

PROBLEMS AND PROSPECTS IN CONTEMPORARY DEVELOPMENT OF MANAGEMENT AND MARKETING

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In the modern world, marketing and management are very interconnected. There are many problems in each of the areas that require new approaches and strategies for successful development. When considering each of the problems, prospects arise that open up wide opportunities for us to grow and improve our business in the future.

One of the most popular problems in marketing has become a lack of attention to online marketing. With sufficiently advanced technologies, companies currently do not actively use online channels to attract customers, thereby losing a large percentage of prospective consumers [1]. An equally serious problem was the lack of communication between marketing and other departments of the company. The success of the strategy requires cooperation with other departments, such as production and packaging of goods, as well as a qualified marketing specialist, which is also an urgent problem [2].

Prospects in marketing are closely related to the use of new technologies. Increasing the use of marketing technologies (SMM marketing, SEO, personalization technologies) will attract more prospective consumers [2]. One of the prospects is the desire to increase the sustainability and responsibility of the company [1]. Consumers are increasingly paying attention to the sustainability and social responsibility of brands. Every year, the prospect of increasing competitiveness always remains relevant. Improving the effectiveness of companies' own actions is very important to increase sales and awareness among the company's competitors.

The most popular problem in management is considered to be insufficient delegation of tasks [3]. Some managers may have difficulty delegating tasks to their subordinates, which can lead to congestion and reduced productivity. Constant training from managers has become no less a problem. Due to the rapidly changing needs of consumers, the manager must always learn and accept new ideas and theories, which leads to a decrease in the interest of managers to constantly develop. From this problem, rapidly developing requirements and requests to management are formed, which leads to a new problem in management.

One of the most relevant management perspectives is the combination of market methods and government intervention. Companies strive to create sustainable economic growth, environmental protection, and healthcare. Management and the compilation of consumer needs are very related to the external environment, therefore, regular adjustment of the organization's goals as a reaction to changes in the external environment. This helps to ensure that the organization's strategy is consistent with current realities and goals. Each company strives for the greatest involvement of employees in the management of the organization [4]. This can lead to improved productivity and work results, as well as it strengthens team ties and increases work efficiency, which ultimately increases the company's profits.

Thus, for the successful development of modern management and marketing, it is necessary to take into account all of the above points, as well as actively innovate, use data for decision-making, find a balance between traditional and innovative methods, and invest in staff training and development. It is important to remember the need for constant learning and self-improvement in order to be successful in a dynamic world.

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