

Main part. One of the key aspects of modern personnel management is the transition from the traditional hierarchical model system to more adaptive and flexible structures. The consequence of such a structure is increased autonomy and responsibility of employees, reduction of bureaucracy, development of collective decision-making and improvement of teamwork. Development of training system and development of staff abilities is another important aspect of personnel management. An important point is the investment of the company in the professional training of its employees, which contributes to the continuous growth and development of employees as professionals. It is necessary to remember the importance of developing a corporate culture and values. Firms that successfully manage human resources base relationships on mutual respect, support and trust, and this, in turn, contributes to increased staff motivation and productivity. Another equally useful direction is the integration of innovative technologies into human resource management. Improvement of HR processes, use of data analytics for making managerial decisions, creation and implementation of online platforms for communication and feedback with employees allows companies to manage employees more effectively.

Conclusion. It is important to note that the basic principles of a modern approach to HR management play a unique role in performance, ensuring success in today's business world and a firm's competitiveness in today's business world. Focusing on personnel development, building trusting relationships and using innovative technologies contribute to attracting, retaining and motivating qualified specialists, and this is the main condition for achieving the set goals and success in the market.

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ANALYSIS OF THE USE OF 3D VISUALIZATION TECHNOLOGY IN THE FURNITURE INDUSTRY OF THE REPUBLIC OF BELARUS

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Резюме – в данной статье мы рассматриваем степень распространения и частоту использования технологий 3Д-дизайна в ведущих предприятиях мебельной сферы во всех областях Республики Беларусь.

Resume – in this article we consider the extent of distribution and frequency of use of 3D design technologies in leading enterprises in the furniture industry in all regions of the Republic of Belarus.

Introduction. In any area of business and entrepreneurship, the level of established communication between the company and the consumer plays an important role. In the case of the furniture business, an excellent tool for increasing consumer understanding of the product offered is the visualization of interior items and furniture, which means a detailed display of the entire functionality of the item and its stylistic features. To solve this problem, two ways are often used: photography or 3D graphics. However, it is worth considering that using 3D software requires less money and time than organizing a high-quality photo shoot. As a result, we can conclude that choosing this path is more rational and justified.

Main part. The analysis of the use of 3D visualization technology in the furniture industry of the Republic of Belarus, presented in this article, is based on the following algorithm: first of all, we find the top 10 furniture factories of the republic. Of these, you should choose factories located in different regions of the country, whenever possible. Next, using the Google browser search engine, we find the website of the selected company. Next, by analyzing the content of a given company's website, the ratio of high-quality renderings (pictures made with 3D graphics) relative to all presented material is revealed. You should also take into account the quality indicator of the renderings produced, which are comparatively already achievable visualization standards in our time.

A good example is the Anrex company. The manufacturer produces a large selection of different collections. Based in the city of Brest. Among the products there are the following main categories: upholstered furniture, cabinets, cabinets and chests of drawers, tables, beds, shelves. In total, the company offers a range of products that includes 1840 units of various products. Analysis of the use of 3D visualization technology showed the following results: in total of the presented visualizations, the rendering density is approximately 80 %. Categories such as “wall cabinets”, “floor cabinets” and “facades” are presented in the form of 3D drawings, which can also be attributed to the results of 3D graphics, however this is not a visualization, since it neglects aspects such as stylistic decisions, color scheme, interaction of materials and, in fact, reflects only the design of the object. Also, in the “kitchen components” category, photographs are used instead of 3D visualizations. In the “Tabletops” category there are no renderings or photographs and there is only a 2D image of the material proposed for the tabletop. In other categories, 3D visualization technology is used and, for the most part, very successfully. However, among these renderings there is a low-quality display of mirror surfaces and beds.

Next, let's look at the Softform furniture factory. The Softform company is a Minsk furniture company in close cooperation with a Czech manufacturer. This company offers the following types of products: furniture for office, home,

hotels, ships and glossy facades. Having examined the proposed visualizations, it can be noted that the company mostly focuses on presenting its products comprehensively, in sets. The visualizations themselves are well done; there are no photographs among them in any of the shown types of products. There are two significant disadvantages: the first is the use of a watermark directly on the images, which makes the entire composition unbalanced and cheap; the second is the low resolution of the images, which also makes the visualization unsuccessful. From the point of view of composition, color and variety of renders, everything is of high quality, but the two mentioned disadvantages greatly lower the bar for the quality of presentation of their products.

It is also worth considering a company from the city of Gomel, Progress. This factory mainly specializes in upholstered furniture, including sofas, armchairs, chairs, and pillows. The assortment includes more than 300 pieces of furniture. Analysis of visual content shows a very high quality of product presentation. All works are presented in the same style, without photographs, with high resolution and without watermarks.

Conclusion. Based on the analysis of three furniture factories included in the top 10 factories of the republic, we can conclude that, in general, 3D visualization technologies are used everywhere, but in some places with some flaws that can easily be eliminated through a more detailed and attentive study of design projects, necessary for visualizing products.

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STRATEGIC ALLIANCES IN THE EAST ASIAN INDUSTRY

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Резюме – в данной статье рассматривается вопрос стратегических альянсов, их плюсы и минусы, а также способы предотвращения проблем связанных с ними.