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УДК 338.1

## HYBRIDIZATION OF BUSINESS IN THE MODERN ECONOMY

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*Резюме – гибридизация бизнеса становится все более актуальной стратегией для компаний в современном мире. Этот подход предполагает интеграцию онлайн и офлайн сфер бизнеса для достижения уникальной и эффективной бизнес-модели. Гибридная бизнес-модель позволяет комбинировать преимущественные составляющие обеих сфер, что приводит к значительным преимуществам, таким как повышение статуса компании на рынке, увеличение конкурентоспособности и максимизация прибыли.*

*Resume – business hybridization is becoming an increasingly relevant strategy for companies in today's world. This approach involves the integration of online and offline business areas to achieve a unique and effective business model. The hybrid business model allows combining the advantageous components of both spheres, which leads to significant advantages, such as increasing the company's status in the market, increasing competitiveness and maximizing profits.*

**Introduction.** In modern world, business competition remains a key factor in the success of companies. With the appearance of new technologies, companies are forced to constantly evolve and improve in order to take a leading position in the market. Innovation and technological progress have become a crucial driver of progress and a determining factor in competition. Due to technological innovation, modern businesses are faced with the need to constantly update and adapt. One of the innovative solutions is the hybrid business model.

**Main part.** The premise behind the hybrid business model is very simple: in today's world, the majority of people spend most of their free time online. As a consequence, many companies tend to completely leave the offline sphere to online, because, obviously, now it is much easier to find a client on the Internet than in the conditions of the material market. However, even here it is not all simple – as a result of full digitalization of their business, many companies fail.

The reason for this is the strong dynamism and frantic competition in the online sphere. That's why the best solution is to integrate online and offline spheres.

It turns out that both offline digital transformation companies and digital products companies, in pursuit of sustainable competitive advantage, come to the same model – hybrid business at the intersection of digital and offline. A hybrid business model is a combination of traditional and digital business models. In general, the main goal of such a model is to create a unique and efficient business model. Such a model can be utilized in many ways. For example, the combination of traditional retail and digital models allows you to utilize the strongest advantages of both spheres, which leads to an increase in the overall efficiency of the company. The combination of offline and online media will expand the field of customer engagement, which will raise the company's status in the market and increase sales. Combining conventional stores with digital services such as mobile apps or loyalty programs will increase people's interest in your company and will also lead to a flow of customers.

**Conclusion.** Of course, all these changes are not given easily. Proper business hybridization requires a workforce that can be responsible for both the online and offline components of the company at the same time and is capable of analyzing both traditional and digital elements of the business. However, switching to such a business model is guaranteed to increase a company's efficiency, expand its customer base, and increase its competitiveness. Of course, offline and online companies individually still have a place, but their combination offers many new, modern business opportunities.

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УДК 338.1

#### MECHANISMS: PAID ADVERTISING ON INSTAGRAM

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*Резюме – в наше время платная реклама в Instagram помогает бизнесу повысить узнаваемость бренда и привлечь больше потенциальных клиентов.*

*Resume – nowadays, paid advertising on Instagram helps businesses increase brand awareness and attract more potential customers.*

**Introduction.** The popularity of Instagram in Belarus, as in other CIS countries, is at a very high level. About a million of all business accounts on this social network are Russian-speaking. Internet entrepreneurs, bloggers, marketers