

traditional manufacturers and designers can differentiate themselves from mass-market brands and meet the growing demand for responsible fashion choices.

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## **PEDAGOGICAL INNOVATIONS IN PROFESSIONAL TRAINING: FROM TRADITIONS TO GLOBAL TRENDS**

In the modern educational environment, the implementation of pedagogical innovations plays a crucial role in the training of specialists. Traditional teaching methods, while still relevant, are being supplemented and transformed by global trends aimed at enhancing professional competencies and adapting to the rapidly changing labor market.

One of the key directions in educational innovation is the integration of digital technologies. Online platforms, virtual simulations, and artificial intelligence-based learning tools significantly improve the accessibility and efficiency of professional training. Moreover, the use of interactive methods fosters student engagement, critical thinking, and problem-solving skills (Siemens, 2023).

A shift from teacher-centered to student-centered approaches has also become a defining trend in global education. Competency-based learning, project-based assignments, and personalized educational trajectories allow future specialists to develop practical skills tailored to industry demands (Kolb, 2022).

In the context of globalization, cross-cultural communication and international educational cooperation are gaining importance. The adoption of best practices from

leading educational systems, along with participation in academic mobility programs, ensures the competitiveness of specialists in the international labor market (Knight, 2021).

Another essential aspect of pedagogical innovations is the emphasis on lifelong learning. The concept of continuous professional development encourages students and professionals to acquire new knowledge and skills throughout their careers, ensuring their adaptability in an evolving professional landscape (Merriam & Bierema, 2020).

In conclusion, the transformation of professional training through pedagogical innovations ensures the development of highly skilled specialists capable of meeting the challenges of the modern world. The combination of traditional educational values with cutting-edge global trends paves the way for a more effective and dynamic learning process.

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#### **INFLUENCE OF WEBSITE DESIGN ON CUSTOMER'S PSYCHOLOGY**

**Introduction.** Today, websites have become a full-fledged part of our lives, they bring us some quick and useful information, or some entertaining content, but most importantly, they provide an opportunity to buy things from anywhere in the country or even the world. With the emergence of such sites, competitive trade began to appear, and here the game is not about the quality of the goods, but about their correct presentation, through design.

**The aim** of the article is to explore the world of website design for possible influence on customer psychology.