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УДК 32

ADVERTISING IN MODERN BUSINESS WORLD

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Resume – this article considers the role of advertising in modern business and its impact on marketing policy.

Резюме – в данной статье рассматривается роль рекламы в современном бизнесе и ее влияние на маркетинговую политику.

Introduction. In the current state of the market economy, advertising holds immense significance. The advertising industry is rapidly expanding and has become one of the fastest-growing markets worldwide. Its growth and expenses surpass even that of developed countries' gross products. Moreover, in the last decade, advertising costs have surged two to three times in these countries.

Main part. The global advertising industry is continuously expanding, and over the last decade, it has become one of the most rapidly developing areas in the marketing business. The share of international advertising has been on the rise, thanks to the creation of an extensive network of advertising agencies that operate across multiple countries. This expansion of advertising from one country to another is made possible due to the high level of economic integration among many developed nations.

Advertising informs consumers about products and companies, helping to expand production and drive sales. It bridges the gap between producers and consumers by conveying product availability, price and use, and gauges consumer demand. Advertising enhances brand image and cultivates brand loyalty, stimulating demand and driving sales. It also contributes to the economy by creating jobs and generating revenue.

Effective use of advertising media is vital for manufacturers to influence the sales market productively, avoid being overshadowed by competitors, and increase sales. Advertising increases competition for buyers, which leads to product improvement, service development, and price reductions. Through its informative function, advertising makes the market more accessible to buyers, allowing them to choose goods and services that match their needs, preferences, and budget. This freedom to choose helps to ensure that consumers receive maximum value for

their money and drives manufacturers to make continual improvements to their products and services. Therefore, advertising plays a critical role in facilitating fair, competitive, and informed buying decisions that ultimately benefit both manufacturers and consumers. Advertising can positively influence customer perception of a product, leading to increased satisfaction with the purchase. Providing truthful information creates a positive association between the customer and the product, shaping expectations and leading to brand loyalty. Advertising can have a societal impact by promoting cultural and social values, and fostering communication between producers and consumers. With the transition to an information-based society, advertising now serves a communicative role, connecting diverse groups and creating shared understanding.

Conclusion. Advertising has a crucial role in creating a desired consumer response, not just providing product information. Examining feedback helps companies plan their activities based on the effectiveness of the advertising campaign. To summarize, modern advertising is a vital component of contemporary marketing, transforming into a new form known as the advertising business. This business has distinct structure, principles, and functions, and operates with significant financial resources, generating high profits through well-executed campaigns.

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DANA HOLDINGS COMPANY AFTER SANCTIONS

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Резюме – в данной статье рассматривается деятельность компании Дана Холдингс до санкций и во время них, а также изменения, которые происходят в экономике компании.

Resume – this article discusses the activities of Dana Holdings before and during sanctions, and also changes happening in the company's economy.

Introduction. In recent years, a significant number of sanctions have been imposed against Belarus by the European Union. It's obvious that the Belarusian economy has suffered quite a lot. The sanctions imposed include a ban on entry into the European Union; freezing of accounts of individuals and legal entities; prohibiting EU residents from providing access to funds; and a ban on cooperation with businesses that have been included in the sanctions list [1].