

different exhibitions, the results are summed up among its visitors: for example, which company they liked the most. A huge influence on the choice of visitors will show the skill of the CEO and employees to interact with people, in case of presenting the company and its products to them [2].

And the last reason, in our opinion, is that face-to-face business travels are very important when closing deals and signing new contracts. This means that most companies use the opportunity to organize personal business meetings, because for them it means almost 100 % closing a deal. Also, a lot of large and small companies will never sign any contract without a face-to-face meeting with a client or the CEO of another company. They do this to make sure the reliability of the people with whom they sign a contract.

Conclusion. As a result, we have come to the conclusion that business trips should not be canceled in any case, because they are an important part of the success of your company. They are also one of the best ways to build new relationships for both companies and ordinary employees of these companies, thanks to them most of all transactions between companies are concluded.

Also, business trips help employees to learn more about the cultures of other people, companies, countries, and take a little break from their work. This activity requires face-to-face communication, since a person has a need for communication and interaction. Trust in people from another company is easier to build at a real meeting than at video conferences. Companies that have created and used teamwork with close interaction of its employees more often than others will increase and grow.

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HOW DOES BUSINESS UNDER SANCTIONS?

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Резюме – в этой статье мы рассмотрим негативные последствия санкций, способы и принципы, которые могут помочь компаниям добиться успеха, но, несмотря на них, компаниям следует помнить о повышении своей конкурентоспособности и трудностях, которые могут возникнуть в этой ситуации.

Resume – in this article, we will look at the negative consequences of sanctions, ways and principles that can help companies succeed, but despite them, companies should remember to increase their competitiveness and the difficulties that may arise in this situation.

Introduction. Under sanctions, companies often face negative consequences, such as worsening economic conditions, reduced trade and investment, as well as limited access to technology financing. However, despite these problems, there are several ways in which companies can thrive in the face of sanctions, which I will talk about now.

Main part. First, companies need to develop strategies that will allow them to adapt to new conditions that they have not yet encountered. They may switch to the production of goods and services that are not subject to sanctions, or shift the focus to the domestic market. They can also look for new markets and partners not only in their own country, but also abroad. The next important step is to increase the loyalty of customers who are the most reliable partners in the face of sanctions. To do this, it is necessary to provide customers with high-quality services and products. They also need to take the initiative in changing their business processes and risk management. For example, they can prepare for temporary difficulties and plan for the deterioration of economic conditions.

Monitoring changes in the political and economic environment is equally important, as it can help identify new business opportunities.

Working under sanctions requires the ability to adapt to new situations, flexibility and responsiveness to changes, but with the right approach, sanctions can become an incentive for business development and growth.

In the conditions of sanctions, enterprises must be flexible and be able to adapt to any situation. By doing so, they can increase their market share. Here are a few basic principles that will help companies survive in the face of sanctions. First of all, companies should be aware of all changes in the economic and political situation at home and abroad and react quickly to be aware of these changes. For example, if sanctions are applied to one industry, they should quickly consider switching to another industry or market.

The next principle is that companies should develop a strategy of diversification and innovation. This includes exploring and analyzing new markets and partners, developing new products and services, and improving product quality. By taking these steps, companies can remain competitive and profitable under any circumstances.

At the same time, companies need to improve efficiency and optimize processes in order to reduce costs and increase profits. For example, they can review their supply chain and choose cheaper suppliers or use new technologies to speed up processes.

Finally, companies need to diversify their financing strategies. For example, they can raise funds from other sources to reduce their dependence on one source of funding.

Conclusion. Thus, companies can survive in the face of sanctions, but they need to take appropriate measures to improve their competitiveness. It should also be remembered that while sanctions can create difficulties, they can also serve as an incentive to develop new business opportunities.

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OUTSOURCING AS A NEW FORM OF BUSINESS MANAGEMENT

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Резюме – в данной статье описывается понятие аутсорсинга, а также его особенности, недостатки и преимущества. Этот вопрос является важным для рассмотрения, так как непосредственно связан с организацией работы компании и улучшением её производительности.

Resume – this article describes the concept of outsourcing, as well as its features, disadvantages and advantages. This issue is important, because it is directly related to the work of the company and improving its productivity.

Introduction. To develop successfully in the modern world, it is necessary for a company to perform all of its processes effectively. But keeping a large staff is unprofitable and inefficient, so organizations can transfer a part of the tasks to another organization, this is called outsourcing.

The main part. The origin of the term outsourcing dates back to 1989, when Kodak decided to transfer all IT-related tasks to IBM. In modern practice, there are various definitions. According to B. A. Anikin, outsourcing is the transfer of certain functions or business processes, that do not belong to the core production, to outside organizations that professionally focus on providing such services [1]. Outsourcing is quite popular today. This is confirmed by the fact that 60–80 per