

which this generation can flourish. Those firms that place the emphasis on learning about Generation Z, whether by providing constructive criticism, adopting new technology, or establishing an open culture, will be well-placed to unlock their potential and build future success.

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THE ECONOMICS OF IMPRESSIONS IN THE B2B SECTOR: FROM THEORY TO PRACTICE.

The relevance of the topic is due to the fact that businesses are faced with the need to stand out in an oversaturated market, meet the needs of the digital generation of customers and create emotional connections with future partners, which affects profits.

Impression economics is generally considered to be the concept by which the value of a product or service is assessed by the emotions created and the unique experience for the consumer. This definitely creates a competitive advantage, which is why companies strive to give customers a special experience in order to sell their products better [1].

The purpose of the study is to show that it is no longer enough for a business in a highly competitive market to simply offer a high-quality product or favorable conditions.

Using the tools of the impression economy in the B2B sector is not only realistic, but also becoming a trend. Although rationality and efficiency remain fundamental in decision-making, impressions also play a huge role.

But why does this work in B2B? In almost all companies, decisions are made by real people who can be influenced by different experiences, emotions, and biases. Also, long-term relationships with a partner often become more important than a single transaction - impressions will strengthen loyalty and reduce the risks of termination of the partnership, or prolong the partnership. We must not forget about differentiation in a completely competitive market, when products and prices are similar and the experience of interaction can become the main variable in the choice.

The following options can be used to use the experience economy in B2B [2]: person analysis, when we offer personalized solutions at the request of a client or hold exclusive events for key partners; emotional networking in an informal setting or positive feedback from partners; technologies for impressions in the form of virtual production tours, the use of augmented reality to present a product or service; unexpected service gestures which competitors do not have, for example, a quick solution to problems without bureaucracy, valuable gifts.

In B2B, impressions are not about "entertainment", but about a personal approach, for example, when we know the "pain points" of a partner and offer exactly what he needs; about exclusivity, when we do things for an important partner that we have not offered others; about emotional resonance, when it is pleasant to work with us even if it comes out a little more expensive financially.

The following are two of the most revealing successful case studies of impression economics [3]:

Cisco created a simulation of cyber attacks for top managers who had to make decisions and see the consequences in real time.

Boeing conducted a private test flight experience of new airliners for airline buyers, while they could practice flying such an aircraft in a simulator and choose the interior design in an augmented reality application.

Thus, the experience economy in the B2B sector has ceased to be a marketing exotic, becoming a strategic tool, the use of which is becoming commonplace in highly competitive markets. The experience economy in the context of the B2B sector is about emotional capital, which makes potential customers our partners. If you as a business want to win in the long run, you need to invest in the interaction experience!

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MANAGEMENT ON THE EAST: TRADITIONS, INNOVATIONS, AND GROWTH STRATEGIES

Business success in the modern world depends not only on innovative technologies and effective management but also on understanding cultural differences. Eastern business models, rooted in centuries-old traditions, have demonstrated remarkable adaptability and growth in global markets. The aim of this article is to explore how