

adoption, strategic alignment, cultural transformation, data-driven decision-making, and continuous upskilling. By embracing these strategies, organizations can position HR as a strategic partner in driving digital transformation, fostering a digitally-enabled workplace, and optimizing talent management to meet the demands of the digital economy.

UDC 338.3

**MANAGEMENT OF ASSORTMENT POLICY OF
THE ORGANIZATION IN THE CONTEXT OF
DIGITALIZATION**

**УПРАВЛЕНИЕ АССОРТИМЕНТНОЙ
ПОЛИТИКОЙ ОРГАНИЗАЦИИ В УСЛОВИЯХ
ЦИФРОВИЗАЦИИ ЭКОНОМИКИ**

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Keywords: assortment policy, digitalization, data-driven approach.

Ключевые слова: ассортиментная политика, цифровизация, data-driven подход.

Abstract. In today's digital business environment, effectively managing assortment policies is essential for organizational success. This article examines the significance of assortment policy management within the context of digitalization. It discusses the advantages of leveraging consumer data, personalized offerings, and the flexibility of online platforms. While digitalization presents opportunities, it also brings challenges such as data analysis complexities and the need for adaptability. Ultimately, embracing digitalization for assortment management can lead to heightened customer satisfaction, improved sales, and a competitive edge in the market.

Аннотация. В современной цифровой бизнес-среде эффективное управление ассортиментной политикой является залогом успеха организации. В статье рассматривается значение управления ассортиментной политикой в контексте цифровизации, преимущества использования данных о потребителях, персонализированных предложений и гибкости онлайн-платформ. Несмотря на то, что цифровизация открывает новые возможности, она также порождает и проблемы, такие как сложность анализа данных и необходимость адаптации. В конечном итоге использование цифровых технологий для

управления ассортиментом продукции может привести к повышению удовлетворенности клиентов, улучшению продаж и конкурентному преимуществу на рынке.

Nowadays, companies cannot ignore the processes of digitalisation, as it affects companies at all levels. If a company wants to be a market leader, it must adequately offer digitalised solutions, created in a collaborative process of product development and digital transformation of economic activity.

Digitalisation should be understood as the process of introducing digital technologies into companies' business processes. It differs from automation in that it involves not only the modernisation of equipment, but also management, corporate culture and communication. The expected result should be increased employee productivity and higher levels of customer satisfaction. If successful, the company will gain a reputation for being progressive and modern.

To survive in the emerging digital economy, companies must implement modern technological solutions that allow them to compete with new market entrants and create their own advantages. Adopting change quickly and flexibly enables companies to respond successfully to external challenges. The challenge of digitalisation is to change the speed of decision making and to adapt quickly to the external environment in order to fully meet the needs of customers. In the course of these processes, the management of the company is simplified; existing solutions allow for a more detailed and comprehensive view of the business, a more careful adjustment of goals and objectives, the observation of dynamic fluctuations and the identification of key factors.

Managing the assortment policy of an organization in the context of digitalization is crucial for staying competitive in today's rapidly evolving business landscape. With the advancement of digital technologies, businesses are presented with both opportunities and challenges when it comes to effectively managing their product offerings. In this text, we will explore the key aspects of managing assortment policy within the digitalization context.

One of the primary advantages of digitalization for assortment management is the access to vast amounts of consumer data. Through digital channels, businesses can gather valuable insights into consumer behavior, preferences, and market trends. This data can be leveraged to make informed decisions about product assortment, ranging from introducing new products to discontinuing underperforming ones. Understanding customer preferences through data analysis is essential for optimizing the assortment policy to meet changing consumer demands.

Digitalization also enables businesses to personalize their product offerings. By utilizing customer data and leveraging technologies such as artificial intelligence and machine learning, organizations can tailor their assortments to individual preferences. This personalization can lead to increased customer satisfaction and loyalty, as customers feel that the products offered are more

relevant to their needs. It also allows for targeted marketing and upselling opportunities based on individual customer profiles.

Furthermore, digitalization has transformed the way assortments are presented and distributed. With the rise of e-commerce and online marketplaces, organizations can expand their assortments beyond physical store limitations. This provides an opportunity to offer a broader range of products to customers, catering to diverse needs and preferences. Additionally, digital platforms allow for more agile assortment management, as businesses can quickly test new products, respond to market trends, and adjust their offerings in real time.

Despite the benefits, managing assortment policy in the digital era comes with challenges. The volume of data available requires robust analytical tools and processes to extract meaningful insights effectively. Organizations must invest in technologies and talent capable of analyzing and interpreting data to make informed assortment decisions. Additionally, the rapid pace of technological change necessitates a flexible approach to assortment management, as businesses need to adapt to emerging trends and consumer behaviors.

In conclusion, managing assortment policy in the context of digitalization demands a strategic and data-driven approach. Organizations need to harness digital technologies to gather insights, personalize offerings, and adapt to the dynamic market landscape. By effectively managing their assortments in the digital era, businesses can enhance customer satisfaction, drive sales, and gain a competitive edge in the market. Embracing digitalization as a tool for assortment management can position organizations for sustainable growth and success.

UDC 339.9

**INTERNATIONAL INTEGRATION AS A FORM
OF INTERNATIONAL COOPERATION**
**МЕЖДУНАРОДНАЯ ИНТЕГРАЦИЯ КАК ФОРМА
МЕЖДУНАРОДНОГО СОТРУДНИЧЕСТВА**

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Keywords: integration processes, globalization, world economy, economic growth, international economic integration.

Ключевые слова: интеграционные процессы, глобализация, мировая экономика, экономический рост, международная экономическая интеграция.