system that includes not only financial rewards but also opportunities for career growth, as well as recognition of employee merit. This approach will help create a supportive working atmosphere that contributes not only to increased productivity but also to employee satisfaction.

When employees feel valued and appreciated for their efforts, they become more engaged and dedicated to their work. This, in turn, creates a positive cycle in which motivation and productivity mutually reinforce each other. It is important to remember that each employee is unique, and what inspires one may not work for another. Therefore, organizations should regularly conduct surveys and discussions to better understand the needs and desires of their employees, and adapt their motivational strategy accordingly.

In conclusion, the analysis highlights that increasing labor productivity in modern conditions requires a comprehensive approach to employee motivation. There is no one-size-fits-all solution that works for all organizations and situations. The study showed that both tangible and intangible incentives play an important role, and their effectiveness depends on the context, the specifics of the work, and the individual characteristics of the employees.

Organizations should strive to create a balanced motivation system that takes into account not only financial rewards but also opportunities for professional development, recognition of achievements, and the creation of a comfortable working atmosphere. Regular monitoring of employee needs and adaptation of motivational strategies allows for the creation of a supportive environment that promotes high engagement and, as a result, a sustainable increase in labor productivity. Ultimately, investing in staff motivation pays off through improved business results, strengthening corporate culture, and increasing the company's competitiveness in the market.

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MARKETING STRATEGIES AND SHELF MERCHANDASING: GLOBAL TRENDS

Effective shelf merchandising has long evolved from merely being an element of space organization into a powerful marketing tool. It directly affects customers' perceptions, influences their behavior, and ultimately determines sales levels. In the era of globalization, companies face unique challenges: not only must they consider the cultural and consumer nuances of various countries, but they also need to integrate modern technologies.

Shelf merchandising is one of the key aspects that defines the success of retail strategies. Amid globalization and intensified international competition, companies worldwide are striving to adjust their marketing approaches by taking into account the rich diversity of cultural, economic, and consumer factors. The purpose of the study is to study modern global trends in merchandising, analyze their impact on consumer behavior, and identify regional peculiarities.

Merchandising is a collection of marketing methods aimed at the optimal utilization of retail space, the organization of an appealing product display, and boosting sales. Its primary goal is to encourage customers to buy more while in the store. There are several types of merchandising, each differing in the way they target the consumer:

1. Cross-Merchandising: The placement of complementary products near each other to stimulate additional purchases. The key idea is to create a synergy between products, so that when a customer is attracted to one item, they instinctively notice a related product.

2. Sensory Merchandising: Engages all of the customer's senses—sight, hearing, touch, smell, and taste. The objective is to create an emotionally rich environment capable of forming positive associations with the brand and its products. Multisensory experiences significantly influence memory and decision-making processes.

3. Communicative Merchandising: Transforms the point of sale into an environment of active dialogue with the customer. It emphasizes not only the physical aspect of the product display but also the ability to convey the brand's story, product values, and useful information through design and interactive elements. Modern studies confirm that enhancing tactile and visual signals aids in better information absorption by the customer and elicits a stronger emotional response to the advertising message.[1]

Below is a table outlining the features of merchandising across different countries and regions [2].

Country/ region	Features	Key Elements
China	Intensive integration of technologies. Cross-utilization of offline and online platform.	QR codes, augmented reality, mobile applications
South Korea	Minimalism and high-tech. Sensory merchandising through digital interfaces	Interactive displays, futuristic interiors, thoughtful minimalism
USA	Emphasis on stimulating impulsive purchases. Use of bright visuals and eye-catching window displays	Cross-merchandising, product placement at eye level, displays near the checkout
Middle East	Luxury and exclusivity. Consideration of cultural traditions and social status	Thematic decor, a focus on premium products, aroma marketing

India	Brightness and emotionality. Combining traditions with modern technologies	Colorful design, decorative elements, use of cultural motifs
Latin America	Expressiveness and a connection to festivities. Communicative merchandising through local traditions	Thematic decor, bright colors, integration with seasonal promotions
Scandinavia	Minimalism and functionality. Eco-friendliness and an emphasis on social responsibility	Natural materials, soft lighting, information on the origin of products
Russia	High seasonality and vibrant promotional displays. Attracting attention through visual signals	Seasonal promo zones, promotional price tags, thematic displays

Product placement on shelves is not just a practical task but a vital component of a marketing strategy that can influence business success. As global examples demonstrate, the cultures and traditions of different countries play a significant role in developing merchandising approaches. Effective product placement can boost sales and enhance customer loyalty. The future of merchandising depends on companies' ability to adapt, experiment, and combine international experience with local insights.

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MANAGEMENT OF THE FUTURE: WILL ARTIFICIAL INTELLIGENCE BE ABLE TO REPLACE MANAGERS

Artificial intelligence (AI) technologies are becoming an increasingly integral part of our reality every day, inevitably changing it. They have a significant impact not only on everyday routine, but also on such critical areas of society as education, medicine, and economics, helping people and making their work better, faster, and more perfect. However, what if artificial intelligence begins to replace employees everywhere, taking jobs from people? This is exactly what many fear, watching with distrust the rapid pace of AI development. This is especially true for representatives of professions that are fairly easy to automate, such as an accountant, a support service employee, a copywriter. In