labor market. Effective external marketing strategies allow the company to stand out from competitors and attract the best specialists.

A positive example of external personnel marketing is General Electric, an American diversified corporation and manufacturer of many types of equipment. The company came up with a programmer hero, Owen, who got a job from them. In the first video, he told his family and friends about it. But for some reason they are not happy – they are much more inspired by startups making hats for kittens. Owen's career could be watched on all of GE's social media platforms. An unusual campaign drew attention to the work at GE – the attendance of the career section on the site increased by 800% according to the Leading Content Marketing Company [3] and as a result, potential employees could appreciate the importance of the work of an individual engineer and the entire organization as a whole.

A negative example of external staff marketing is the advertising of one of the most popular Russian banks. In order to attract both new customers and young employees, Alfa-Bank invited the popular artist Morgenstern to its advertising campaign in 2021. In the video, the performer consumed alcohol, humiliated women and created a defiant and obscene image of bank employees, calling him the best in the country without evidence. After the scandalous advertisement, the Russian Federal Antimonopoly Service received many complaints and the agency filed a case against the bank and the artist, citing violations of Russian advertising legislation [4]. As a result, Alfa-Bank's management quickly curtailed the advertising campaign, admitting their mistake and paying fines, but the bank's image and reputation were seriously damaged.

Thus, one of the key aspects of both external and internal HR marketing is the formation of the employer's image. Effective employer branding helps to create a positive perception of the company among both potential and current employees. This leads to an increase in labor productivity, the achievement of the strategic goals of the organization, as well as a reduction in staff turnover and recruitment costs.

In a rapidly changing market, companies that actively invest in personnel marketing and adapt their approaches to the needs of employees have every chance of taking a leading position. Rational human resource management is becoming not just a necessity, but a strategic asset contributing to the long-term success and prosperity of the organization.

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#### **ECONOMIC PSYCHOLOGY**

In modern realities economic psychology is a vital sphere in business and economy as a whole, inasmuch as the probability with which a consumer will make a purchase of the offered product depends on the seller's ability to use methods of economic