

CHIEF EDITOR'S REMARKS

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Dear readers of the International Business Journal!

I welcome you to the pages of our latest issue, which, as always, focuses on relevant and significant topics in modern business. In this edition, you will find unique studies conducted by both Russian and international experts that will help you stay updated on current business trends.

T.Klenova, Ph.D in Economics and Associate Professor at the Department of State and Municipal Management and Economics of Innovations at Volgograd State University, discusses the impact of modern technologies on personnel management systems.

The article by E.Bostoganashvili, Ph.D in Economics and Senior Lecturer at the Department of Management, Marketing, and Foreign Economic Activity named after I.N.Gerchikova at MGIMO University, is dedicated to the activities of Russian retail companies in the context of digitalization.

A.Dementieva, Doctor of Economics and Professor of the same department, investigates the peculiarities of implementing modern tools in human resources management to ensure a sustainable competitive advantage in the market.

From the article by M.Joachim (Switzerland), a consultant to the company «Kept,» you will learn about current trends related to the dedollarization of the world financial system, particularly in light of the strengthening positions of countries in the Global South.

A.Bunyakova, Ph.D in Economics and Senior Lecturer at the English Department No.2 of MGIMO University, along with independent expert M.Alshehhi (UAE), explore the peculiarities of developing economic ties between Russia and the UAE beyond the energy sector.

Independent expert F.Schneider (Switzerland) analyzes the importance of understanding intercultural consumer behavior for successful cooperation on the Eurasian continent.

Finally, our special guest for this issue, E.Nikolaeva, a Deputy of the Moscow City Duma, shares her insights on building a successful career, the significance of education, and the importance of an active life stance, drawing from her personal experiences.

I hope that the materials in our magazine will be both inspiring and informative for you. Enjoy your reading!

Sincerely,
Editor-in-Chief
International Business Journal
V. Shapovalov