

complementary gifts packing should be created. Finally, goods quality and authenticity certificates should always be checked.

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EVOLUTION OF MARKETING: FROM PRODUCTION TO THE DEVELOPMENT OF MARKET STRATEGIES

The transformation of marketing is an adaptation from corporate strategies to societal needs and market realities. Initially, marketing was focused on production capacity with an accent on the large-scale production of products. Later, the focus moved to satisfying consumer demands, which led to the development of more varied and flexible market tactics. This article is intended to explore the main stages of the evolution of marketing, its adaptation to the variable conditions of the global economy and the introduction of digital technologies.

The development of marketing began after the global economic crisis caused by the crash of the stock market in America in 1929 and lasted until 1933. Since its beginning, marketing has changed significantly due to the development of production and market relations.

In the period after the global economic crisis, when there was a shortage of goods and high consumer demand, a manufacturing concept focused on high-volume production to reduce costs emerged. The key aim of this concept was to provide low-cost goods to the public. With time, the focus on scaling up production without taking into account individual consumer demands led to excessive inventory and high levels of competition. This resulted in the need to review the concept.

The growth in the numbers of companies caused a transformation to the product concept. This strategy emphasized on improving the quality of products and aggressive

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.