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ДНІПРОВСЬКА ПОЛІТЕХНІКА

Українська Асоціація Маркетингу

ЖУРНАЛІСТИКА
НТУ «ДНІПРОВСЬКА ПОЛІТЕХНІКА»

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Рада молодих учених

MAJESTY OF MARKETING

Conference for the students and junior reserch staff

19 th of December 2024

Ukraine
Dnipro

Ministry of Education and Science of Ukraine

Dnipro University of Technology

Department of Marketing

Centre of Marketing Digital Technologies

Young Scientists Council at the Ministry of Education and Science of Ukraine

Majesty of Marketing

Materials of the XX International conference
for the students and junior research staff
19 th of December 2024

Ukraine, Dnipro

2024

Majesty of Marketing: Materials of the International conference for the students and junior research staff. Ukraine, Dnipro : Dnipro University of Technology, 2024. 206 p.

UDC 339.1+811.111 (06)
M19

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MARKETING APPROACH TO BUILDING A COMMUNITY OF VOLUNTEERS IN CRISIS SITUATIONS

Keywords: marketing, volunteers, crisis situations, communities, communications, social activism, engagement.

In crisis situations, such as natural disasters, pandemics, or problems in the economy or politics, it is important that effective volunteer communities are quickly created. They become the basis for organizing assistance to victims and overcoming the consequences of the crisis. A marketing approach in such cases helps not only to attract volunteers, but also to coordinate their work to increase the effectiveness of initiatives. This strengthens trust in organizations and increases their reliability.

For the successful organization of volunteer activities, it is important to create a clear and recognizable brand that reflects the mission, values and social responsibility of the organization. This contributes to the involvement of a larger number of people in a common cause [1]. Today, social networks are a powerful tool for the development of volunteer organizations, because they allow you to reach your audience as efficiently as possible. Using platforms such as Facebook, Instagram, TikTok or LinkedIn, you can quickly spread information about activities, current initiatives or pressing needs. This makes it possible to attract new participants and partners, as well as establish communication with already existing volunteers [3].

To attract volunteers, it is important to use emotional messages that evoke sympathy and a desire to join the cause. These messages need to not only talk about the problem, but also show how everyone can be part of the solution. A clear and simple call to action, such as «Join now» or «Let's make a difference together», should motivate and encourage concrete steps.

An important role in this process is played by local opinion leaders who support volunteer initiatives and help spread information. They attract new participants, motivate people to join the cause and contribute to the creation of sustainable social networks of support around common goals [2].

To maintain trust in the organization, it is important to work openly: regularly report on the use of resources, achievements and work results. Honesty and regular reporting on the organization's achievements helps to maintain trust and inspire people to get involved in initiatives. The marketing approach allows for effective management of processes and ensures sustainable social impact during crises. However, there are also some difficulties, such as competition for the audience's attention, the need to constantly update communication strategies and maintain long-term motivation of volunteers.

Thus, the marketing approach to the organization of volunteer societies in crisis situations allows to effectively manage processes, strengthen trust in initiatives and create conditions for long-term social impact. The use of digital platforms, personalized communications and branding ensures successful mobilization of resources, helps to respond more quickly to crises and contributes to the formation of sustainable volunteer communities.

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ILLUSION OF BENEFIT

Keywords: desire, manipulation, purchases, sales promotion.

The life of a modern person is full of various information that follows us everywhere. Every day, we receive a lot of news, expert opinions, advice and feedback, and messages that give rise to our thoughts, and this cycle is almost impossible to stop. When a person is surrounded by so many events in various spheres of life, it is quite difficult to find oneself, to hear and understand what one's heart really wants. At the same time, businesses know exactly what they want: a profitable exchange with the consumer. Companies satisfy the needs of consumers and make a profit in return. For this exchange to take place, it is important for a company to understand the needs of consumers, as this is the basis for its future success.

Information overload makes it difficult for consumers to make decisions and choices, so companies use various marketing tools to simplify this process and encourage customers to buy. One of these tools is sales promotion, which includes discounts, gifts, bonuses, and exclusive offers aimed at meeting the basic needs of consumers: saving money, getting benefits, and feeling special. However, an attractive offer often hides finely tuned mechanisms for influencing consumer behaviour, and then marketing communications go beyond simply informing about the product and move into the sphere of manipulation.



Fig.1 Benefits for the consumer

Sales promotion is a short-term measure aimed at encouraging the purchase of goods, the purpose of which is to change consumer behaviour immediately. This change can manifest in encouraging a first or repeat purchase, increasing the number of customers, increasing the volume of purchases, or making them talk about the point of sale. To do this, consumers are interested in benefits. This can be financial savings due to promotions, receiving a sample, an additional quantity of goods, participation in a competition, or an additional advantage, such as free delivery when making a purchase for a certain amount.

The success of such tools is based on an understanding of consumer psychology, their desires and fears, which often turns sales promotion into a method of manipulation. The main goal of manipulation is to change consumers' perceptions and preferences, to convince them to make a purchase, even if they do not need the product. The line between incentive and manipulation is often blurred. For example, during Black Friday, promotions, discounts and gifts are used to create the illusion of benefits. It's always nice to have the opportunity to save money, get a gift, or a certain advantage. On the one hand, discounts and promotions can help consumers save money and find the products they need. On the other hand, one of the most common tricks is to artificially increase the price before offering a discount to make the promotion more attractive to consumers. Discounts create a sense of urgency to buy. Bright announcements of 'discounts up to 90%' make you go to the store hoping to buy goods at a beneficial price. However, it may turn out that the prices for most goods have been reduced by only a small percentage because 'up to 90%' can be either 89% or 1%. Such tactics are time-consuming and often disappoint consumers. And sometimes, when manipulated, discounts can have an eternal effect and never disappear. At first sight, it seems that permanent discounts are great, but they are not really that great. In this way, the company attracts the consumer's attention and hides the actual cost of the goods. Electronics and household goods retailers often use a similar approach, such as Eldorado and Comfy, which often announce significant discounts on Black Friday but raise prices a few days before the event to make the final price look more attractive. In clothing stores, such as Colin's, you can see that a new price has been added to the old price, and then another one, and you can see that the item used to cost less. Stores such as Varus, Okwine, Eva, and Proctor often use promotions for goods with inscriptions such as '1+1=3' or 'Buy two and get the 3rd one for free'. However, the cost of one product in such promotions can often be artificially high, which cancels out the benefits.

Sales promotion is a good tool to temporarily encourage consumers to buy. However, such methods of influencing consumers are not always manipulative, and it is important to distinguish between its ethical and manipulative use. Manipulative practices often involve dishonest techniques aimed at achieving commercial gain. In order not to fall into the trap of

illusions of possible benefits, it is important for consumers to carefully analyse the information they receive about products and services, consult reliable sources before making decisions, develop critical thinking, and learn to recognise manipulative techniques. In summary, awareness of manipulative methods in marketing will help protect consumers from manipulation and encourage businesses to behave ethically, which will help build long-term trusting relationships with their customers.

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THEORETICAL BASIS OF MANAGEMENT OF FOREIGN ECONOMIC ACTIVITY OF AN ENTERPRISE

Key words: management, foreign economic activity, enterprise, efficiency

The foreign economic activity of an enterprise is a component of the general activity, and therefore, interconnected with it and jointly motivated by the enterprise; at the same time, foreign economic activity has a significant specificity, which consists in the fact that it is carried out at a different, international, level, in interaction with business entities of other countries.

The organization of foreign economic activity management is a rather complex work and is determined, first of all, by its industry affiliation. It requires careful consideration of such issues as market conditions, potential buyers and sellers, establishing business contacts with them, negotiations, signing agreements, etc.

The motives for the development of foreign economic activity and the entry of enterprises into foreign markets are as follows:

- expansion of the sales market of their products beyond national borders in order to increase profits;
- limited and relatively low opportunities for expanding the domestic market;
- the level of development of the domestic market at which it is profitable to place capital abroad: market saturation with goods; increased pressure from competitors; increased dependence on intermediary trade; increasing fees related to environmental protection; difficulties in complying with social legislation;
- purchasing necessary raw materials, components, new technologies and equipment;
- overcoming dependence on the domestic market, seasonal fluctuations in demand and spreading risks by conquering foreign markets;
- reducing production costs through better use of production capacities, reducing tax payments, including by producing products abroad;
- attracting foreign investment to modernize production, strengthen export potential and competitive positions in world commodity markets;
- extending the life cycle of goods;

- using state support programs operating in your country or abroad;
- increasing the efficiency of sales activities by strengthening market positions through the creation of branches, branches, subsidiaries, expanding the network of service points, etc.;
- compensating for exchange rate fluctuations by organizing parallel production and sales in the relevant countries;
- overcoming tariff and non-tariff barriers by organizing foreign production;
- increasing the prestige of the enterprise in the national market as a subject of international economic relations [1].

The choice of forms of organization of the enterprise's foreign economic activity is determined by various factors:

– motives and needs that encourage participation in the international division of labor (export, import, attracting foreign investment, participation in international cooperation, etc.);

– the degree of internationalization of production activities (already participating or only intending to join international operations);

– methods of selling the company's products: independent export operations or through intermediaries; the scale of the enterprise and the volume of its actual and potential exports, which determines the quantitative parameters of the foreign economic activity management service;

– foreign economic operations are permanent or are carried out from time to time [2].

Therefore, the enterprise's foreign economic activity requires clear planning, so it is necessary to have an absolute idea of the means and purpose of its implementation. To do this, you need to have a clear idea of the purpose of its implementation and the means for this.

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HR-BRAND STRATEGIES TO NAVIGATE LABOR MARKET CHALLENGES IN UKRAINE 2024

Keywords: HR-branding, employee retention, talent acquisition, social responsibility

A labor market study of Ukraine conducted by the European Business Association in collaboration with Tetiana Pashkina revealed the key trends of 2024: a labor shortage experienced by 71% of surveyed employers, mobilization, workforce emigration abroad, and inflated salary expectations among candidates. All these phenomena are interconnected, with their common foundation being a significant deficit in personnel [1].

Mobilization has involved approximately 1 million individuals in national defense efforts, while 8.6 million have left the country. The labor market currently comprises 6–7 million working individuals who bear the economic responsibility for the remaining 22 million citizens, including retirees, children, students, the unemployed, and public sector employees [2] [3]. At the same time, the number of job vacancies has recovered to pre-war levels and continues to grow [4].

These conditions intensify competition for skilled professionals, forcing companies to revise their offerings and adapt to new realities. The challenges are multifaceted, encompassing not only financial issues but also employee attraction, retention, and development. Amid the war, businesses face a critical challenge: to find ways to respond to these changes that will ensure their competitiveness and stability in the labor market.

One way businesses are adapting to the current challenges of the labor market is through the development of HR branding. This is not only a tool for attracting top talent but also a crucial element in achieving business objectives. A survey by Work.ua revealed that most candidates evaluate a company’s reputation before deciding to accept a job offer [5].

Employee retention and the creation of a positive image among candidates have become critically important for Ukrainian companies today. HR branding enables businesses to remain competitive even amidst labor shortages and other challenges.

While branding cannot address the structural problems of the labor market at the macro level, it provides businesses with a competitive advantage by helping them attract and retain

employees. Furthermore, it serves as a tool that sets a positive example for other companies, promoting the development of effective practices in the labor market.

So how would HR branding help navigate the current challenges of Ukraine's labor market?

1. Labor shortage. To overcome the labor shortage, companies are already implementing the following measures: employee retraining and redistribution of duties (53.5%), programs for young professionals (32.6%), process automation (23.9%), outsourcing (16%), initiatives for elderly individuals (8.8%), and hiring foreign specialists (3.6%) [4].

An example for other companies is the experience of one of the leaders in the agribusiness sector, Kernel, where several effective approaches are applied. The company engages women in professions traditionally considered "male," such as boiler operators and production workers. To improve employee qualifications, Kernel has created a qualifications matrix that allows for training in specialized skills directly on-site. In addition, Kernel actively develops corporate education through the Open Agro University project, which trains specialists in 8 key agricultural and manufacturing disciplines. About 25% of graduates are employed by the company's assets, while the rest acquire practical knowledge for further work in the market [5].

Another direction is hiring individuals without experience. Kernel has obtained a license to independently train specialists and also implements support programs for veterans, helping them acquire new professions and reintegrate into society [5].

2. Inflated salary expectations. Salary is a crucial component of an HR brand, and its importance in the current economic conditions cannot be overstated. A positive employer brand not only reduces the costs associated with filling vacancies but also eliminates the need to overpay in order to retain employees.

Companies can strengthen their HR brand through non-material motivational measures, such as bonuses, flexible working conditions, the option to work from home, and investments in employee career development. These initiatives help shape the image of an employer who cares about their employees, demonstrating concern and a modern approach to personnel management.

Despite this, in the face of high inflation and economic instability, most employers understand that it is impossible to avoid salary increases entirely. According to a survey, 88% of employers plan to raise salaries in 2024, with 24% of them planning increases of 10–15% [1].

3. Mobilization and the emigration of people abroad. Mobilization and the outflow of labor to foreign countries remain some of the biggest challenges for Ukraine's labor market. To retain employees under such conditions, companies are focusing on social programs, improving

working conditions, and supporting employees through relocation or veteran programs. Flexible working hours and the option to work remotely have become critically important: according to Work.ua, employers who offer remote work receive five times more responses from candidates. At the same time, only 8% of job seekers prefer office work [5].

Support for employees' morale also has a significant impact. According to Work.ua's HDR Tetiana Kipiani: "An employer brand is no longer just advertising or a career website. It's not what companies show externally. It's what employees share, the experiences they recount. In the age of information noise and social networks, people trust other people. Therefore, internal PR, corporate development programs, employee training, well-being programs, psychological support services, and everything that shapes the value proposition for employees are the real daily efforts behind the employer brand" [5].

The full-scale war "adds practical patriotism, reintegration of veterans, and systematic work with employees who have different experiences of the war. Employers now need to strike a balance between efficiency and humanity, understanding the value of human capital for Ukraine" [5].

Conclusion. HR branding is a strategic tool that enables companies to adapt to the current challenges of the labor market in Ukraine. It helps attract and retain talent even in conditions of labor shortages, mobilization, and the mass outflow of workers abroad. The main principles of effective HR branding are social responsibility, stability, investment in employees' professional development, support for their mental health, and flexibility in working conditions.

Companies that implement training, retraining, morale support, and well-being programs not only address labor shortages but also build a positive employer image, which is crucial in the competition for specialists. Salary remains an important element of the brand, but its combination with non-material motivational measures creates a comprehensive value proposition that meets the needs of employees and aligns with the realities of wartime.

In today's conditions, HR branding is not just a way for businesses to survive, but also a tool for sustainable development and strengthening competitiveness in the labor market.

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THE INFLUENCE OF MARKETING ENVIRONMENT ON THE FUNCTIONING OF TRADE ENTERPRISES

Keywords: market, trade enterprise, environment of enterprise activity, environmental responsibility, social responsibility.

The war between Ukraine and russia, which moved to a new level of large-scale confrontation in 2022, has had a negative impact not only on the domestic but also on the global economy. According to Polish researchers, retailers and consumers in Poland have also recently felt the burden of inflation, with prices for everything from gas to household goods rising over the past year. In June 2022, an inflation rate of approximately 9,1% was recorded, the highest level in a decade, while the annual inflation rate reached 8,3% in 2022, up from 3,2% in 2011. In 2024, inflation fluctuated between 3,1% and 3,5%, still well above the 2% inflation target.

As COVID-19 and subsequent government stimulus initiatives encouraged consumers to shift from services to goods, the surge in demand put a strain on an already disrupted supply chain. As a result, prices began to rise in April 2021 and reached a forty-year high, reducing consumer purchasing power. As a result, retailers are facing high economic uncertainty as they struggle with higher prices for goods, wages, transportation, utilities, rents, etc. amid labor shortages and rising prices [3]. This situation fully characterizes the domestic market of trade services, which is also affected by the negative factors of influence, including destroyed logistics, migration and mobilization (loss of skilled workers and markets), a constant threat to human life, and the reorientation of the national economy to the military.

In 2023, the retail trade turnover amounted to over UAH 1,82 trillion, up 30,5% from 2022 and 26,2% from 2021. In 2023, the retail trade turnover of retailers (legal entities) amounted to over UAH 1,23 trillion. This is 26.3% more than in 2022 and 17,4% more than in 2021. In 2022, this figure amounted to more than UAH 971,14 billion, and in 2021 - more than UAH 1,04 trillion. [2].

Detailed statistical information from 2022 is not available in the public space. However, statistics for 2017-2021 show a significant increase in retail turnover [2]. The share of food products in the structure has slightly increased as opposed to non-food products. The share of dairy and meat products, fresh fruits and vegetables, and tobacco products (including related products) has increased in the structure of food products.

The main negative factor that affected the retail market in 2022-2023 was the full-scale invasion of Ukraine by russia, which led to a decline in consumption in the market. According to the National Bank of Ukraine, Ukraine's real GDP fell by 29,1% in 2022, which immediately affected all segments of the retail market.

Military actions provoke a steady rise in prices for products of both the food [2] and non-food retail markets. Among food products, prices for carrots (+207,6%), cabbage (+154,3%), and potatoes (+150,8%) increased the most. Given the growth of imports, the devaluation of the hryvnia and domestic inflationary processes in the country, according to the State Statistics Service of Ukraine, the annual price index for the products of the market under study increased by almost 20% in 2022. Market analysts predict further price growth. The reasons for this may include the depreciation of the hryvnia, logistics costs, rising wages and tariffs for electricity, fuel, etc. According to the National Bank of Ukraine, the annual inflation rate will reach 8,2% in 2024 [1].

Environmental and social responsibility is becoming an integral part of retail across all sectors, from tackling food waste in grocery stores to promoting sustainable forest management in the furniture industry and ethical practices in the fashion world. This shift is being driven by growing consumer demand for environmentally friendly and ethical products, with 64% of consumers worldwide reporting «very high» concern for the environment. These concerns cross typical generational lines, with 68% of Baby Boomers and 72% of Generation Z customers being very or extremely concerned. Consumer spending also reflects their desire for better sustainability. In recent years, eco-friendly offerings have increased 2,7 times compared to their traditional counterparts [4].

The retail market is crowded with businesses competing to become the best. Gathering relevant information about competitors is key to winning the competition. Businesses need to know about consumer sentiment, the latest market trends, technological advancements in the industry, and much more so that they can make profitable and proactive decisions. Observing the competitive environment, including direct and indirect competitors, can also drive the growth of a retailer. For example, observing a competitor's successful advertising campaign can spark a retailer's creativity. Therefore, instead of stopping there, businesses continue to adapt their strategies and prepare to overcome challenges. To identify new market trends and predict potential disruptions, a retailer should pay attention to changes in consumer behavior, the introduction of new technologies, and new market players. Anticipating changes in the market can help the company remain proactive rather than reactive.

Thus, the marketing environment of retailers is quite favorable for their successful operation. However, given the unstable socio-political environment and significant threats to the physical security of businesses due to constant shelling of the territory, measures should be taken to ensure that trade services are provided not only physically, in the store, but also online. In addition, it is also worthwhile to anticipate changes in market needs in a timely manner and adapt your product range,

work schedule, service conditions, and other elements of the internal environment to the requirements of these factors.

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VOLUNTEERING AS A TOOL OF SOCIAL MARKETING

Keywords: social marketing, volunteering, brand values, social consciousness

In today's fast-paced and ever-changing world, the public is becoming increasingly conscious not only in choosing goods and services but also in selecting the values embodied by various brands. In this context, volunteering serves as a powerful tool of social marketing, capable of creating added value for both businesses and society. Volunteering allows companies to showcase not only social responsibility but also to make tangible contributions to addressing socially significant issues.

In 2023, the research company Active Group, in collaboration with the All-Ukrainian Initiative “Active Community,” studied the impact of volunteering on the interaction between businesses and the public. The findings revealed that integrating volunteer initiatives into marketing strategies increases trust in companies, particularly in times of crisis [1].

Since the onset of the full-scale invasion of Ukraine, the volunteer movement has undergone significant transformations, affecting not only its organizational structure but also unveiling new opportunities for its integration into the marketing sphere. This has provided businesses with tools to expand their social responsibility and build deeper connections with consumers.

One of the key aspects has been leveraging volunteer projects as an element of long-term marketing strategies. By allocating resources and supporting socially significant initiatives, companies can demonstrate their active role in solving critical societal issues. Participation in social projects and initiatives shapes the perception of a brand’s social consciousness, which is crucial for modern consumers, who increasingly choose brands based on their values. Thus, volunteering becomes not just an act of charity but also a competitive advantage in a saturated market. Additionally, volunteer events and campaigns open new opportunities for engaging with consumers through social media and mass communication channels.

The effectiveness of volunteer initiatives in marketing largely depends on adhering to ethical principles in their implementation. Using volunteering solely as a tool for self-promotion can severely undermine audience trust and damage the company's reputation. Therefore, marketing campaigns that integrate volunteer initiatives must reflect the company's genuine values and mission. Any dissonance between declared ideals and actual actions can negatively impact customer trust. Information about expenses, outcomes, and the impact of volunteer initiatives should be transparent and accessible to the public. Volunteer activities should create value for both the company and society.

In conclusion, integrating volunteering into marketing strategies is not merely an expression of social responsibility but also a powerful mechanism for transforming businesses into active participants in social change. The successful combination of marketing and volunteering fosters sustainable development based on the principles of mutual assistance, transparency, and shared benefits.

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THE ESSENCE OF SALES ACTIVITIES MANAGEMENT OF AN ENTERPRISE

Key words: management, sales activity, enterprise, efficiency

The organization of sales in the enterprise system and its management plays a very important role in the sense that it provides feedback from production to the market, is a source of information about consumer demand and needs.

The role and significance of sales activities are as follows:

- sales activities, being in a certain sense a continuation of production, do not simply preserve the created consumer value and the value of the product, but create additional ones, thereby increasing its overall value;

- being one of the most important functions of the enterprise, sales activities not only implement its corporate mission, but also to a certain extent determine it;

- sales activities are effective, because to a certain extent they determine and ultimately manifest and realize all the economic and financial results of the enterprise;

- sales activity as a type of functional activity of the enterprise in the entire chain and system of product creation is one of the sources of its competitive advantage of both direct (within its own organization) and indirect (in the system of organizing its economic ties and business relations with partners) effects [1].

The content of the enterprise's commercial sales activity is determined by the total content of all interconnected, consistent and purposeful functional actions for the distribution, delivery and sale of goods to buyers.

The main function of commercial sales is the direct sale of products.

The content of the work of a sales manager for goods is based on:

- market research;
- planning of commercial activities;
- organization and conduct of operational sales activities;
- establishment of commercial relationships with buyers;
- development of a sales program;
- drawing up product delivery schedules; conducting calculations, etc.

The form of sales is determined by the organizational and legal relations of the subjects of the sales system and determines the following classification of sales systems [2]:

- own sales system of the production enterprise;
- connected sales system - sales system, connected with the production enterprise;
- independent sales system - sales system, not connected with the enterprise.

In the process of the enterprise's activity, the problem of sales management is solved already at the stage of developing the company's policy. We are talking about choosing the most effective system, channels and methods of sales in relation to specifically certain markets. This means that the production of products from the very beginning is oriented towards specific forms and methods of sales, the most favorable conditions. Therefore, the development of sales policy is aimed at determining the optimal directions and means necessary to ensure the greatest efficiency of the process of selling goods. This assumes a reasonable choice of organizational forms and methods of sales activity, focused on achieving the intended final results.

The sales system of an enterprise can be built in different ways:

1) Traditional sales system - consists of an independent manufacturer, one or more wholesalers and one or more retailers. All participants in the system are independent and not controlled by others, pursuing the goal of maximizing profit only in their own area of the sales system.

2) Vertical sales system - acts as a single system, includes a manufacturer, one or more wholesalers and retailers, who pursue common goals. As a rule, one of the participants acts in a leading role. Vertical systems can be corporate, contractual or administrative.

3) Horizontal sales system - the union of two or more firms in the joint development of marketing opportunities that open up in a specific market [3].

The main types of sales and marketing activities are as follows:

1. Direct sales - establishing direct contacts with buyers (usually used when selling means of production).

2. Indirect sales – sale of goods through trade organizations. Independent of the manufacturer (for consumer goods).

3. Combined or mixed sales involves the use of both direct and indirect relations with buyers.

4. Intensive sales – connection to the sales system of all possible intermediaries (for consumer goods, branded goods).

5. Selective (selective) sales – involves limiting the number of intermediaries depending on the nature of the clientele, service capabilities, level of personnel training, etc. (applicable for goods that require special service, as well as for expensive prestigious goods).

6. Targeted sales – aimed at a certain group of buyers (market segment).

7. Untargeted sales – marketing activities are addressed to all groups of buyers [3].

To achieve commercial success when using one or another type of sales and marketing activity, it is necessary to carefully analyze all financial issues, conduct a comparative description of costs and results.

Therefore, managing the sales activities of an enterprise in the face of intensifying competition in sales markets, increasing costs associated with the sale and promotion of goods, as well as increasing consumer requirements for the quality of service for domestic manufacturers is one of the most important.

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COMBATING DISCRIMINATION FOR A JUST WORLD

The protection of human rights and the fight against discrimination are fundamental to building fair and just societies. Human rights reflect the inherent dignity and equality of every individual, serving as the cornerstone for peace, justice, and freedom across the globe. However, discrimination in its many forms continues to undermine these rights, fostering inequality and preventing societies from achieving inclusivity. Documents like the Universal Declaration of Human Rights (1948) and various international treaties have created obligations for states to eliminate discriminatory practices and ensure equal treatment under the law [1].

Discrimination appears in many forms, including but not limited to race, gender, religion, age, and disability. Although significant progress has been made in addressing these issues through legal and policy measures, persistent systemic inequalities remain. For instance, racism continues to impact communities worldwide, despite existing anti-discrimination laws. These inequalities are often rooted in historical injustices such as colonization, slavery, and exclusionary policies that still shape social and economic systems today [3]. Gender-based discrimination, similarly, limits opportunities for women and gender-diverse individuals, creating barriers to equal participation in education, employment, and politics while reinforcing entrenched social hierarchies [2].

Achieving equality requires more than the removal of overt legal barriers; it demands the active creation of opportunities that allow for substantive fairness. Policies such as affirmative action, reforms in education, and economic redistribution are crucial steps toward addressing historical and structural inequities. For example, increasing diversity in workplaces,

educational institutions, and government structures helps break down systemic obstacles and ensures representation for marginalized groups [4].

The fight against discrimination is closely tied to the realization of other fundamental human rights, such as access to education, healthcare, and political participation. Education plays a key role in promoting tolerance and challenging prejudice by fostering awareness of human rights and diversity. Furthermore, equitable access to healthcare is essential for addressing disparities in outcomes among different communities. Refugees, ethnic minorities, and economically disadvantaged groups often face barriers to receiving quality healthcare, which exacerbates their marginalization and systemic inequities [3].

In the digital age, technological advancements have introduced new challenges and opportunities in addressing discrimination. While digital platforms enable advocacy and amplify awareness of human rights issues, they can also perpetuate harmful stereotypes and provide a space for hate speech. Online discrimination and digital exclusion highlight the need for ethical technology regulations, stronger protections, and accountability for platforms that host discriminatory or harmful content [5].

International organizations such as the United Nations remain central to the protection of human rights and the elimination of discrimination. Mechanisms like the Universal Periodic Review and regional courts, including the European Court of Human Rights, hold governments accountable for upholding international standards. Civil society organizations and non-governmental actors also play a crucial role in advocating for victims, raising public awareness, and mobilizing grassroots initiatives to combat discrimination. These coordinated efforts emphasize the importance of collaboration on a global scale to address deep-rooted inequities [1].

Despite notable progress, many challenges remain. Economic inequality, political instability, and armed conflicts often worsen vulnerabilities among marginalized communities, leading to further human rights violations. Refugees, migrants, and internally displaced persons are particularly susceptible to xenophobia and exclusion. Additionally, emerging global crises such as climate change disproportionately impact already disadvantaged populations, revealing the interconnectedness of environmental justice and human rights [4].

For meaningful progress, governments must commit to inclusive governance, robust legal protections, and equitable policies that promote fairness for all individuals. Collaborative efforts among states, international organizations, and civil society are necessary to dismantle systemic discrimination and amplify the voices of marginalized populations. Raising public awareness, promoting education on human rights, and fostering advocacy remain essential tools in achieving these goals [2].

Furthermore, global frameworks, such as those promoted by the United Nations and human rights commissions, offer valuable guidance on combating discrimination at all levels. Reports like the *Equality and Non-Discrimination: Core Human Rights Principles* from the United Nations emphasize the importance of legal accountability and international cooperation in creating inclusive societies [6]. Similarly, analyses such as *Article 14: Protection from Discrimination* published by the Equality and Human Rights Commission highlight key legal protections and the challenges faced in addressing systemic inequality [7].

In conclusion, the protection of human rights and the eradication of discrimination are critical not only as legal obligations but as moral responsibilities that reflect the shared values of humanity. Achieving equality requires global cooperation, genuine commitment, and a vision for a future where every individual—regardless of identity, background, or circumstance—can live with dignity, free from inequality and prejudice. By striving toward this vision, societies can pave the way for a more just, inclusive, and equitable world.

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CONTENT ANALYSIS OF THE WEBSITE OF INBEL LLC

Key words: content, website, SEO

Digital marketing is becoming an important element in the development strategy of modern enterprises, as it allows companies to effectively interact with end users, increase their visibility in the market and create sustainable competitive advantages. Inbel LLC, as a supplier of feed additives for agriculture, uses digital tools to improve interaction with farmers and agribusinesses.

For a successful digital marketing strategy to work, the company must use a variety of communication channels, including social media, online advertising, SEO optimization, relevant content, and email marketing.

Content analysis is an important part of website management, as the quality of text content directly affects search engine optimization (SEO), user behavior, and the effectiveness of interaction with the target audience. Evaluation of such indicators as page size, text length, word count, presence of stop words, classical and academic nausea, spammy text, and water content allows you to make your content more attractive to search engines and readers (Table 1).

Table 1

Content analysis of the enterprise web page

Indicator	Characteristics
Page size	32.52 Kb
Length of text on the page	14069 characters.
Number of words	623 pcs.
Number of stop words	41 pcs.
Length of text on the page without spaces	4980 characters
Classic nausea	2,65 %
Academic nausea	0
Spammy text	11,08 %
Water content	6,58 %

Source: [1]

The size of a page affects its loading speed, which is an important factor in search engine rankings and determines the user experience. A page that is too large can slow down loading, which often leads to a loss of visitors. The optimal page size should be between 1-2 MB.

The optimal text length depends on the target audience and the topic of the page. Too short texts may not look informative enough, while too long texts may scare users away. It is believed that the minimum text length for effective SEO is 300 words, but more detailed pages can contain 1000+ words.

This indicator is important for determining the information volume of the text. The optimal number of words should correspond to the topic and needs of the target audience. A large number of keywords and relevant information increases the chances of a page to rank high in search engines.

STOP words (commonly used general words, for example, “and”, “or”, “therefore”, “but”) do not have significant information value for SEO. Their large number can worsen the relevance of the text for search algorithms. However, a certain number of stop words is necessary to maintain the naturalness of the language.

This indicator measures text density, which helps you analyze how rich the text is in information and not diluted by unnecessary spaces or gaps.

This indicator shows how often individual words are repeated. Too much repetition can indicate attempts to artificially improve SEO, which can be perceived by search engines as “spam”. The optimal level of classic nausea is about 3-5%.

Academic nausea takes into account the variability of word forms in the text. The higher this indicator is, the less natural the text looks. The optimal academic nausea is 7-9%.

Spamming determines the number of “artificial” words, such as unnecessary keywords, that can lower the page's ranking in search engines. Too high a level of spammy content can lead to the imposition of sanctions on the site.

Water content shows the percentage of text that does not contain specific information. High water content can reduce user interest in a page and decrease its relevance. The optimal level of water content is no more than 40%.

Based on the content analysis, we can conclude that the page of the company's website has the optimal size. The text length is too long. The optimal number of words and stop words. The length of the text on the page without spaces is within the normal range. The classic text nausea is at the optimal level. The content is written in natural language. Unnecessary keywords are not used. The web page is relevant due to the low water content of the text.

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PERSPECTIVES OF GREEN MARKETING DEVELOPMENT IN UKRAINE

Keywords: green marketing, eco-marketing, greenwashing, consumer environmental awareness.

Nowadays, green marketing is quite a popular type of marketing, as the issue of environmental ecology has become an acute concern.

Green marketing became popular in the late 1980s, but it still remains one of the trends in modern business. Green marketing or eco-marketing is an approach where a company focuses on the ecological benefits of its product as a marketing asset. That is, when the emphasis is on how products are created and manufactured. This type of marketing implies that products do not contain harmful substances, are made from recycled or renewable materials, do not overuse packaging, and can be recycled [6].

Green marketing includes a variety of approaches to improving the way companies interact with the environment: 1. Linking green marketing to process thinking. According to this view, green marketing includes various sub-processes that lead to the sale of products and at the same time provide benefits for the environment. 2. Linking green marketing to holistic thinking [2]. Green marketing can be viewed as a system of different elements: consumption, production, utilization and other activities of a strategic, tactical or internal type. 3. Green marketing should contribute to the preservation of the environment. This aspect is particularly important and requires special attention. Therefore, when analyzing the benefits of green marketing, special attention should be paid to the environmental benefits of green marketing [3].

The planet is changing rapidly and this is a concern for an increasing number of people. Today, society is dominated by expectations of a responsible attitude towards nature and commercial waste [4]. According to research, a third of consumers prefer products from brands that they believe contribute to environmental protection. Consumers don't just want to buy a product - they want to know that their choice helps to preserve the environment. That is why environmental marketing is becoming increasingly important. Companies that integrate its principles into their business model not only help to preserve the environment but also strengthen their market position [7]. Unfortunately, some companies "hide" behind green

activities only to attract additional customers by selling a product or service as environmentally friendly when it is not. The very activities of such companies are not aimed at protecting the environment. Such activities are called Greenwashing or green camouflage. In fact, greenwashing is false advertising [5]. This approach will ultimately damage the company's reputation, as consumers will sooner or later realize that the company's products are not as environmentally friendly as they are advertised. To be sure that a product is truly “green,” you should look for indications of real certificates on the packaging.

For companies that really care about the environment, financial gains are a side effect of green activities, not their main goal. Today, more and more businesses are adopting green practices because of their environmental and social responsibility to consumers. For them, environmental benefits are of primary importance, not profits from green marketing.

To promote environmental principles, companies first need to get a special certification. After successful certification, the company is entitled to place special (ecological) labeling on its products and website. This labeling confirms that the company's products are truly safe for the environment. Only after obtaining the certificate can the company actively use green marketing strategies.

In order to become "environmentally friendly," companies try to equip their premises with environmentally friendly and energy-efficient materials, install wind turbines, which can make the company environmentally neutral, i.e., producing as much energy as it consumes. Quite often, companies invest in electric or hybrid cars, as well as public transportation for their employees, to reduce the number of cars on the road and thus reduce emissions. Product packaging is no less important. Packaging should be biodegradable and made from environmentally friendly materials. The production process itself should be optimized to minimize the negative impact on the environment. The choice of suppliers also matters. Food companies can choose to source from organic farms [5].

From the above, green marketing can be defined as a promotion tool that emphasizes the positive impact of a company's activities on the environment. It can emphasize the following solutions: 1. Contribution to the preservation of the planet. Investments in green marketing are investments in comfortable and safe living conditions for future generations. 2. Increase in sales. Thanks to its concern for the environment, the company has the opportunity to expand its customer base. 3. Increasing the level of trust. One of the key benefits of green marketing is creating an image of a responsible company that truly cares about its customers and their future. 4. Long-term growth. More than half of the companies that have implemented environmental initiatives report an increase in customer loyalty and, consequently, an increase in sales [4].

Market leaders realize that implementing green marketing strategies is a prerequisite for market success. By investing in green marketing, they invest in the future of the planet and humanity, while at the same time obtaining positive results for their own business. So, at the current stage of development, green marketing is becoming an important part of the global strategies of many companies that comply with legal requirements and strive to satisfy consumers. There are several reasons for this: 1. Environmental awareness. More and more people are concerned about climate change and its impact on the environment. 2. Regulatory initiatives. Governments around the world insist that companies reduce their ecological impact and comply with environmental standards. 3. Economic benefits. Reducing energy and material costs through efficient resource use and recycling also reduces overall process costs.

Today, international and Ukrainian companies are increasingly using green marketing to achieve success and influence their customers, strengthening their loyalty and encouraging them to take ecological action. This is becoming widespread around the world. This improves the brands' reputation and increases the level of environmental awareness among consumers. Thanks to green initiatives, companies form sustainable habits and raise awareness of environmental issues. As a result, eco-marketing influences consumer behavior and choices, contributing to a more environmentally responsible society [1].

Despite its widespread use and powerful tools in the industry, green marketing is still evolving. It effectively adapts to new technologies and consumer expectations, successfully shaping a conscious future. So today, green marketing is not only an ethical choice, but also a strategic necessity in the business environment.

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TIKTOK AS A MODERN CATALYST FOR GLOBAL TRENDS

Keywords: TikTok, marketing, social media, trends, marketing strategy, social media campaigns, cultural movements, brand promotion, mobile apps, user behaviour, digital platforms, online video content, algorithm.

In the rapidly evolving modern digital world, social media platforms have become essential tools for modern marketing. Among these platforms, TikTok has emerged as a game-changer, revolutionizing the way brands connect with audiences. With its unique algorithm, dynamic user base, and emphasis on creative, storytelling-driven content, TikTok is reshaping marketing strategies and creating new opportunities for businesses to engage consumers on a global scale.

This immense popularity can be attributed to the current trend of shifting from desktops to smartphones, as well as behavioural changes during the coronavirus pandemic. Mobile users are spending more time on video and entertainment apps, with online video content captivating social media audiences. The diverse range of content, especially educational content delivered through storytelling, appeals to marketers due to its natural and influential approach. This storytelling format, combined with user creativity, creates transactional opportunities where users can promote products or services effectively. Social media has become a transformative marketing communication tool, rapidly evolving beyond traditional methods. Traditional platforms like Facebook and Instagram have already been recognized as long-term trends driven by technological innovations, and now TikTok is gaining significant attention from marketers. With its rapidly growing user base, high productivity, and vast market potential, TikTok is becoming a key platform in marketing strategies.

In the marketing context, social media is viewed as a platform for networking and sharing information or sentiments, characterized as "dynamic, interconnected, egalitarian, and interactive organisms." TikTok, in particular, offers unique opportunities for marketers and producers, with a humongous amount of active monthly users. Its distinct algorithm allows even accounts without followers to achieve millions of views on new video categories, providing a level playing field for content creators. As long as the content resonates with the audience,

engagement naturally follows. This makes TikTok a valuable platform for marketers, enabling them to generate significant buzz through well-planned campaigns and engaging, compelling content. [1]

TikTok has proven to be a powerful marketing tool due to its massive user base, strong growth, and significant consumer spending. According to data illustrated in Figure 1, TikTok ranks as the 5th most popular social network globally, with 1,582 million monthly active users (April 2024), offering unparalleled reach for businesses. [2] As shown in Figure 2, in March 2024, it ranked as the third most downloaded app worldwide, with 46 million downloads, showcasing its massive and active user base. [3] According to Figure 3, annual consumer spending on TikTok surged from $4.7 million in 2016 to $3,840 million in 2023, highlighting its influence on purchasing behaviour and audience engagement. [4] Its in-app purchase revenue has seen consistent growth, reaching $707.33 million in the fourth quarter of 2023, as depicted in Figure 4. [5]

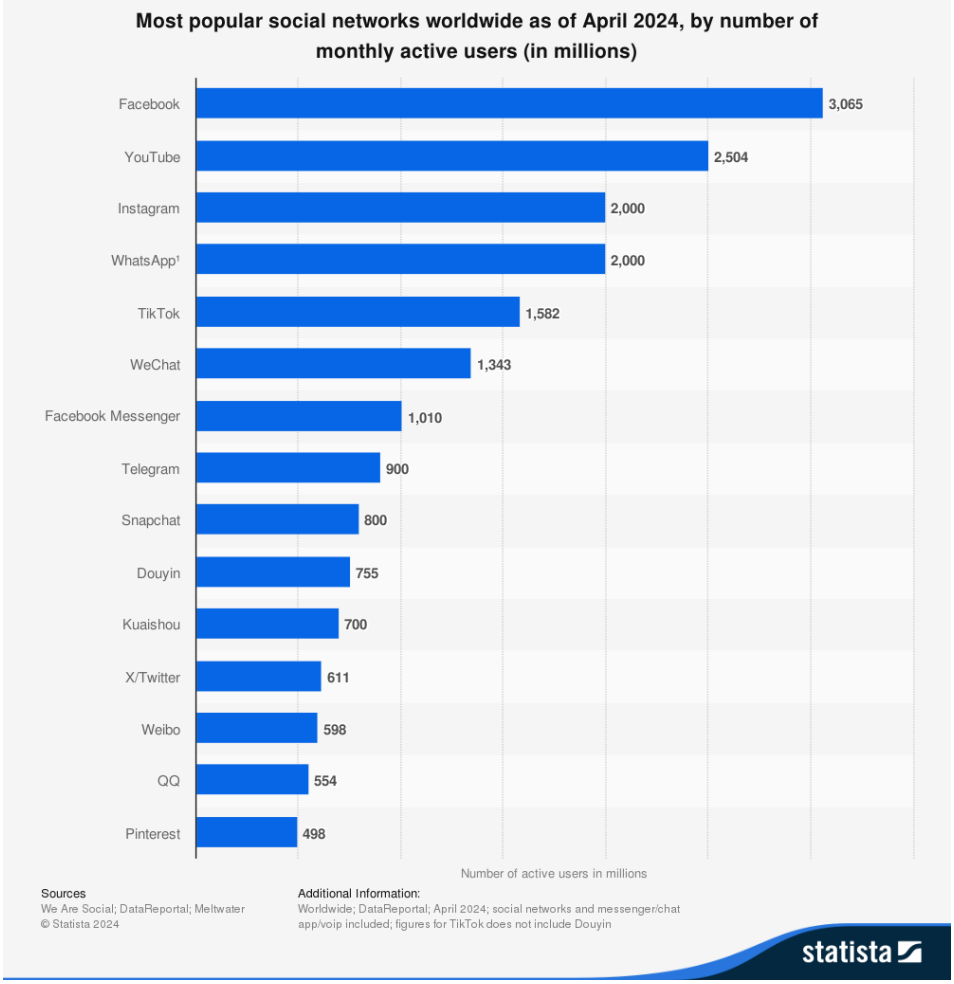


Fig. 1 Most popular social networks worldwide as of April 2024, by number of monthly active users (Statista, 2024)

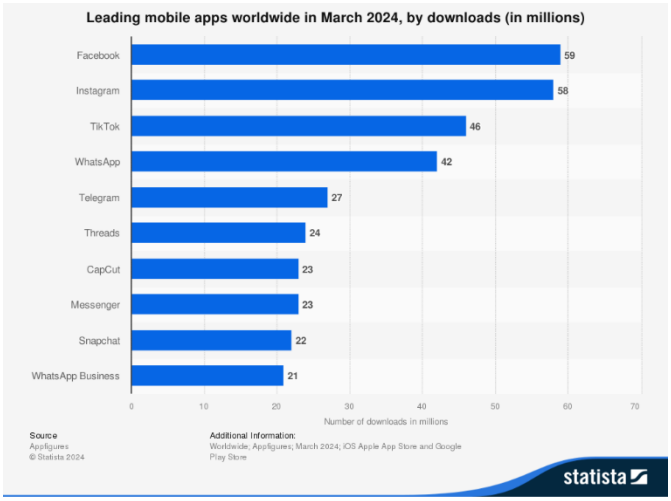


Fig. 2 Leading mobile apps worldwide in March 2024, by downloads (Statista, 2024)

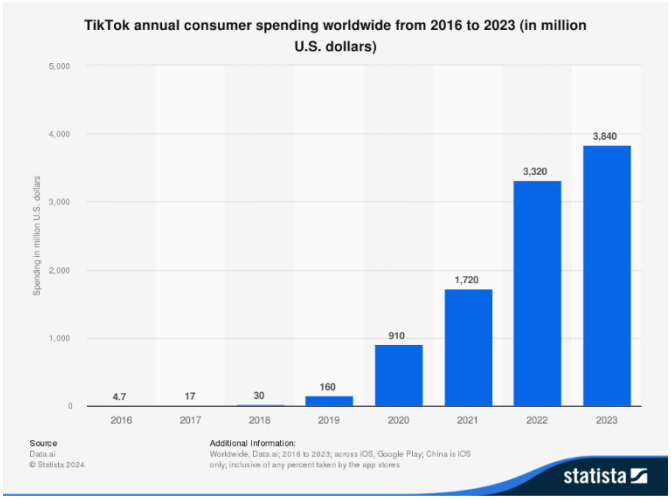


Fig. 3 TikTok annual consumer spending worldwide from 2016 to 2023 (Statista, 2023)

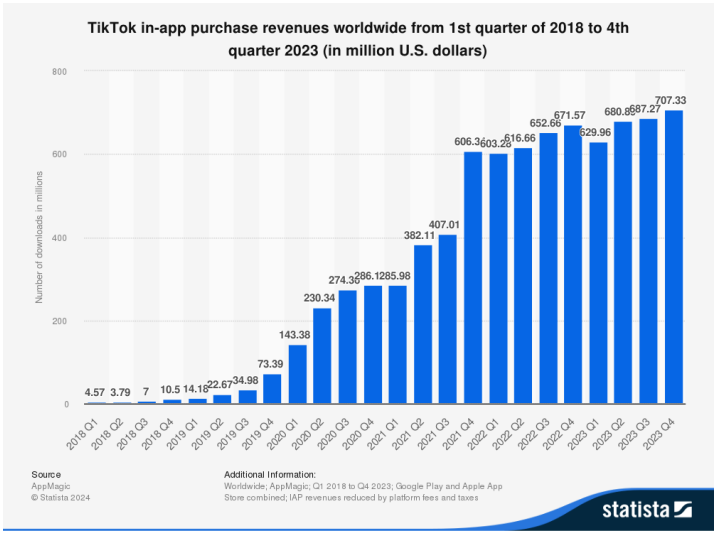


Fig. 4 TikTok in-app purchase revenues worldwide from 1st quarter of 2018 to 4th quarter 2023 (Statista, 2023)

The rise of TikTok presents an excellent opportunity for marketers to connect with a global audience, particularly younger demographics. Many popular social media trends and memes now originate on TikTok, allowing brands to boost their credibility by staying ahead of this rapidly evolving platform. Moreover, TikTok's content creation doesn't require a large budget, as spontaneous, authentic videos tend to garner more attention for their natural and relatable appeal. The platform also provides a unique advantage with its level playing field for engagement. Unlike Instagram or YouTube, TikTok's algorithm enables even accounts with no followers to achieve millions of views on their videos, thanks to its viral nature and emphasis on content quality over follower count. [1]

One of TikTok's most powerful impacts is its ability to spark trends and fads at an astonishing pace. From viral dance challenges to hit songs topping the charts, the platform has become a hub for the latest cultural movements. These trends can quickly gain traction, reaching millions within days or even hours.

Examples of trends born on TikTok or further popularized by the platform:

1. Charli XCX and her music album "BRAT" (Brat crowned Collins Dictionary 2024 word of the year)
2. Tyla's career boost after viral trend on song "Water"
3. Popularization of the song "Symphony"
4. Popularization of pilates
5. Revival of Y2K and 90s fashion
6. Popularization of "aesthetic" clothing and lifestyles (e.g., cottagecore, dark academia, "clean" girl)
7. DIY clothing hacks and upcycling trends
8. Micro-trends like the "coastal grandmother" look
9. "Clean girl" makeup look
10. Gua sha facial massage techniques
11. Skincare routines
12. Hair styling hacks and devices for them (e.g., heatless curls, wolf cut, Dyson)
13. LGBTQ+ representation and education
14. Neurodiversity awareness
15. Climate change activism (e.g., #ClimateAction)
16. "Underconsumption" trend
17. The concept of BookTok, CleanTok etc.

In conclusion, TikTok has proven to be a highly successful and effective marketing tool, transforming the way brands engage with audiences. Its unique algorithm, dynamic user base, and emphasis on creativity make it a powerful platform for reaching a global audience, particularly younger consumers. TikTok's ability to drive viral trends, amplify cultural movements, and generate significant engagement with minimal investment in content creation makes it an essential tool for modern marketing. From music promotions to fashion, beauty, and social causes, TikTok has proven to be a catalyst for global trends, shaping consumer behaviour in real time. As it continues to grow in influence, TikTok is not just a social media platform – it's a driving force behind the evolution of digital marketing and a key player in shaping the future of global trends.

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ARTIFICIAL INTELLIGENCE AND ITS USE IN LOGISTICS

Key words: artificial intelligence, logistics system

The development of transport and logistics in Ukraine in the context of global transformations is undergoing significant changes, in particular due to the influence of economic, political and technological factors. These changes create both new opportunities and challenges for the industry. Ukraine's transportation infrastructure is currently experiencing a crisis caused by martial law.

The situation today is complex. Many transportation routes, especially in the conflict zone, have been destroyed or damaged, which has greatly complicated the movement of goods. However, Ukraine, due to its geographical location, continues to be a major logistics resource for the transportation of goods between Europe and Asia. At the same time, there is considerable potential for the development of alternative routes and means of transportation.

Crises, including war, have caused not only economic losses, but also supply chain disruptions, which in turn have affected the development of transport infrastructure, and they have also become a catalyst for modernization and adaptation. They have contributed to the development of new technologies, such as self-driving vehicles, process automation, and innovations in logistics.

The future development of transport and logistics in Ukraine certainly depends on the stability of the political situation and the country's ability to introduce new technologies and adapt to changes. In the coming years, the main trend is expected to be the integration of intelligent transport systems, improvement of intergovernmental and international transport links, and expansion of environmentally friendly modes of transport.

Artificial intelligence (AI) is being actively used in many industries, and logistics is no exception. Every year, companies are investing more and more in AI in an effort to optimize operational processes, increase accuracy, and reduce costs. Logistics is an ideal area for AI implementation, for example, let's take the GPT chat extension Logistics Buddy, which answers questions about the supply chain and logistics management. Let us consider the main directions of effective AI implementation in logistics:

1. Supply chain optimization

AI allows logisticians to analyze a large amount of data to identify optimal routes, avoid delays, and optimize resource utilization. Demand forecasting with AI allows businesses to adjust inventories in real time, avoiding shortages or overloading warehouses.

2. Inventory management

Using AI, companies can accurately predict how many goods should be stored in a warehouse in a particular period. AI algorithms analyze historical data, seasonal trends, and current demand indicators to minimize delays and ensure accurate delivery of goods.

3. **Improving forecasting accuracy**

Logistics is relatively depend on forecast accuracy, as incorrectly predicting demand or timing can lead to serious financial losses. AI algorithms based on machine learning can improve forecast accuracy by analyzing past data, current trends, and external factors.

4. Process automation and documentation processing

AI allows automating many routine tasks, including processing and analyzing documents such as customs declarations, invoices, and waybills. Processing systems can quickly analyze documents and detect errors. This significantly reduces processing time and minimizes human error.

5. Optimization of transport and routes

Freight transportation can be significantly optimized with the help of AI, which analyzes factors such as road conditions, rush hour, vehicle availability, and meteorological forecasts. AI algorithms can find the best routes for vehicles, which can reduce fuel costs and emissions.

6. Improving customer service

Modern customers expect fast, accurate, and continuous information about their orders. AI allows companies to create chatbots and self-service systems that answer common queries, provide information on order status, delivery time, etc. [5].

Benefits and challenges of implementing AI in logistics

Benefits:

- Reducing costs by optimizing resources and reducing task execution time.
- Increased speed of information processing due to process automation.
- Improved forecast accuracy and reduced risk of losses.
- Increased customer satisfaction through fast and transparent service.

Challenges:

- High costs of implementing AI technologies, which are often unaffordable for small and medium-sized companies.
- The need for qualified specialists who can set up and maintain AI systems.

- Problems with data integration and privacy.
- The risk of technology dependence, when systems can be paralyzed in case of failure or attack.

Further development of transport and logistics in Ukraine should be aimed at:

- ✓ Modernization of infrastructure - repair and development of roads, ports and airports.
- ✓ Innovative technologies - introduction of GPS monitoring, process automation, artificial intelligence for demand forecasting and route planning.
- ✓ Environmental friendliness - development of "green" transport, introduction of electric trucks and trains.
- ✓ Integration with Europe and Asia - development of transport corridors providing access to international markets.

Conclusion.

Artificial intelligence has significant potential to transform logistics, opening up new opportunities to optimize operations, reducing costs, and increasing customer satisfaction. Although its implementation requires significant investments and overcoming certain challenges, AI can significantly change the logistics industry in the long run, making it more efficient, flexible, and customer-oriented.

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MARKETING INNOVATIVE METHOD OF PROMOTING ASCANIA AUTO PRODUCTS

Key words: chatbot, innovation, promotion.

The need for innovative solutions in Ascania Auto's operations is becoming more and more important in the face of a rapidly changing tire market and growing competition. Innovations allow companies to adapt to new challenges and maintain competitiveness.

The introduction of innovative solutions in service support, such as chatbots for consultations or online feedback platforms, can significantly improve the quality of customer service. This will allow you to respond to inquiries faster, offer personalized recommendations, and, as a result, increase customer loyalty.

Innovative solutions are not just an advantage, but a necessity for Ascania Auto in the context of ensuring sustainable development and competitiveness in the tire market. Investing in innovations will not only improve the efficiency of business processes, but also help to attract new customers and improve the level of service.

The development of a chatbot for Ascania Auto can significantly improve customer service, simplify the process of obtaining advice and increase the efficiency of communications (Fig. 1).

1. Determining the purpose of the chatbot

A chatbot for Ascania Auto should be designed with specific tasks in mind to serve customers as efficiently as possible and improve their interaction experience. A chatbot can provide users with detailed information about the range of tires offered by the company.

2. Choosing a platform

Choosing a platform for developing a chatbot is a key step, as it must meet the needs of the business and be integrated with the company's existing systems.

3. Structure of questions and answers

Developing a query and answer database is an important step in creating an effective chatbot for Ascania Auto. This database will allow bots to respond quickly to the most frequent questions of users, thus improving the quality of service and customer satisfaction.

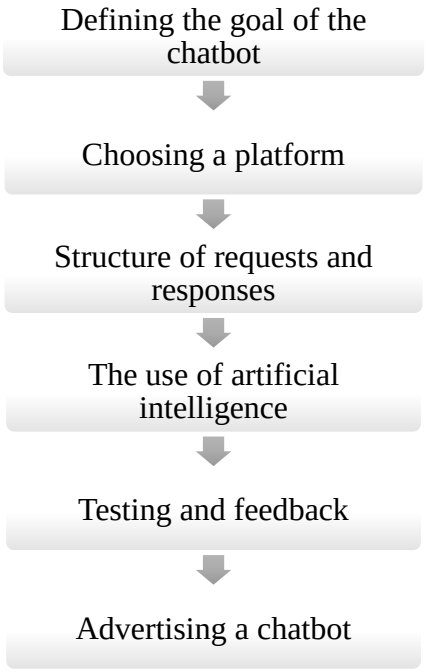


Fig. 1 Stages of creating a chatbot for Ascania Auto

5. Testing and feedback

Before launching a chatbot, it is important to conduct comprehensive testing to identify possible problems in its operation and ensure a high level of service. Testing should include different use cases to check how the bot responds to different questions and situations. This will help to identify shortcomings that can lead to misunderstandings or user dissatisfaction.

6. Advertising a chatbot

After developing a chatbot, it is important not only to create it but also to inform customers about the new opportunity to interact. Social media is a powerful tool for reaching a wider audience.

As a result, clear and consistent customer information through various communication channels is an important step in integrating a chatbot into Ascania Auto's strategy.

The development of a chatbot for Ascania Auto has the potential to significantly improve both internal processes and customer interaction. Chatbots can handle a huge number of requests simultaneously, allowing employees to focus on more complex tasks that require a personal approach. For example, a bot can automatically answer frequently asked questions about product range, warranty terms, and delivery methods, freeing up time for employees to deal with more complex requests or customer service.

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THE RISE OF TIKTOK IN MARKETING

Key Words: social media, TikTok, native content, organic content, videos, community

Social networks have had a growing influence on our daily lives in the past years. People participating in social networks (creating a user profile, posting messages or other contributions to Facebook, X, Instagram, Snapchat, TikTok, etc.) stood at an average of 59% among the EU individuals [1]. When it comes to the percentage of EU individuals who participated in social networks, Denmark was the country which reported the highest share with 91%, followed by Cyprus (83%) and Hungary (81%). The lowest percentage shares of participating in social networks were reported by France (44%), Germany (49%) and Italy (53%) [1].

TikTok has become a marketing powerhouse with over a billion active users, offering unique opportunities for brands to connect with a highly engaged audience. To succeed, brands must move beyond traditional marketing tactics and embrace TikTok's distinctive culture, tools, and community-driven approach.

Key to success is creating native content specifically designed for TikTok. Rather than repurposing content from other platforms, brands should use TikTok's features—like editing tools, music, and effects—to produce engaging and authentic videos. TikTok thrives on creativity, humor, and relatability, so content should blend entertainment with subtle promotion.

An "entertainment-first" approach is crucial. Unlike traditional advertising, TikTok marketing prioritizes fun, shareable content. Brands should integrate promotional messages into entertaining skits, challenges, or trends, increasing the chances of going viral. TikTok's algorithm favors engaging content, making it essential for brands to prioritize entertainment over direct sales pitches.

Brands should also focus on building community, not just making sales. Rather than viewing users as customers, TikTok encourages brands to engage with the platform's vibrant, diverse communities. Participating in trends and conversations helps brands foster authentic connections with users, which can drive loyalty and engagement [2].

A successful TikTok strategy should combine organic content, paid ads, branding, and performance tracking. TikTok's robust advertising platform allows brands to target users based on

demographics, interests, and purchase intent, making campaigns highly customizable and effective. Balancing organic content with targeted ads ensures consistent visibility and engagement.

To maximize success, brands must stay agile, respond quickly to trends, and engage with both mainstream and niche communities. Consistency in posting is important, but flexibility in adapting to the platform's fast-changing nature is key. TikTok rewards creativity and responsiveness, so brands must remain flexible and willing to pivot as trends evolve [3].

Another key factor for effective TikTok marketing is leveraging its advanced advertising capabilities. TikTok's ad platform now rivals industry giants like Google and Meta, offering diverse targeting options such as age, gender, location, interests, and purchase intent [4]. These features enable businesses to reach the right audience with precision. For example, brands like Petco have successfully executed campaigns that combine user-generated content with TikTok ads, achieving massive reach and engagement [4]. By integrating paid ads into their strategies, marketers can amplify their organic efforts and maximize the platform's potential.

Additionally, TikTok's introduction of TikTok Shop and TikTok Live has opened new doors for social commerce. These features allow brands to engage with users in real time, answer questions, and showcase products directly on the platform. This shift makes TikTok an increasingly viable option for promoting not only low-risk impulse purchases but also products that require a higher level of commitment. Early adoption of these tools can give brands a competitive edge and foster deeper connections with their target audience [3].

In conclusion, TikTok offers brands an exciting opportunity to reach a young, dynamic audience. By focusing on native content, embracing an entertainment-first strategy, and participating in the platform's unique communities, brands can build meaningful connections and drive growth. TikTok isn't just a place for ads; it's a community where brands must actively engage and contribute to the conversation.

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JYSK'S MARKETING PRODUCT POLICY

Key words: product range, assortment optimization, customer loyalty, sustainable development, brand identity.

JYSK is an international retail company specializing in the sale of household goods. With Danish roots, it is known for competitive prices and a wide range of products. The company's assortment includes furniture, textiles, mattresses, and garden products. Beyond direct sales, JYSK offers additional services, such as delivery, furniture assembly, and returns. The company also has its own trademarks: Wellpur, Dreamzone, JUTLANDIA, KRONBORG, and ROYAL OAK.

JYSK's product offering can be described at three levels. The core product satisfies the basic need to enhance comfort and functionality in living spaces. The actual product includes physical features such as design, materials, colors, sizes, logo, and packaging. The augmented product encompasses additional services like warranty, delivery, after-sales service, and customer loyalty programs. JYSK ensures its furniture meets international and national standards, including FSC, PEFC, and Ukrainian DSTU [1].

For the analysis of JYSK's competitiveness, the Ukrainian hypermarket chain Epicenter and furniture retailer MebelOK were selected as competitors. Products from all three companies (e.g., office chairs) were compared within the same price range. Results show that the MARBJERG office chair from JYSK generally leads among similar competitor products [2, 4].

JYSK's packaging adheres to high standards of convenience and sustainability. While it plays a minor role in advertising, it serves essential purposes: protection, information, transportation, and environmental responsibility.

To evaluate customer loyalty, two methods were applied. The Customer Satisfaction Index (CSI) was calculated based on an online survey of 10 respondents, resulting in a score of 87%, indicating a high level of customer satisfaction. The Net Promoter Score (NPS) was 50%,

reflecting that half of JYSK's customers are loyal—a strong indicator of the company's positive relationship with its consumers.

JYSK's assortment breadth includes 9 product categories, with each product line containing 2–7 variants in depth. The total assortment comprises 2879 items, showing a high level of saturation. Harmony is also strong due to the company's clear brand identity.

An ABC and XYZ analysis of the product range showed the following results. In the AX group are products for the home, storage, kitchen and dining room, and garden. The AY group includes products for the bathroom. The BX group consists of products for the living room, while the BY group includes items for the bedroom and office. The CY group represents products for windows, while other groups remain empty. Future directions for JYSK's assortment policy include optimizing the range to better meet customer needs, localizing the product offering, expanding geographical sales, and investing in logistics and infrastructure.

JYSK's brand emphasizes its Scandinavian values: quality, minimalism, and functionality. Its strengths include uniqueness, memorability, and adaptability to international markets, while potential weaknesses involve pronunciation challenges and lack of direct association with the product range. The company employs a mono-brand approach, with the JYSK name serving as the primary identifier for all products, reinforcing a unified image in consumers' minds.

To address the growing demand for quality children's products, a new sub-brand, JYSK Kids, is proposed. Its target audience includes young families, future parents, children's institutions, and organizations. The mission of JYSK Kids is to help families create cozy, safe, and stylish spaces for children. The brand archetype is the Caregiver, and its tone of voice is warm, caring, and inspiring [3].

The logo for JYSK Kids is shown below in Figure 1.



Fig. 1 Logo for the new brand "JYSK Kids"

The name JYSK Kids clearly emphasizes the focus on children's products. The brand aims to provide parents with quality furniture and textiles for children while offering stylish solutions that foster a comfortable and safe environment for growth and development.

To promote JYSK Kids, several marketing strategies are suggested: social media campaigns, online advertising, participation in exhibitions and events, partnerships with

children's organizations, and collaborations with influencers. Using these methods will not only draw attention to the brand but also build a strong base of loyal customers.

JYSK, as a Danish-owned international retailer, offers a diverse range of high-quality, functional, and sustainable products. With its strong brand identity and high customer satisfaction, JYSK has the potential to expand further with the new sub-brand JYSK Kids, catering to the growing demand for stylish and safe children's furniture and textiles.

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STRATEGIC PARTNERSHIP BETWEEN THE UNIVERSITY AND BUSINESS

Key words: university-business cooperation (UBC), knowledge exchange, labour market, innovation, practical skills, economic growth, strategic partnership

In the context of growing competition in the field of education and business, the importance of creating an effective partnership between these sectors is of particular importance. Such strategic cooperation facilitates knowledge exchange, commercialisation of research and development, and improves the quality of educational programmes. In addition, taking into account the needs of the labour market allows universities to quickly adapt to changes, providing students with practical skills that are valued by employers.

In today's world of knowledge and globalisation, strategic partnerships between universities and businesses are becoming one of the key factors in increasing the competitiveness of educational institutions and training highly qualified personnel. Such collaborations allow universities to integrate practical experience into their curricula, meet labour market requirements, and create innovative environments [2]. For businesses, this opens up opportunities to get involved in the training of future specialists, reducing the cost of their adaptation and stimulating the development of innovations.

University-business cooperation (UBC) contributes to economic growth and human capital development by ensuring that educational programmes meet the needs of the labour market [8]. The main areas of such cooperation include research and development activities and educational programmes. In Europe, in particular in Germany, a dual system of education that combines theory and practice is widespread [2], [4], but in Ukraine its application is limited due to bureaucratic and legislative obstacles [1].

Universities' motives for cooperation are to increase the employability of graduates, attract students, access to funding, and stimulate research [8], [9]. Businesses, for their part, are interested in skilled workers, improving staff skills, innovations, and strengthening their corporate image [4], [2]. The incentives for cooperation between businesses and universities depend on the type of cooperation and the geographical location of the partners. Pavlin (2016) [6] notes that research cooperation and mobility of researchers are driven mainly by business factors, while student mobility and lifelong learning depend on university factors. Hewitt-

Dundas (2013) [7] emphasises the difference between cooperation with local and non-local universities: small enterprises with limited staff are more likely to turn to local universities, while large export-oriented companies with qualified staff choose non-local universities, focusing less on research. This points to the need for differentiated policies for different types of enterprises.

The main barriers to SCB include lack of funding, insufficient interaction, cultural differences between business and academia, and internal obstacles within companies.

Collaboration can vary in terms of the level of involvement: from informal interactions (lectures, employment) to formal agreements (programme development) and institutionalised partnerships (dual education). All forms of partnerships are beneficial and contribute to innovative development.

A more in-depth classification distinguishes between 5 levels of cooperation: from awareness to strategic partnership (fig. 1).

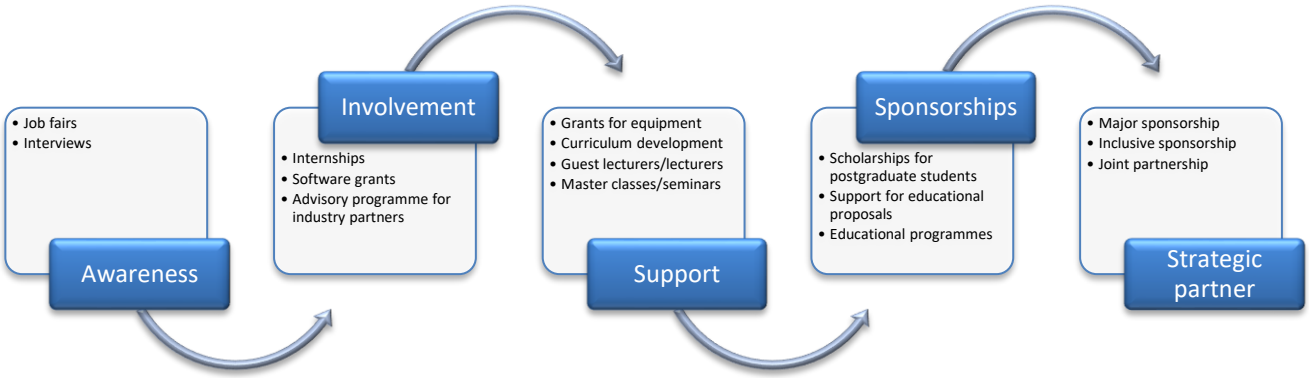


Fig. 1. Types of cooperation between HEIs and businesses [2]

The cooperation of universities with business affects all stakeholders, which can be divided into four main groups: the university as an institution, students and teachers, business, and the local economy. Universities receive additional resources, including business investment in research and development institutions, as well as improved curricula that increase their attractiveness to students [5]. Students gain practical skills, scholarships, experience, and employment prospects, while faculty receive research funding, new knowledge, and the opportunity to improve curricula [8]. Businesses improve their recruitment strategies, develop employees, enhance their image and gain access to research resources. The local economy benefits by developing human capital, increasing productivity and stimulating economic growth [8], [2].

At the same time, cooperation has negative effects. Students involved in the work may neglect the quality of their education, and professors may leave universities for better-paid positions in the private sector. In some cases, informal cooperation may occur, leading to tax evasion. In Ukraine, low-level forms of cooperation are common, such as financial aid, job fairs, inviting business speakers, and developing curricula. Deeper involvement, such as through dual education or internships, remains rare due to organisational shortcomings, low teacher salaries, and divergent requirements between businesses and educational institutions. Also, businesses rarely invest in long-term research projects, preferring off-the-shelf solutions [1].

The main barriers to cooperation are bureaucracy, conflicts of interest, cultural differences, and lack of resources. Public universities are less flexible due to regulation, while private institutions are more active in engaging businesses. In STEM fields, cooperation is stronger due to the applied nature of knowledge and high demand for specialists. At the same time, problems with the English language of teachers and outdated curricula limit efficiency in areas such as IT. A separate area is the development of science parks and students' entrepreneurial skills, but there is a lack of government support and copyright protection [1].

Reasons for cooperation for universities include the need to meet legal requirements, attract students, and improve funding. For businesses, the motivation is to access young talent, improve their brand, and use research resources. However, effective interaction depends on personal contacts and a clear understanding of common goals by both parties [1].

Conclusions. The importance of university-business cooperation cannot be overestimated, as it provides mutual benefits for all participants. Thanks to such cooperation, universities receive additional resources, update their curricula, and increase their attractiveness among students. Students gain practical skills, employment opportunities and access to modern technology, which contributes to their professional development. For businesses, this interaction is a source of talent, innovation and improvement of internal processes, which helps to increase market competitiveness.

However, for cooperation to be effective, existing barriers, such as bureaucracy, differences in requirements and imperfect educational programmes, need to be overcome. Business involvement in research and human capital development can significantly enhance a country's competitiveness on the international stage, making the development of this cooperation crucial for economic growth and innovation.

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PSYCHOLOGY OF ADVERTISING IN MEDIA

Key words: psychology, consumer, media, advertising, brands.

Nowadays understanding consumers' psychology has become not just an advantage but a necessity for all marketers. According to a study conducted by the Harvard Business Review, companies that delve into analyzing consumer behavior can increase sales by 85%, while profits can rise by more than 25%. That is why studying a consumer's psychology is the key for creating an effective and result-oriented advertising strategy.

Understanding the psychology of advertising in media allows brands to communicate with potential buyers more effectively, as well as to form and maintain long-term relationships with them.

The main factor of advertising influence is in its ability to provoke emotional reactions, shape attitudes, and motivate action. The emotional connection that advertising creates between a brand and a consumer can be a powerful tool in fostering loyalty. Advertising messages that evoke positive emotions, such as joy or nostalgia, can effectively capture the audience's attention and remain in their memory.

To create effective advertising messages, marketers use various psychological strategies. One of them is the principle of reciprocity. It means that people tend to respond to positive actions. Advertising that offers a benefit or value to the consumer can stimulate the desire to "repay" the brand with attention or a purchase.

Another strategy is the usage of social proof, which can take the form of consumer reviews, media mentions, or celebrity endorsements. Social proof helps to reduce the perception of risk and enhances trust in a product or brand.

An important aspect is also the creation of a unique selling proposition (USP), which differentiates the product from its competitors and emphasizes its unique advantages that meet the needs of the target audience.

Challenges of the modern media space. One of the main challenges for marketers today is information overload. It makes it increasingly difficult to capture consumer attention with

specific advertising messages. Therefore, creating content that stands out through creativity, relevance, and emotional impact is key to success.

Moreover, the growing importance of digital channels and social media leads to the need to adapt advertising strategies. Using data to personalize advertising messages can increase their effectiveness, but it also raises issues related to privacy and ethics.

The psychology of advertising in media is a complex and multifaceted phenomenon that requires a deep understanding of consumers' behavior, needs, and expectations. Effective advertising strategies should be based on psychological principles and take into account the modern challenges of the media space. Success in this field requires deep analysis, testing, and adaptation, but the reward, in the form of building effective communication with the audience and fostering brand loyalty, can be substantial.

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EMPLOYER BRAND ASSETS: INTERACTIONS WITH COMPANY CANDIDATES

Keywords: employer brand, employer brand assets

Based on Glassdoor data, approximately 92% of respondents indicated a willingness to consider a job offer from a company with a strong employer brand [1]. This data is becoming increasingly relevant in the current Ukrainian labor market, which is experiencing a shortage of qualified personnel: 16% of companies have reported difficulty finding sufficiently qualified candidates for vacancies [2]. Therefore, an employer brand is a company's most valuable asset for attracting top talent that will contribute to effective business operations. Examining the interaction between an employer brand and potential employees is essential, mainly based on the following assets and the underlying socio-psychological effects.

The first asset of an employer brand is *fame*, which is the extent to which potential employees will have a loyal or negative attitude towards the employer company and reapply for vacancies or refuse the company's offers on a long-term basis. Among the main social and psychological effects are the following: the effect of accumulated social trust, which is based on the deep trust or distrust of potential employees in the employer company due to feedback on job search sites, social networks, and in personal conversations with current employees; the effect of experience due to previous interaction with the company at courses, job fairs, mentoring, which creates a long-term emotional attachment to the employer; the stability effect, where companies that remain quite stable even in the face of certain crises (no layoffs, no delays in salary payments, etc.), predict various scenarios, such as the relocation of employees to safer places during the war, etc., give potential employees a sense of security and stability on a long-term basis; the matching effect, where candidates who share similar values and beliefs to the employer form a long-term commitment to the company.

The second asset is *commitment*. It is based on creating a positive attitude towards the employing company, which creates a desire for potential candidates to send a CV to a vacancy. Social and psychological effects include: the effect of social proof, where potential employees tend to trust the feedback of company employees more; the effect of previous experience, when there was a positive interaction with the company at courses and job fairs; the effect of social responsibility, where the employer company is active in social activities (helping animals,

orphans, environmental initiatives), which has a positive impact on the desire to join the company.

Another asset of the employer brand when interacting with potential employees is *recognition*. It is determined by the level of awareness of the employer's key components (goals, values, etc.), which allows to form an understanding of the company and certain expectations, as well as to assess the compliance with the candidates' personal goals in the long term in order to make a decision on cooperation with the employer. The social and psychological effects of recognition include the effect of open communication, when a company communicates externally on the principles of transparency and honesty, then candidates better understand whether working for it will meet their personal goals and what they expect; the effect of touch points, which means that the more often candidates interact with the company (job fairs, advertising, etc.), the better they will get to know the company and consider its vacancies when looking for a job; the effect of matching expectations, where the company actively communicates and publishes information about itself, so that realistic expectations of the candidate about the job are formed.

The fourth equally important asset is *differentiation*, which is characterized by the level of candidate awareness of the company's difference from other employers, often with features of uniqueness that add to the company's attractiveness and allow and encourage candidates to prefer working with it. The main social and psychological effects include the following: the impression effect, when the employer company demonstrates its unique advantages in contact with candidates and thereby creates an impression on them that, in the long run, increases the likelihood that they will choose it; the virality effect, where the company has unique differences from competing employers, which encourages candidates to communicate about it and unconsciously promote the employer brand; know-how effect - if the company has significant unique knowledge that is not available to employers, candidates will be more likely to choose this company as a place to gain unique experience in their professional activities; opportunity effect - when the company encourages and provides unique opportunities for professional development, and thus candidates will be more likely to choose it as a place to work.

The last asset when interacting with potential employees is *the imperative of influence*. It is based on the level of conscious desire of candidates to become employees of the company, which is formed on a deep and emotional connection and with the aim of obtaining opportunities not only for career development but also for personal growth. The main social and psychological effects include the ambition effect, where the company has a strong market influence, so it is perceived as a challenge for candidates, which stimulates them to reach new heights (in their opinion, the highest); the specialness effect, where the company has a strong

market influence, and candidates want to join its community to feel special compared to others; the effect of a common goal, which resonates with what candidates have on a personal level, thereby forming a perception of the employer as a 'field of opportunities' and increasing the desire to choose the company as a place of work.

In summary, it is worth noting the importance of the employer brand, which is one of the most important assets of the company to attract the best candidates who will contribute to the effective functioning of the business. Understanding its assets and the social and psychological effects it has when interacting with potential employees allows you to determine the most effective marketing communications system through which a company can influence the labor market.

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MANAGERIAL APPROACHES TO THE ORGANIZATION OF MARKETING ACTIVITIES AT THE ENTERPRISE

Keywords: marketing, marketing management, organization of marketing activities, effect of marketing, organizational structures of marketing

Marketing activities cover a wide range of actions and strategies used by businesses to promote their products, services or brand to their target audience. These activities play a crucial role in connecting businesses with potential customers, shaping brand perceptions, and achieving tangible results. However, the larger the scale of an enterprise, the more difficult it can become to choose the right strategies, create, test, and refine marketing hypotheses, and solve problems along the way.

An important aspect of aligning marketing efforts with other business functions and departments is the integration of marketing with other management functions performed by the enterprise's management. This involves the full integration of marketing strategies, processes, and technologies across different departments of the enterprise. This integration is aimed at improving cooperation, simplifying workflows and stimulating overall business development.

By integrating marketing efforts with the activities of other departments, such as sales, customer service, and product development, businesses can create a unified customer experience and maximize the impact of their marketing initiatives.

The organization of marketing at the enterprise allows you to get the following effects:

1. Improved data sharing (valuable customer data is shared across departments. This data can be used to better understand consumer behavior, preferences, and needs. For example, marketing departments can use sales data to identify potential upsell or cross-sell opportunities, while customer service departments can use marketing data to personalize their customer experience).

2. Workflows are optimized (eliminating silos and establishing collaboration between different teams. By combining marketing efforts with other departments, businesses can optimize workflows and ensure a consistent message across all touchpoints. For example, marketing and product development teams can work together to launch targeted campaigns for new product launches).

3. Improved customer/consumer experience (seamless and personalized customer interactions are provided. Using data from different departments, marketers can create targeted and relevant campaigns that respond to customers. For example, a customer who recently made a purchase can receive personalized follow-up emails or recommendations based on previous interactions).

4. Increased efficiency (reduced duplication of efforts and improved overall effectiveness. By centralizing marketing resources and processes, businesses can eliminate redundant tasks and optimize resource allocation. For example, marketing automation tools can be integrated with customer relationship management (CRM) systems to automate lead generation and follow-up processes).

5. Market data processing and up-to-date analytics are established (comprehensive measurement and analysis of marketing efforts is provided. By integrating marketing data with other business data, businesses can gain valuable insights into the effectiveness of their marketing campaigns. This data-driven approach allows for data-driven decision-making and continuous improvement of marketing strategies) [2].

Each company independently forms the structure of its marketing department. Marketing organizational structures are a fundamental part of every business, as they clearly define the operations and responsibilities of employees. Choosing a marketing structure that is well suited for a particular business can positively impact the ability of the company's management to achieve business goals.

Marketing organizational structures define the distribution and control of marketing operations, procedures, and strategies within an enterprise. These structures define the job roles of employees, including who they report to, and outline the processes that the business can use to achieve success. An effective marketing organizational structure can help achieve business goals and give staff a clear understanding of the objectives they are working toward.

There are several typical models that can be either integrated or non-integrated. Non-integrated marketing structures are a collection of relevant departments whose impact on the customer is not coordinated. In contrast, the activities of integrated marketing structures are comprehensive, i.e. they are managed from one coordinating center [1].

The following approaches to the formation of integrated marketing structures are widely described in various educational and methodological works: functional, product, regional, segmental and matrix. In addition to the basic types of organizational structures of the marketing department, their cross-combination is often used: product-functional structure, regional-functional structure, product-regional structure, etc. The most common in the food industry are functional and linear (for small enterprises) structures of the marketing service.

Functional structures organize employees into groups based on their positions and skills. A specialized team or functional group is a set of employees with similar aspects of work. Team leaders can manage functional groups and report to senior management when necessary. Specialized functional teams can promote consistent work and accelerate productivity because they don't involve employees outside of their function. This structure is easier to manage on a larger scale because it can easily adapt to changes in the business as it grows.

Thus, organizing the company's marketing activities in a strategic manner allows you to coordinate its marketing efforts with other business functions and departments. This facilitates collaboration, improves customer experience, and stimulates overall business development. By leveraging diverse information, businesses can effectively implement enterprise marketing integration and achieve their marketing goals. Marketing activities are diverse in their approaches and results, and form the basis of business outreach and strategy. From thorough product research to leveraging community dynamics and deep diving into data analysis, each aspect plays a key role in shaping the brand's narrative and trajectory.

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APPLICATION OF EVENT MARKETING TOOLS FOR PROMOTING UKRAINIAN WINEMAKERS' PRODUCTS

Keywords: event marketing, business events, special events, corporate events

In the context of rapidly growing competition in the markets, it becomes necessary to search for more effective forms of marketing communications. And one of these forms in recent decades has been Event marketing.

Event marketing involves planning and organizing events to promote a brand, product, or service. The success of these events depends on meticulous planning, strategy development, optimization, refinement, and, as seasoned event organizers often suggest, a bit of luck. The relevance of developing an event marketing strategy for enterprises across industries lies in the fact that many marketers consider event marketing one of the most effective communication channels for engaging with partners, consumers, and employees.

Today, as consumers become increasingly sceptical of traditional advertising, event marketing offers an alternative approach. Through interactive formats, events engage audiences, showcase the brand from within, and foster emotional connections. However, the success of an event hinges on thorough preparation and attention to detail.

The wine industry holds a significant place in Ukraine's national economy and culture. For Ukrainian winemaking companies, event marketing is not just an additional promotional tool but an essential component of a successful marketing strategy.

In the modern world, event marketing is one of the most effective methods for establishing relationships with consumers. Based on event marketing principles, several key categories of events aimed at brand development and support can be identified [1]:

1. Business Events (Trade Events, B2B): This category includes congresses, seminars, presentations, forums, conferences, summits, exhibitions, trade fairs, and other activities. Their main purpose is to exchange experiences, present products and services, seek strategic partners, and develop business relationships.

2. Special Events: These events attract the attention of potential clients and media. Examples include concerts, festivals, shows, promotional tours (roadshows), sponsorship

events, promotional campaigns, and large-scale events. Their primary goal is to enhance the company's image and increase brand recognition.

3. Corporate Events (Corporate Events, HR-events): These are aimed at fostering corporate spirit, improving employee motivation, and strengthening management's authority. Examples include team-building activities, corporate parties, anniversaries, holiday gatherings, employee birthdays, and picnics.

This classification enables companies to choose appropriate event formats depending on their target audience and strategic brand objectives.

Here are some examples of Business, Special and Corporate events held for wine industry enterprises in the world and in Ukraine:

– *Business Events:*

1. International Organisation of Vine and Wine (OIV) Congress: In 2023, Ukraine participated in this global congress, with the Ukrainian Wine and Spirits Association presenting two scientific reports among 3,500 participants. This global event unites industry professionals for experience exchange and showcasing innovations.

2. Wine Paris & Vinexpo Paris (France): Ukrainian winemakers, such as SHABO, participated in 2023 to promote their wines in the European market and establish business contacts.

3. ProWein International Events: Participation in events like "ProWein" has helped Ukrainian producers establish connections with global distributors and enhance the perception of Ukrainian wines abroad.

– *Special Events:*

1. La Cité du Vin (Bordeaux, France): In 2022, Ukrainian wines were showcased at this cultural center, marking a significant milestone in promoting the national brand, Wine of Ukraine, internationally.

2. Bolgrad Wine Fest (Ukraine): This annual festival in Bolhrad aims to popularize local winemaking through tastings, competitions, and other activities that draw attention to local wine producers' products.

– *Corporate Events:*

1. Internal Events at SHABO Winery (Ukraine): SHABO regularly organizes corporate gatherings, excursions, and training programs for its employees, focusing on enhancing qualifications and motivation.

2. Wine Team-Building Activities: Both in Ukraine and globally, wineries organize activities for employees, such as grape harvesting or participating in production processes, to strengthen team spirit and promote company values.

These events help Ukrainian and global winemakers promote their products, establish business contacts, develop their brands, and enhance corporate culture.

The event industry, traditionally reliant on live communication, was significantly impacted by the COVID-19 pandemic. Its key advantage has always been direct and personal interaction with audiences. However, with the introduction of quarantine restrictions and bans on mass events, the volume of offline events decreased dramatically.

These circumstances drove the search for new solutions to maintain communication with consumers. As a result, virtual events, including online wine tastings, began to flourish [2].

Event marketing offers unique opportunities for Ukrainian wine brands to stand out among competitors. The emotional and sensory engagement offered by events aligns well with consumer expectations for authenticity and connection in the wine sector. However, challenges such as logistics costs, limited state support, and competition from established wine markets require strategic planning. By leveraging digital marketing tools alongside physical events, Ukrainian wineries can maximize their promotional impact and economic efficiency.

Event marketing is a vital strategy for promoting Ukrainian wines and enhancing their global reputation. By integrating cultural storytelling, innovative experiences, and strategic partnerships, wineries can capitalize on the growing trend of experiential marketing.

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ADVERTISING IN MARKETING: ITS IMPORTANCE AND ADVERTISING WITHOUT STEREOTYPES

Keywords: advertising, consumer, brand image, emotional messages

Advertising is one of the key tools in marketing that helps companies communicate with consumers, create demand, and establish an emotional connection with the brand. In modern society, advertising serves not only as a means of promotion but also as a way to influence social and cultural norms. However, the issue of stereotypes in advertising remains significant, as they can harm a brand's image and reinforce biased perceptions. Creating stereotype-free advertising is an essential step toward ethical and effective marketing communications.

One of the main reasons stereotypes are used in advertising is their ability to grab attention and evoke emotions in consumers. Stereotypes appeal to shared experiences or societal norms, making characters and situations in advertisements more understandable and familiar. They influence consumer perceptions by simplifying complex ideas into easily digestible traits. Often, they showcase certain social or cultural features that shape the behavior or attitudes of characters in advertisements. While this can create strong associations, it also risks perpetuating outdated or harmful views. Advertising often reflects aspirations, dreams, or relationships, relying on stereotypical depictions of life. Such portrayals, although idealized, often present a narrow vision of gender roles, lifestyles, or cultural expectations.

Most marketers believe they successfully avoid gender stereotypes in their advertising, with 76% of female marketers and 88% of male marketers holding this opinion. However, nearly half of consumers believe advertisers still make mistakes, as confirmed by Kantar's research on creativity and media effectiveness. The AdReaction: Getting Gender Right report highlights that, while the advertising industry believes women and men are portrayed as positive role models, women are often depicted in outdated ways, and targeting strategies across categories continue to lean on gender stereotypes[1].

To overcome the impact of stereotypes in advertising, it is important to adopt progressive strategies that promote ethics and inclusivity in marketing communications:

1. Develop campaigns that address both female and male needs within a unified concept.

2. Conduct regular ad testing with gender metrics to better understand public perception and avoid significant errors.
3. Build creative and media planning teams with gender balance to account for gender nuances in campaigns.
4. Integrate inclusivity not only into advertising campaigns but also into overall organizational strategies beyond the marketing department.

Advertising plays a crucial role in marketing by conveying product information, generating demand, shaping the brand, and influencing social narratives. Its impact extends beyond promotion, shaping societal norms and values. However, gender stereotypes remain a critical challenge.

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DNIPRO UNIVERSITY OF TECHNOLOGY, DNIPRO, UKRAINEMEDIA AND PRIVACY: CHALLENGES AND PROSPECTS FOR UKRAINE IN THE IMPLEMENTATION OF EUROPEAN STANDARDS

Protection of personal data is an integral part of human rights, established in international and European legal acts, in particular in the EU General Data Protection Regulation (GDPR). Ukraine, adapting its laws to European standards, faces challenges in the sphere of balance between freedom of speech, public interests and the right to privacy.

The analysis of the main challenges associated with the implementation of new personal data protection standards in Ukraine reveals a number of problematic aspects that require in-depth consideration. One of the key problems is the uncertainty of legislative wording. Bill No. 8153, which is intended to adapt Ukrainian legislation to European standards, provides the possibility of processing personal data for journalistic purposes, if it serves the public interest. However, the criteria of public interest remain unclear. The lack of clear definitions creates risks of legal uncertainty and abuse, which may negatively affect both citizens' rights and media activities. People's Deputy Iryna Gerashchenko noted that the Office of the Council of Europe assessed the bill as "close to European standards", but recommended improving certain provisions to comply with the General Data Protection Regulation and Convention 108+ [5]. Oleksandr Pavlichenko, Executive Director of the Ukrainian Helsinki Human Rights Union, also commented on the law: "First of all, Ukraine is not able to ensure the creation of an independent control body in today's conditions, we must admit this," Oleksandr Pavlichenko noted. "I worked with this bill and the bill to create such a regulator, we criticized them, and I believe that there should be a clearly planned approach to ensure the transition from the current state to the GDPR system" [4].

In the context of journalists' work, new legislative regulations create significant difficulties. According to experts from the Institute of Mass Information (IMI), bill No. 8153 "On the Protection of Personal Data" in its current form may create significant obstacles for journalists in carrying out their legitimate professional activities.

“In real conditions of covering events (public actions, emergencies, any public gatherings), compliance with this provision is, in fact, impossible. Imagine how a journalist should warn every participant in a multi-thousand event or incident on the street? This creates a situation where a journalist risks becoming a violator of the law due to the technical impossibility of complying with these regulations. The requirement to obtain permission to film can be used for censorship or pressure on journalists. For example, public figures or participants in events can deliberately refuse permission in order to prevent the coverage of materials that are undesirable to them,” says Oksana Romaniuk, director of IMI.

This creates additional barriers to journalistic activity, as the speed and accuracy of information delivery play a critically important role in the modern world [3].

Comparison with international experience provides important guidelines for the development of Ukrainian standards. In Germany, for example, journalists are required to prove that the publication of private information brings significant public benefit, and only under such conditions it is considered justified [1]. French legislation establishes strict sanctions for violating confidentiality without reasonable necessity, which creates additional protection for citizens from unjustified interference in their private lives [2; 6].

This approach not only ensures people's rights, but also increases trust in the media. The ethical aspect of working with sensitive information deserves special attention. The use of photos and stories of victims became especially relevant during the war. Images of victims without their consent not only traumatize the victims themselves, but also create risks for their future lives. At the same time, supporters of such publications emphasize their importance for documenting war crimes. Such cases highlight the need to develop detailed standards for handling sensitive information that take into account both, the rights of victims and the public need for truthful information.

The complexity of the challenges associated with the implementation of European data protection standards in Ukraine requires not only legal regulation, but also the formation of an ethical culture in the media. Harmonization of Ukrainian legislation with the principles of the European Media Act will contribute to the creation of transparent rules that protect human rights and support an appropriate level of privacy in digital media. Only under the conditions of a balanced approach that takes into account international experience and the specifics of the Ukrainian context can a harmonious combination of freedom of speech and the right to privacy be achieved.

Improving Ukraine's legislation on personal data protection requires clear recommendations aimed at addressing key challenges. First, legal clarifications should become

the basis of new regulations. The lack of a clear definition of concepts such as "public interest", "journalistic activity" and "creative activity" creates legal uncertainty. Legislators should integrate specific wording that will avoid different interpretations. Thus, relying on international experience without adapting to the national context is insufficient.

The second important recommendation is to develop internal ethical standards in the media. This concerns not only the protection of the rights of victims, but also general practices for working with sensitive information. The introduction of face blurring or other methods of protecting identifying data is necessary to avoid accidental violations of privacy. Such approaches are already widely used by international media organizations working in difficult and conflict-ridden environments, such as covering armed conflicts. Ukrainian media can use this experience to raise the ethical standards of their work.

The third key recommendation is to strengthen international cooperation. Harmonizing Ukrainian legislation with the provisions of the General Data Protection Regulation (GDPR) requires not only the adaptation of laws, but also appropriate educational work among journalists. Educational programs and training aimed at raising awareness of media professionals in the field of personal data processing should become a priority.

Harmonious implementation of these recommendations will ensure increased ethical work of Ukrainian media and contribute to better protection of citizens' rights in the digital environment.

Thus, the implementation of personal data protection standards in Ukraine is critically important for the protection of human rights. However, it requires a comprehensive approach that takes into account both legal and ethical aspects. A balance between the right to privacy and freedom of speech can only be achieved with clear laws, responsible journalism, and active public education.

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SOCIAL AND ETHICAL MARKETING IN THE CONTEXT OF DIGITALIZATION

Key words: social and ethical marketing, digital marketing

Digital marketing plays a key role in shaping business strategies in the 21st century. With the development of information technologies, traditional methods of advertising give way to new, more effective methods of communication with the target audience. The main idea of marketers is to guide the client through the buyer's path, from knowledge about the product to its active promotion. This final step in the consumer journey is what differentiates digital marketing from traditional marketing.

The main aspect that companies need to pay attention to is the target audience, because the needs of consumers change every second. In digital marketing, it is necessary to focus on 3 customer segments: youth, women, citizens of the "Internet"[1].

Young people try all the new products that are offered on the market, women are very careful when shopping and collect information about the product, citizens of the Internet create connections with society, so they are avid propagandists. Often marketers consider them in isolation, but to get the best results, they need to be seen as a collective force.

Buyer journey map (A1-A5):

1. knowledge (passively perceive the list of brands);
2. influence (process messages and pay attention only to a short list of brands);
3. questions (clients are actively looking for information about the brand);
4. action (customers decide to buy a product of a certain brand);
5. advocacy (clients actively recommend to their friends and make repeated purchases) [1].

In order to lead the client from the stage of knowledge to advocacy, you can use 3 means of influence: own influence, external influence, influence of other people.

In digital marketing, customers rely more on the influence of others. Therefore, marketers need to optimize their activities, correctly determine the importance of influences, in order to concentrate their marketing campaigns on a certain area. Customers in the question and

action stages are open to new things, so this is where marketers need to take steps to engage customers.

Stage 1 is the window of opportunity as this is where customers get more information about their brand list, so building brand loyalty is critical.

At the 2nd stage, customers form their own attitude towards the brand.

To analyze marketing activities, two indicators are used: the purchase action ratio (RAR) and the promotion ratio (BAR) [1].

The purchase action ratio shows how much a company converts brand awareness into purchases, and the promotion ratio shows how many people are willing to promote. We can generalize: in case 1, we examine people at the stage from knowledge to action, and in case 2, from knowledge to propaganda.

Marketing in XXI c. uses digital tools such as: mobile applications, social networks, websites, gamification and others.

There are 3 popular methods: mobile apps, customer relationship management systems, and gamification [1].

Mobile applications can serve to improve the client's interaction with the company.

CRM makes it possible to involve customers in conversations and decision-making

Gamification uses game principles in non-game contexts and helps guide customers in the right direction.

These 3 methods must be combined to achieve the greatest result.

One of the modern trends is personalization. Using data about user behavior to create personalized offers is an important step for successful advertising campaigns.

In the 21st century the concept of socially responsible marketing prevails, so clients increasingly value companies that support social and environmental projects.

Basic principles of concept of social-ethical marketing:

1. social responsibility
2. business ethics
3. long-term approach
4. consumer orientation

In Western Europe, the Green Movement has a significant impact on marketing, changing the strategies of companies and brands.

Many consumers have now begun to pay attention to the environmental responsibility of brands, which motivates companies to focus their attention on reducing emissions into the environment.

The main products that fall under their condemnation: plastic, meat products. harmful chemicals, food products with a high content of pesticides.

Thus, by blocking advertising of these products, they create a certain loyalty of consumers to this brand.

Digital marketing is a series of tactical steps to attract customers. Therefore, digital marketing is changing, adapting to the needs of consumers and the development of new technologies.

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TYPES OF MARKETING COMMUNICATION STRATEGY IN THE CONDITIONS OF GLOBAL DIGITALIZATION

Keywords: communication strategies, aggressive, classic, innovative, omnichannel, intercultural communication

Experts rightly distinguish the following main types (categories) of communication strategies in marketing:

1. Aggressive (actively capturing the market through advertising and promotion). Aggressive marketing communication is an advertising strategy that uses intrusive methods, such as loud videos, banner ads, and full-screen ads and content with a lot of interspersed content, to cause an immediate reaction from consumers. However, this approach can be risky due to its understandable unpleasantness and intrusiveness [1].

2. Classic (maintaining a constant presence and traditional promotion). Traditional marketing using media channels such as television, radio, and outdoor advertising aims to reach a wide audience. However, in the era of digital technologies, its effectiveness has decreased, which has forced brands to integrate digital channels into their marketing strategy to increase competitiveness [1].

3. Innovative (using new technologies to create a unique experience). An innovative communication strategy involves SMART goals, audience understanding, and a specific communication method. Key goals include brand awareness, engagement, and performance monitoring. Establishing feedback mechanisms and tracking key performance indicators ensures success in communication and brand awareness [1].

4. Differentiation (differentiating a brand through unique characteristics, identity). A differentiated marketing communications strategy creates unique campaigns for various consumer segments, taking into account their specific needs and preferences. It includes market research, segmentation, selecting appropriate channels, and developing strategies to optimize marketing efforts and meet diverse needs [1].

5. Guerrilla. Guerrilla marketing is an innovative advertising strategy that uses unconventional tactics to attract customers, using digital marketing communications to increase

return on investment. Effective guerrilla marketing content can take the form of engaging, creative, unusual videos, images, giveaways, and contests to support a good cause [1].

Omnichannel is a new approach to sales, particularly in Ukraine, that integrates different sales channels into a single system. This strategy is aimed at strengthening the brand, creating continuity in the consumer's buying process, and easing the transition. It combines traditional and virtual marketing channels, allowing buyers to interact with sellers at any point in the cycle. The main differences of omnichannel are the systemic integration of all sales channels, continuity of the buying process, brand-oriented strategy, and consumer personalization. Sales in this case is the most important moment for the marketing process [2].

Cross-cultural communication and cross-cultural marketing are crucial for success in foreign markets because they involve understanding business partners, local culture, and consumer behavior. Ethical principles can be implemented through codes of ethics, ethics committees, training, social audits, legal committees, and changes in corporate structure. Richard Lewis's cultural model helps to understand and utilize these differences in business communication [3].

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STRATEGIES FOR SUCCESFUL INTERNATIONAL MARKETING

Keywords international marketing, global market entry strategies, cultural adaptation, cross-cultural communication, market segmentation, brand positioning, competitive advantage, global supply chain management, digital marketing in international markets

Global market expansion requires a comprehensive approach to ensure successful international marketing. One of the key elements is understanding local markets. This involves conducting in-depth market research to identify cultural, economic, and social factors that influence consumer behavior and market demand. It is essential to assess the competitive landscape and identify opportunities that align with the company's strengths and goals[1].

Adapting to cultural differences plays a significant role in international marketing. Businesses must tailor their strategies to align with local customs, values, and languages. By using culturally relevant messaging and imagery, companies can create meaningful connections with their target audience, fostering trust and brand loyalty[3].

Legal and regulatory compliance is another critical factor. Understanding and adhering to local laws, trade regulations, and industry standards are vital to avoid legal complications. Companies must be aware of tax implications, import/export requirements, and advertising restrictions to operate smoothly in foreign markets.

Choosing the right market entry strategy is fundamental for success. Businesses should evaluate various options such as exporting, franchising, joint ventures, or direct investment. The chosen strategy should align with the company’s resources, objectives, and the specific requirements of the target market.

Building a strong local presence can significantly enhance a company’s ability to penetrate new markets. Partnering with local businesses or establishing local offices enables

companies to build relationships, gain insights into the market, and establish trust with local consumers[4].

Effective pricing strategies are equally important in international marketing. Companies need to adapt pricing models to reflect local purchasing power, competition, and economic conditions. Considering exchange rate fluctuations is also crucial to maintaining profitability [2].

Leveraging digital channels provides an efficient and cost-effective way to reach global audiences. Businesses should optimize their websites and online platforms for local languages and search engines to enhance their visibility and accessibility.

Developing a unified brand identity while allowing for localized adaptations ensures that the company maintains consistency across markets. This balance helps build a global brand that resonates with diverse audiences while meeting local expectations.

Managing supply chain and logistics efficiently is critical to ensuring reliable delivery and inventory management in international markets. Companies need to develop flexible solutions that can adapt to the unique challenges of each market.

Monitoring and adapting to market trends is an ongoing process. By analyzing performance metrics and customer feedback, businesses can adjust their strategies to respond to changing conditions and consumer preferences, staying competitive and relevant.

Finally, focusing on long-term relationships with customers is crucial. By prioritizing customer satisfaction and engaging in corporate social responsibility initiatives, companies can establish goodwill and loyalty in their new markets, ensuring sustainable growth.

These strategies collectively provide a solid foundation for navigating the complexities of international markets and achieving long-term success in global marketing.

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PRACTICAL APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN ADDRESSING MARKETING CHALLENGES

Keywords: marketing, artificial intelligence, marketing solutions, search engine optimization (SEO), competition.

Digital business tools, such as big data analytics, blockchain, the Internet of Things, and artificial intelligence (AI), have dramatically changed the landscape of the business environment, intensifying and modernizing all business operations. Among these technologies, AI is the most cutting-edge, yet its potential for solving marketing tasks remains the least researched.

Today, marketing theorists and practitioners are actively discussing the use of AI to solve numerous marketing challenges. In Gartner's 2024 analytical report, 70% of respondents expressed confidence in AI-powered generative search results. Furthermore, Gartner predicts that by 2028, organic search traffic for brands will decrease by 50% or more as consumers increasingly turn to AI-powered generative search [2].

The integration of AI into SEO encompasses several technologies, among which the most influential are Machine Learning (ML) and Natural Language Processing (NLP), including Large Language Models (LLM) [7]. These technologies have shifted the focus of SEO from manual keyword manipulation to a clearer understanding of user needs and more effective content optimization.

ML algorithms have become the backbone of modern SEO, enabling a deeper approach to keyword analysis, domain authority, ranking predictions, and data-driven content optimization [6]. They process large amounts of data, identify patterns, and continuously improve results based on historical trends and new inputs. ML also expands the ability to track and predict the positions of website pages in search results, allowing companies to anticipate changes in search engine algorithms and proactively adjust their strategies [3].

One of the most popular ML-based features is the automated tracking of content gaps on a website, as well as the detection of various traffic anomalies. Tools such as SurferSEO, Jasper.ai, and Frase analyze competitors' content and identify gaps in the site being optimized, which helps in creating materials that meet user requests and increase the chances of ranking higher for key queries.

NLP algorithms focus on understanding and interpreting human language. In the context of SEO, advances in NLP have changed how search engines process content and user queries, resulting in more accurate and relevant search outcomes. Such algorithms help search engines decipher the meaning of queries by analyzing context, semantics, and textual content. In particular, Google's BERT can interpret complex language patterns, enabling search engines to deliver more accurate results that align closely with the user's true intentions, especially for conversational and long-form queries [7].

NLP-based tools are also an integral part of content quality assessment in SEO, analyzing text for elements such as entities, sentiment, and readability, and providing recommendations to improve both content relevance and quality (e.g., MarketMuse, SurferSEO, Frase, etc.).

LLM, an essential component of NLP and generative AI (GPT-4, Claude, Gemini, LLaMA 2, and Mistral), enable the creation of more "natural" content that resonates with users' expectations, improving content readability and user satisfaction. These models are advanced AI systems developed at the intersection of machine learning, NLP, Data Science, and analytics. They are designed to understand and generate text based on large amounts of data [5]. Such models have transformed content marketing by automating content creation and adapting it to specific goals, markets, target audience segments, and translations, thereby reducing both cost and time.

LLM tools have significantly automated the content creation process, which has helped optimize the work of marketers and SEO specialists. Research shows that using AI and LLMs for content creation can reduce preparation time by 65-75% [4].

Modern tools provide a comprehensive approach to content creation, including topic research, developing a structure and an initial draft with keywords, setting communication guidelines, and maintaining a consistent "brand voice" and writing style. They can generate a wide range of content, from long-form articles and product descriptions to social media posts and personalized emails. For example, SEOWind, Frase, and SurferSEO employ AI algorithms to create keyword-rich meta titles and descriptions that comply with search engine recommendations, minimizing the need for manual meta tag editing and speeding up the optimization of large content volumes. SurferSEO, Jasper AI, and Ahrefs (AI content assistant) are designed to optimize and improve existing text by enhancing readability, keyword density, competitor analysis, and semantic relevance.

Tools like ChatGPT, Claude, Jasper, and Copy.ai can produce multiple niche articles or product descriptions simultaneously and with extremely short turnaround times. Another area where LLM and generative AI excel is content personalization, which is crucial for increasing user engagement and satisfaction.

The disadvantages and caveats of using AI in marketing include dependence on statistical pattern prediction rather than fact-based search [5], the ability to generate fictitious and inaccurate scientific references to support its own theses [1], and increased competition in the market.

Thus, while the use of AI tools in marketing opens up new opportunities for businesses by reducing barriers to entry and ensuring more efficient interaction with search engines, achieving maximum efficiency in the face of growing competition in digital markets requires a combination of automated processes with human creativity and oversight.

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THE IMPORTANCE OF INCLUSIVE MARKETING IN THE MODERN WORLD

Key words: marketing, inclusive marketing, social responsibility, diversity, disabilities.

In today's world, inclusive marketing has become an integral part of successful business strategies, reflecting fundamental changes in society and consumer expectations. It is a marketing approach that consciously takes into account and incorporates the diversity of all social groups, regardless of their gender, age, ethnicity, physical abilities, or socio-economic status.

Inclusive marketing is an approach that involves creating marketing campaigns, strategies, and content that are accessible, relevant, and convenient for different groups of people. It demonstrates the fairness, diversity, and tolerance of the brand that uses it. Increased attention to inclusion in marketing over the past decades is due to changes and developments in the concept of inclusion, the nature and scope of research related to it, as well as the methods and approaches adopted, and changes in the attitude of public policy towards people with disabilities [1].

The importance of inclusive marketing lies primarily in its social significance. This approach contributes to the formation of a fairer and more equal society, and helps to fight stereotypes and prejudices. Companies that implement inclusive marketing demonstrate their social responsibility and contribute to a higher level of empathy in society.

From a business perspective, inclusive marketing opens up new opportunities for development. Expanding the target audience allows you to reach previously underestimated market segments, which leads to increased sales and a stronger competitive position. Moreover, modern consumers increasingly prefer brands that demonstrate a commitment to inclusiveness and diversity, which has a positive impact on the company's reputation and customer loyalty [2].

Practical implementation of inclusive marketing requires a comprehensive approach to communication and product development. This includes the use of inclusive language and

visual content, consideration of the cultural characteristics of different groups, and the creation of accessible products and services that meet the needs of a diverse audience.

However, the implementation of inclusive marketing can be accompanied by certain challenges. Companies need to find a balance between different needs and expectations, invest in additional resources, and develop expertise in inclusivity. Successfully overcoming these challenges requires regular research of the target audience, engagement of specialized experts, and constant monitoring of the effectiveness of inclusive initiatives.

Prospects for the development of inclusive marketing are closely related to general trends in social development. Further integration of inclusive practices into business processes, development of technologies to ensure better accessibility, and the growing importance of social responsibility of business are expected [3].

In our increasingly diverse society, understanding culture and inclusion is foundational for successful marketing and long-term brand success. Today's cultural landscape is more heterogeneous than ever. In this environment, diversity, equity and inclusion (DEI) is a critical element of marketing strategy as well as a core ethical consideration. Shifting toward an authentic and inclusive marketing strategy can help an organization connect with diverse communities in a global and varied consumer base [4]. Therefore, inclusive marketing is not a temporary trend, but a necessary component of modern business that ensures long-term competitiveness and sustainable development. By implementing the principles of inclusiveness, companies not only achieve their business goals, but also make a significant contribution to the formation of a fairer and more equal society.

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THE PROCESS OF MANAGING THE COMPETITIVENESS OF THE ENTERPRISE

Key words: management, competitiveness, enterprise, process, efficiency

Enterprise competitiveness management is a priority area of management activity, as it determines the ability of a business entity to exist in the market. Based on this, it can be argued that this process involves the mandatory implementation of well-known management functions. In addition, it must be implemented taking into account traditional approaches to management, and also requires taking into account a number of management principles.

Let us consider the essence of management approaches [1] in the context of managing the competitiveness of a business entity:

– process – competitiveness management is a process that is implemented in a certain sequence and involves the performance of a number of functions, including planning, organization, motivation and control;

– systemic – competitiveness management is a system whose functioning is impossible without well-established relationships between its elements;

– situational – competitiveness management must take into account changes occurring in the external and internal environment of the enterprise, in accordance with which the strategy of the market entity is adjusted.

The principles of competitiveness management in accordance with the fundamentals of management and theoretical and methodological principles in the field of competition include [2, 3]:

- unity - the process of ensuring and supporting competitiveness should be carried out in the context of the unity of theory and practice in the field of management;
- scientificity - decisions aimed at strengthening the competitiveness of an enterprise should be justified in accordance with existing scientific principles;
- comprehensiveness - provides for ensuring the interconnection of all elements of the enterprise's competitiveness management system when making management decisions and taking into account changes both in individual management objects and in the final results of the entire enterprise's activities;

- systematicity - determines the need to present competitiveness management as a system that allows taking into account all the necessary relationships and interactions, allows for comprehensive weighing of factors and directing mechanisms to achieve the set goals when setting goals;
- continuity - enterprise competitiveness management is a continuous process that requires constant attention;
- optimality – determines the adoption of the optimal management decision on the formation of the competitive advantages of the enterprise, achieving the appropriate level of competitiveness and ensuring the opportunities for its increase;
- efficiency – the maximum possible use of potential to achieve the proper level of competitiveness of the enterprise, which will allow it to function stably and grow;
- constructiveness – consists in the logical sequence of forming the strategy and tactics of ensuring the competitiveness of the enterprise, substantiating their choice and directions of implementation in accordance with the operating conditions;
- integrity – the management of the competitiveness of the enterprise is considered, on the one hand, as a single system, on the other, as a subsystem for higher levels;
- structuredness – implies the interconnection of the elements of the competitiveness management system of the enterprise within the framework of a specific organizational structure;
- priority – the allocation of resources and the implementation of measures is based on the ranking of management objects by their importance;
- phasing – implies the phased development and further implementation of the strategy and tactics of forming and maintaining the competitiveness of the enterprise;
- flexibility – the ability to improve the provisions of the competitive strategy being implemented in the event of changes in the operating conditions of the enterprise;
- legality – knowledge and use in the interests of the enterprise of the legal principles that regulate the implementation of entrepreneurial activity and regulate relations between business entities in the market.
- equifinality – implies the existence of different ways to achieve the desired characteristics of the objects of enterprise competitiveness management, the state of which changes over time;
- incrementalism – implies achieving the appropriate level of enterprise competitiveness, focusing on minor, gradual, logically related organizational changes that should be carefully assessed in the direction of coordination with changes in the market environment;

- emergentism – consists in achieving the appropriate level of enterprise competitiveness by combining the main elements of its formation into a holistic system.

Thus, we can conclude that enterprise competitiveness management is a complex process. For its effective implementation, a balanced construction of a management system and the implementation of an enterprise competitiveness management mechanism are necessary. In turn, the functionality of the management system is largely determined by the ability of the market entity's management to apply management approaches and perform assigned functions, taking into account a set of principles.

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ENHANCING NATIONAL IDENTITY IN MARKETING CAMPAIGNS

Key words: national identity, marketing campaigns, Ukraine, cultural resilience, nation branding, wartime marketing, unity, authenticity, social media, global perception.

Introduction

The relevance of studying the role of marketing campaigns in reinforcing national identity lies in the increasing challenges nations face in an era of globalization, information warfare, and military aggression. This is particularly evident in Ukraine, where the ongoing full-scale war with Russia has turned marketing into a tool not only for economic activity but also for cultural resilience and international advocacy. Academic research highlights that national identity serves as a cornerstone for societal unity and resource mobilization during crises. Furthermore, studies on nation branding emphasize its influence on shaping a country's international reputation and fostering internal cohesion.

The aim of this study is to identify the core principles and successful examples of marketing campaigns that bolster Ukraine's national identity during wartime, while drawing comparisons to international practices.

Marketing during a time of war

Marketing campaigns have become a cornerstone for reinforcing national identity, especially during moments of profound challenge. Ukraine's ongoing full-scale war with Russia has transformed marketing into a crucial medium not only for commercial engagement but also for cultural preservation and resistance. The Ukrainian example illustrates how carefully crafted campaigns can project national values, foster unity, and shape global perceptions.

Ukraine's current campaigns emphasize resilience and unity, reflecting its people's determination and cultural pride. Instead of generic slogans, these campaigns rely on real, impactful narratives rooted in national identity. For instance, initiatives like "The Biggest Ukrainian Fundraiser to Boost Air Defense," led by Nova Post and the "Come Back Alive" Foundation, received recognition at the Effie Awards Ukraine 2024. This campaign demonstrated how a marketing effort could simultaneously support the war effort while inspiring collective action at home.

Another notable initiative is Kyivstar's recent digital storytelling projects, which focus on maintaining connections despite the destruction of infrastructure. By providing free communication services to displaced Ukrainians and broadcasting positive, culturally rich messages, the campaign underscores the brand's alignment with the country's enduring values.

Leveraging Ukrainian Heritage in Campaigns

Authenticity is central to these efforts. Marketing campaigns frequently incorporate Ukrainian traditions, symbols, and values into their messaging. For example, the brand **Roshen** has highlighted the use of traditional embroidery designs in packaging, celebrating the craft while introducing modern sustainability practices in production. This approach resonates with consumers and strengthens cultural pride.

Additionally, Craft Beer Rebrewery's initiative to raise funds for Ukrainian soldiers uses humor and creativity, naming its beer after wartime themes and selling limited-edition bottles to support the military. This clever fusion of commerce and patriotism exemplifies how national identity can be leveraged in even niche markets.

Branding Ukraine Internationally

Nation branding extends beyond domestic audiences, positioning Ukraine on the global stage. For example, the "United24" platform, endorsed by President Zelenskyy, uses branding not only to gather donations but also to share narratives of resilience worldwide. This platform's visual identity reflects Ukrainian aesthetics, and its campaigns, such as spotlighting reconstruction projects or delivering medical aid, have garnered widespread international recognition.

Meanwhile, creative agencies such as Banda and Fedoriv continue to focus on practical, impactful messaging rather than abstract slogans. Their work on diaspora-targeted campaigns emphasizes the global Ukrainian community's role in shaping international public opinion. These campaigns often use digital platforms to highlight stories of bravery and reconstruction, ensuring that Ukraine remains a priority in global discourse.

Why These Campaigns Succeed

The success of these initiatives lies in their authenticity and alignment with current realities. Unlike conventional marketing strategies, these campaigns are deeply personal and culturally resonant. They appeal to shared values, fostering a sense of unity and purpose. For international audiences, they create relatable, human-centered stories that transcend political boundaries, turning global viewers into advocates for Ukraine.

Moreover, the integration of modern tools such as social media, video storytelling, and augmented reality enhances the reach of these campaigns. Platforms like TikTok and Instagram

have become essential for sharing Ukraine's narratives, particularly with younger, globally connected audiences. For example, the #SupportUkraine hashtag has been utilized by both individuals and brands to amplify awareness.

Conclusion

Ukraine's marketing strategies demonstrate the extraordinary potential of branding as a tool for cultural preservation and nation-building. By blending creativity with authenticity, these campaigns offer a blueprint for other nations facing crises or aiming to redefine their global identity. The integration of national pride with modern marketing tools ensures that these efforts resonate both domestically and internationally, strengthening Ukraine's position as a resilient, united, and culturally rich nation.

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CREATING POSITIONING MAPS FOR TERRITORIAL COMMUNITIES

Keywords: territorial community, positioning, identification criteria

The Petropavlivka rural territorial community (Bilhorod-Dnistrovskyi district, Odesa region) is located in a region traditionally known as Ukrainian Bessarabia. This is a region in the southwestern part of Ukraine with unique competitive advantages due to its geographic location, natural resources, cultural diversity, and historical significance.

From the perspective of marketing concepts, positioning refers to defining the place (position) of a new product or service in the consumer's perception. The process of marketing positioning aims to create a unique image of a product that distinguishes it favorably from competitors. At the regional and territorial levels, this involves defining the place of a specific community in the minds of the target audience. One of the key tools for forming a community or region's position is creating a positive image of the territory, which serves as a foundation for further development of its brand.

Creating a positive image of territorial communities begins with defining and organizing the criteria for their identification. These criteria are specific indicators that help potential stakeholders differentiate a particular community among others, endowing it with characteristics that distinguish it from other basic-level administrative-territorial units.

The key identification criteria that provide an initial understanding of the community include: the name of the community, population size, area size, the number of settlements, the level of socio-economic development, the functional type of territory, revenues and expenditures of the general budget per capita, the level of budget subsidies. [1].

A positioning map is a graphic tool used in marketing to visualize differences between products, services, brands, or other objects (e.g., territorial communities) in terms of their perception by consumers or other stakeholders. It helps understand how an object is positioned in the market relative to competitors or analogs based on specific key criteria.

To build two-dimensional positioning maps of territorial communities in the Bilhorod-Dnistrovskyi district of the Odesa region (Figures 1–4), we used data from the "Decentralization" portal for 2021.

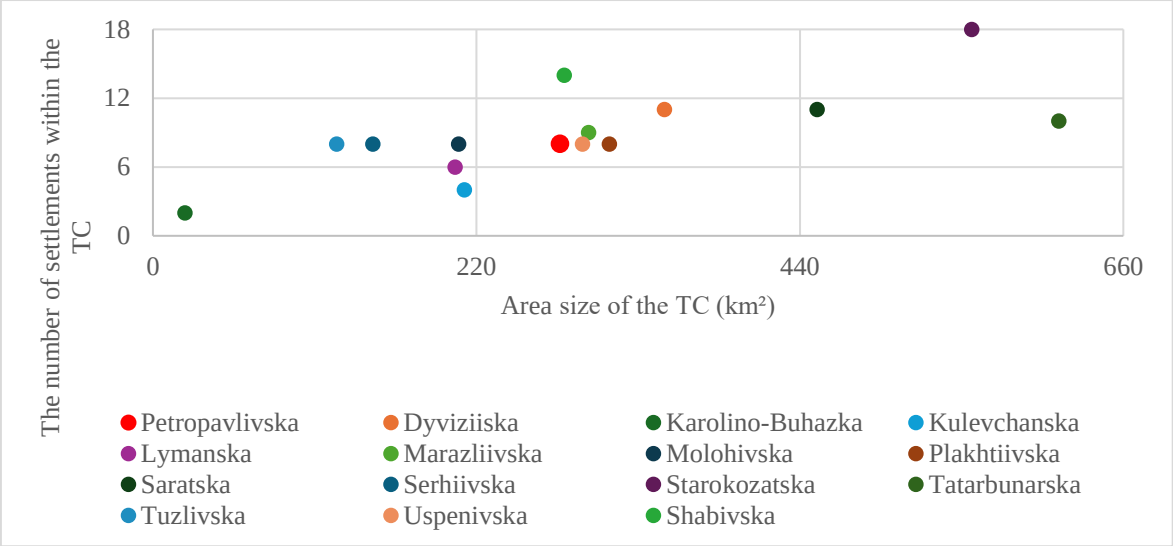


Fig.1 Positioning map of TCs in the Bilhorod-Dnistrovskyi district based on parameters: the number of settlements within the TC and the TC area size (km²).

According to Figure 1, the position of the Petropavlivka TC falls into the mid-range segment for both selected parameters. This indicates that the community balances between managerial simplicity and development potential.

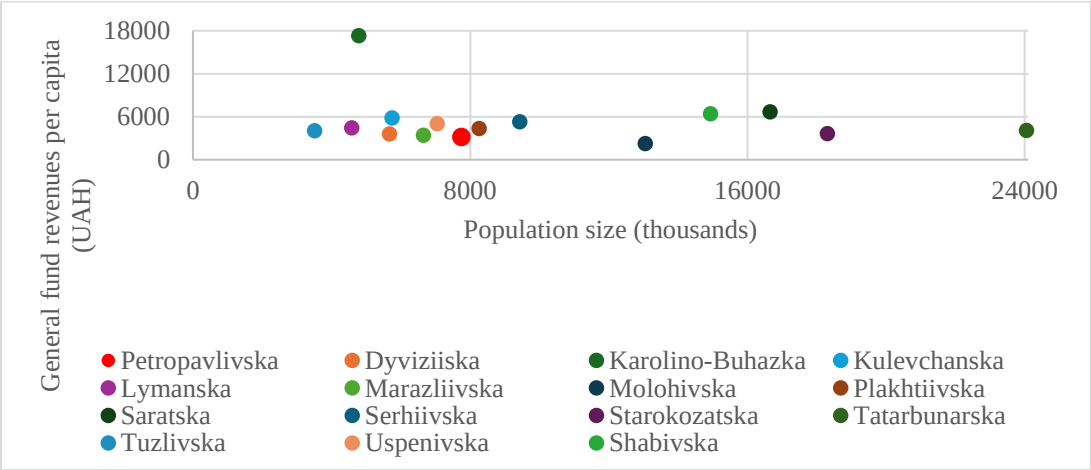


Fig. 2 Positioning map of TCs in the Bilhorod-Dnistrovskyi district based on parameters: general fund revenues per capita (UAH) and population size (thousands).

The clear leader in the "General fund revenues per capita (UAH)" parameter is the Karolino-Buhaz TC, despite its lower position in terms of “Population size (thousands)”. The main source of revenue for this community is marine tourism. Karolino-Buhazka TC is not a direct competitor to Petropavlivka TC, unlike Marazliivka, Plakhtiivka, Uspenivka, and other TCs, which have slightly higher revenues within the same population range. Notably, Kulevchanska TC stands out for its use of GIS technologies on its website, which enhances its ability to attract investors for a small community.

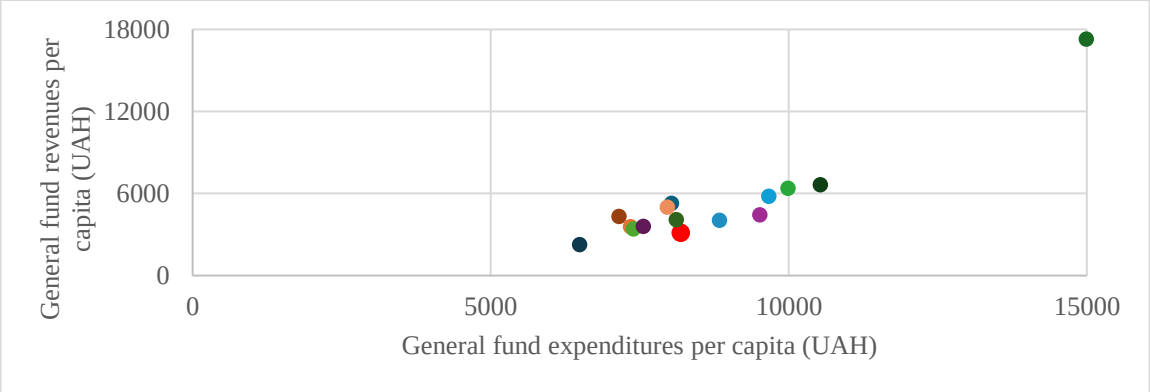


Fig. 3 Positioning map of TCs in the Bilhorod-Dnistrovskyi district based on parameters: general fund revenues per capita (UAH) and general fund expenditures per capita (UAH).

Petropavlivka TC shows low revenues with average expenditure levels. This suggests the need for expenditure optimization and investor attraction to increase revenues.

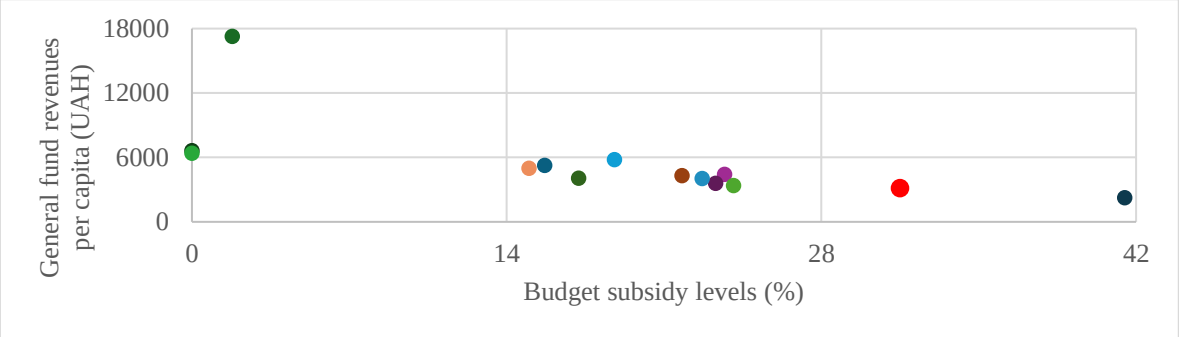


Fig. 4 Positioning map of TCs in the Bilhorod-Dnistrovskyi district based on parameters: general fund revenues per capita and budget subsidy levels (%).

Communities with low revenues and high subsidy levels represent the most vulnerable group, depending on external financial support to fulfill their functions. Petropavlivka and Molohivka TCs fall into this group.

Communities in the district have weakly developed industry and services sectors, which are key sources of tax revenues. This emphasizes the need to find ways to diversify the local economy, develop small and medium-sized businesses, attract investments, and improve financial management efficiency. Petropavlivka TC's competitive advantage could lie in developing creative industries, particularly reviving local crafts, fostering handicrafts, and developing various formats of rural tourism.

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BRANDING AS A TOOL FOR COMPETITIVENESS IN UKRAINIAN BUSINESS

Keywords: branding, competitiveness of business

The modern market demonstrates that branding is becoming a key factor in attracting and retaining consumers. It is no longer sufficient for companies to merely produce goods or provide services. Success depends on their ability to create an appealing and unique image around their offerings—one that deeply resonates with the target audience and sets the brand apart in a saturated market.

Branding is a multifaceted process that goes beyond simple recognition; it is about creating a unique and memorable identity for a product or company. This identity should inspire trust, evoke positive emotions, and form a lasting impression in the consumer's mind. A strong brand acts as a bridge between the product and the consumer, communicating the values and principles that the product or company represents.

To achieve this, companies employ various tools and strategies. Effective branding relies on advertising, public relations, sponsorships, event marketing, and digital media to craft a cohesive and engaging narrative. Public relations shape the brand's image and reputation through positive media coverage and interactions with stakeholders. Sponsorships and event marketing are tools that create unforgettable experiences, reinforcing the brand’s identity and values.

For Ukrainian businesses, branding holds particular significance. Companies in Ukraine have a unique opportunity to leverage national identity as a foundation for their branding strategies. By integrating elements of local culture, traditions, and values, Ukrainian brands can create a deep emotional connection with their audience. This approach appeals not only to domestic consumers but also forms a distinctive identity that resonates in international markets. Emphasizing Ukraine's rich cultural heritage, innovation, and commitment to sustainable development can position brands as authentic and socially responsible.

Moreover, social responsibility and environmental sustainability are becoming increasingly important in modern branding. Contemporary consumers are more conscious of

the ethical and environmental implications of their purchasing decisions. Brands that actively demonstrate their commitment to these values can stand out in competitive markets, earning the trust and loyalty of their customers. For Ukrainian companies, this presents an opportunity to emphasize their dedication to making a positive impact on society and the environment.

A strong brand not only creates a competitive advantage but also opens new markets, ensures customer loyalty, enhances financial stability, and attracts investments. Ukrainian companies that adopt modern branding approaches have the potential to strengthen their positions in both local and international markets, showcasing ethics, innovation, and responsibility.

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THE USE OF ENGLISH TERMS IN MARKETING

Keywords: target audience, brand awareness, call to action, seo, kpi, terminology

In today's world, marketing is becoming increasingly globalized and widespread. It is now hard to imagine a modern enterprise without marketing. English, as the international language of business, significantly influences the terminology used by marketers in various countries. Often, marketers from different countries communicate to discuss work-related matters, making it crucial for them to understand one another quickly and correctly. The use of English terms allows marketers to communicate effectively, access international sources of information, and adopt new practices.

However, the use of English terms can also complicate a marketer's work, as some terms have multiple meanings depending on the translation, requiring attention to detail to interpret information correctly. Additionally, attention must be paid to words that have similar spelling or pronunciation, for example:

- ***"Affect" and "Effect":*** Confusion between these can lead to unclear communication, especially when describing the impact of a campaign.
- ***"Complimentary" and "Complementary":*** The first means "free of charge," while the second means "enhancing" or "completing." Misuse of these terms could mislead consumers.
- ***"Principle" and "Principal":*** These words can be misinterpreted in the context of discussing key strategies or primary project stakeholders.

English terms are widely used in marketing due to the dynamic development of the field in English-speaking countries. Below are some key terms that have become an integral part of the marketer's vocabulary:

1. Target Audience

The group of people a marketing campaign is aimed at. For example, when launching a new product for young people aged 18–25, marketers define this group as the target audience.

2. Brand Awareness

A measure of how familiar consumers are with a brand. For instance, Coca-Cola campaigns are designed to consistently increase this metric. [1]

3. Call to Action (CTA)

A phrase or element encouraging users to take specific action, such as "Buy Now" or "Subscribe to our Newsletter." [2]

4. SEO (Search Engine Optimization)

Optimizing a website for search engines. For example, companies use SEO to ensure their website appears at the top of Google search results.

5. KPI (Key Performance Indicators)

Metrics used to evaluate the success of marketing campaigns. For example, for an online store, KPIs might include the number of orders or website traffic. [3]

These terms help structure a marketer's work and facilitate communication with specialists across different fields.

The use of English terms in marketing is an essential part of modern professionals' work. It simplifies access to international experience but requires constant learning and adaptation to the local market. Understanding these terms allows marketers to remain competitive and implement innovative approaches in their work. However, if one is not confident in their English skills, it is best to double-check unfamiliar words to ensure clarity.

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EPHEMERAL MARKETING: THE INFLUENCE OF TEMPORARY CONTENT

Key words: ephemeral marketing, content, social media, FOMO, audience engagement, stories, live streams.

Over the past decades, business management has undergone significant changes under the influence of globalization, the development of information and communication technologies, and changing market conditions. Digital tools are increasingly being integrated into all aspects of business performance – from operational management to marketing strategies, that are the basics of its effectiveness. Modern companies are actively using digital platforms to increase brand awareness, create personalized offers, and strengthen ties with their audiences. This is in line with the new challenges of the business environment, where speed and flexibility have become key success factors.

One of the most promising areas of digital marketing is ephemeral marketing. This is an approach based on the use of short-form content such as Stories or Live Streams. Such format has become popular due to its ability to create the effect of authenticity and exclusivity, which is especially important in a market oversaturated with content. Temporary content helps brands stay relevant by stimulating active real-time interaction with the audience.

The development of ephemeral content is also closely linked to general digitalization trends and new approaches to information management. Using such tools, companies can quickly adapt their communications to changes in the market environment, taking into account cultural peculiarities, behavioral trends, and consumer needs. Thus, ephemeral marketing is becoming an important component of a strategic marketing and therefore of a modern business strategy, opening up new opportunities to strengthen competitiveness in the dynamic digital environment.

Ephemeral content is posts that don't last long, usually vanishing within 24 hours. This type of content is becoming increasingly popular on social media platforms like Snapchat and Instagram, which have developed entire features for temporary posts. Snapchat started this trend

by creating self-destructing messages, and Instagram followed suit with the introduction of Instagram Stories. The main advantage of ephemeral content is its rapid consumption and transience, which gives the audience a sense of exclusivity as they have a limited time to view it before it disappears. The short-term nature of such publications creates a sense of urgency, as users realize that content is short-lived. This motivates them to respond instantly. For brands, this opens up the opportunity to interact with the audience in real time, maintain their interest and build an active online presence.

Ephemeral content also effectively uses the psychological principle of scarcity, which is a strong motivator in human behavior. People usually value something that is limited in access or fleeting. Thus, a short period of content availability encourages users to interact with it immediately, increasing the level of overall engagement. This is the phenomenon of “fear of missing out” (FOMO), which has become a characteristic feature of digital era [1].

In today's world of ephemeral content, consumers are increasingly seeking unique and honest experiences with brands. Temporary publications provide companies with the opportunity to reveal their human side, offering the audience a relaxed and natural view of their activities. Using formats such as Stories creates an atmosphere of exclusivity and immediacy, which strengthens the emotional connection with consumers. As a result, brands can move away from established marketing approaches and provide real, spontaneous interactions that remain as close as possible to the expectations of the modern consumer.

In this context, marketers need to be extremely flexible, quickly creating content that meets the rapidly changing demands of the platforms. In addition, the short-term nature of ephemeral content prompts a constant search for new formats and innovative solutions to keep consumers interested. This requires companies to be open to experimentation and able to respond to the challenges of the digital space, where it is increasingly difficult to maintain the user's attention [3].

Interactive elements such as polls, quizzes, and question stickers are popular in Stories. These tools not only increase engagement but also allow brands to better understand their audience's preferences.

The ephemeral format also provides an opportunity to share customer testimonials, short success stories, or product demonstrations in action. It is important to use Q&A (questions and answers) sessions in Stories or during live broadcasts, which promote a closer connection between the brand and consumers. Live streams, in particular, are a powerful way to engage, as they allow company to answer questions, introduce new products, or hold giveaways in real time, adding sincerity and dynamism into communication [2].

As the digital environment continues to evolve, the integration of ephemeral content is becoming essential to stay competitive in the marketplace. Ephemeral content has a significant impact on modern marketing, introducing new standards of transparency, adaptability, and personalization. It encourages brands to change their approaches to interaction, creating more agile, authentic, and dynamic strategies. At the same time, they stimulate spontaneity and emotion in interactions, which increases customer loyalty. All of this makes ephemeral content an important tool for creating relevant and powerful marketing campaigns that can attract attention and leave a lasting impression even within a limited time frame.

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FORMING A MARKETING CORPORATE STRATEGY

Keywords: corporate strategy, marketing, strategic management, competitiveness, business growth

In a rapidly changing global market, the formation of a robust marketing corporate strategy is a fundamental determinant of organizational success. Unlike isolated marketing efforts, a well-defined corporate strategy integrates marketing with broader business objectives, ensuring sustained competitiveness and adaptability. This paper explores methodologies and tools for crafting an effective marketing corporate strategy, emphasizing alignment with organizational goals and leveraging data-driven decision-making.

Current Challenges in Forming a Marketing Corporate Strategy

Businesses often encounter several key obstacles:

1. Misalignment between marketing objectives and overall corporate strategy.

2. Dynamic Market Environments**.** Rapidly shifting consumer preferences and competitive landscapes.

3. Limited use of data in strategic marketing planning.

4. Inefficient use of financial and human resources for marketing initiatives.

Proposed Solutions

1. Ensuring marketing strategies directly support corporate objectives such as market expansion, brand equity, and revenue growth. Utilizing frameworks to measure performance across interconnected areas.

2. Conducting comprehensive market studies to identify target audiences, their needs, and preferences. Leveraging tools like CRM systems and AI analytics for real-time data processing.

3. Embracing digital transformation by incorporating advanced marketing tools such as automated platforms, programmatic advertising, and social media analytics. Prioritizing omnichannel strategies to create seamless customer experiences.

4. Integrating ethical and sustainable practices into the marketing narrative, resonating with modern consumers' values. Promoting transparency and authenticity in branding efforts.

Case Study Analysis

A multinational corporation in the consumer goods sector recently revamped its marketing corporate strategy. The company implemented a customer-centric model, utilizing advanced analytics to understand consumer behavior. By realigning its marketing goals with its corporate vision of sustainability and inclusivity, the corporation saw:

- A 30% increase in brand loyalty within two years.
- A significant reduction in marketing costs due to precise targeting.

Conclusion

The formation of a marketing corporate strategy requires a synergistic approach, blending analytical rigor with creative vision. By aligning marketing with corporate objectives, leveraging modern digital tools, and committing to ethical practices, businesses can establish a resilient foundation for growth and competitiveness.

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EVOLUTION OF MARKETING STRATEGIES: FROM TRADITIONAL TO DIGITAL-FIRST

Keywords: Marketing evolution, traditional marketing, digital marketing, digital-first strategies

The evolution of marketing strategies reflects how businesses have adapted to changing technologies and consumer expectations. Historically, traditional marketing dominated, relying on methods like print ads, radio, and television. These approaches were effective for mass outreach, particularly during the Industrial Revolution when branding and segmentation first gained importance. However, they lacked precision and real-time measurability, often leading to inefficiencies.

The digital era revolutionized marketing by introducing tools that allowed businesses to directly connect with their audience. Digital marketing encompasses techniques such as Search Engine Optimization (SEO), social media marketing, and content marketing, all of which focus on personalization and engagement. Unlike traditional methods, digital strategies are cost-effective, measurable, and adaptable. Brands can target specific demographics using data analytics, tailoring campaigns to individual consumer preferences.

One hallmark of modern marketing is the shift toward omnichannel approaches, integrating online and offline experiences. For example, businesses use social media not only for advertising but also for direct e-commerce. Companies like Airbnb leverage digital platforms for personalized user experiences, highlighting the importance of innovation and community building.

Despite its advantages, digital marketing poses challenges, such as maintaining consumer trust amid privacy concerns and adapting to rapid technological changes. To stay competitive, brands must continuously innovate, using tools like artificial intelligence to analyze consumer behavior and predict trends.

The transition from traditional to digital-first marketing marks a paradigm shift in how businesses interact with consumers. By embracing personalization, data-driven insights, and integrated marketing strategies, brands can foster deeper connections and drive growth. However, navigating challenges like data privacy and market saturation requires adaptability and forward-

thinking approaches. Balancing traditional and digital methods can ensure businesses remain versatile and effective in a dynamic marketplace.

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INCLUSIVE MARKETING: REPRESENTING DIVERSITY IN ADVERTISING AND COMMUNICATIONS

Keywords: Inclusive marketing, gender equality, loyalty, representation

In today's world, marketing has undergone significant changes, becoming more focused on understanding and embracing diversity within society. Inclusive marketing is not merely a new trend but an essential aspect of advertising campaigns aiming to ensure equality, accessibility, and representation for all consumer groups, regardless of age, gender, ethnicity, physical abilities, or other characteristics.

Inclusive marketing is a strategy emphasizing the creation of advertisements and communications that reflect the diversity of human experiences, needs, and characteristics [1].

The goal of such marketing is to provide equal opportunities for all consumers and to demonstrate respect for diverse population groups. This includes not only racial or ethnic diversity but also the inclusion of individuals with disabilities, older adults, and other social categories.

When a company makes creative choices focusing exclusively on a specific age group, gender, ethnicity, or other identity traits, it misses the opportunity to appeal to a broader audience. By adopting marketing solutions centered on inclusivity, companies can positively and authentically promote the diversity that exists in the world [2].

Representation in Advertising

Representation in advertising is a vital component of inclusive marketing. It goes beyond using images of diverse people in promotional materials, aiming instead to depict real life where every individual has their place and opportunities.

Ethnic and Racial Diversity: In recent years, more advertising campaigns have included representatives of various ethnic and racial groups. This helps consumers feel recognized and represented in brand communications.

Gender Equality: Inclusive marketing actively challenges stereotypes about gender roles. Women, men, and non-binary individuals should be represented equally, from leaders and professionals to homemakers and parents. Marketing campaigns should reflect the true diversity of social roles rather than confining themselves to specific behavioral standards.

Inclusion for People with Disabilities: Marketing campaigns increasingly include individuals with disabilities, addressing a critical social issue - accessibility and equal opportunities for all. This can involve featuring individuals using wheelchairs, those with hearing or vision impairments, or creating content accessible to people with disabilities, such as subtitles or descriptive audio interpretation.

Advantages of Inclusive Marketing:

Increased Consumer Loyalty: Companies demonstrating genuine interest in diversity and inclusion can earn consumers' trust, particularly those who feel underrepresented in traditional marketing campaigns. Consumers value brands that support diversity and equality.

Market Expansion: Inclusive marketing attracts new audiences that previously felt overlooked. This can significantly broaden the market and help companies understand the needs of diverse consumers.

Enhanced Brand Reputation: Brands actively supporting diversity and inclusion receive positive feedback from the public, improving their image.

Challenges of Inclusive Marketing:

Despite its evident advantages, inclusive marketing also faces certain challenges:

Avoiding Stereotypes: It is crucial to create advertisements that not only represent diversity but do so without relying on stereotypes. Brands must be cautious not to use superficial representations to attract attention.

Authenticity: Consumers are highly sensitive to brands using inclusivity merely as a marketing tool rather than as part of their corporate culture. Brands must be genuine in their commitment to inclusion.

Costs and Resources: Developing inclusive content may require substantial investments, particularly when adapting advertisements for various audience groups. This includes translation, content adaptation for individuals with disabilities, and collaboration with specialized agencies or consultants.

Analyzing the marketing activities of Ukrainian companies like Uklon, ALLO, Planeta Kino, and Good Bread demonstrates their efforts to promote inclusive marketing. For instance, ALLO incorporates sign language in its video ads. In 2019, Planeta Kino opened Ukraine's first inclusive cinema at Kyiv's River Mall. It also introduced "accessible cinema" sessions and developed an inclusive website for convenient session searches.

In March 2023, an inclusive bakery launched a photo project titled "Sow Bread and Flowers Despite Challenges," featuring people with mental disabilities as its main subjects. This initiative highlighted how the bakery empowers individuals with disabilities to feel capable and

contribute to society. In April 2023, Uklon, supported by Mastercard and MacPaw, launched an "Inclusive" taxi class [3].

Ukrainian companies are gradually recognizing the importance of inclusive marketing and actively working to represent various social groups in their advertising campaigns. This not only increases consumer loyalty but also helps shift societal norms concerning equality and inclusion.

Inclusive marketing is not merely a fashionable trend but an essential step toward creating a fairer society. It allows brands to connect more closely with their consumers by ensuring representation for everyone, regardless of individual characteristics.

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PSYCHOLOGY OF ADVERTISING IN MEDIA

Key words: psychology, consumer, media, advertising, brands.

Nowadays understanding consumers' psychology has become not just an advantage but a necessity for all marketers. According to a study conducted by the Harvard Business Review, companies that delve into analyzing consumer behavior can increase sales by 85%, while profits can rise by more than 25%. That is why studying a consumer's psychology is the key for creating an effective and result-oriented advertising strategy.

Understanding the psychology of advertising in media allows brands to communicate with potential buyers more effectively, as well as to form and maintain long-term relationships with them.

The main factor of advertising influence is in its ability to provoke emotional reactions, shape attitudes, and motivate action. The emotional connection that advertising creates between a brand and a consumer can be a powerful tool in fostering loyalty. Advertising messages that evoke positive emotions, such as joy or nostalgia, can effectively capture the audience's attention and remain in their memory.

To create effective advertising messages, marketers use various psychological strategies. One of them is the principle of reciprocity. It means that people tend to respond to positive actions. Advertising that offers a benefit or value to the consumer can stimulate the desire to "repay" the brand with attention or a purchase.

Another strategy is the usage of social proof, which can take the form of consumer reviews, media mentions, or celebrity endorsements. Social proof helps to reduce the perception of risk and enhances trust in a product or brand.

An important aspect is also the creation of a unique selling proposition (USP), which differentiates the product from its competitors and emphasizes its unique advantages that meet the needs of the target audience.

Challenges of the modern media space. One of the main challenges for marketers today is information overload. It makes it increasingly difficult to capture consumer attention with specific advertising messages. Therefore, creating content that stands out through creativity, relevance, and emotional impact is key to success.

Moreover, the growing importance of digital channels and social media leads to the need to adapt advertising strategies. Using data to personalize advertising messages can increase their effectiveness, but it also raises issues related to privacy and ethics.

The psychology of advertising in media is a complex and multifaceted phenomenon that requires a deep understanding of consumers' behavior, needs, and expectations. Effective advertising strategies should be based on psychological principles and take into account the modern challenges of the media space. Success in this field requires deep analysis, testing, and adaptation, but the reward, in the form of building effective communication with the audience and fostering brand loyalty, can be substantial.

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EMPLOYER BRAND ASSETS: INTERACTIONS WITH COMPANY CANDIDATES

Keywords: employer brand, employer brand assets

Based on Glassdoor data, approximately 92% of respondents indicated a willingness to consider a job offer from a company with a strong employer brand [1]. This data is becoming increasingly relevant in the current Ukrainian labor market, which is experiencing a shortage of qualified personnel: 16% of companies have reported difficulty finding sufficiently qualified candidates for vacancies [2]. Therefore, an employer brand is a company's most valuable asset for attracting top talent that will contribute to effective business operations. Examining the interaction between an employer brand and potential employees is essential, mainly based on the following assets and the underlying socio-psychological effects.

The first asset of an employer brand is *fame*, which is the extent to which potential employees will have a loyal or negative attitude towards the employer company and reapply for vacancies or refuse the company's offers on a long-term basis. Among the main social and psychological effects are the following: the effect of accumulated social trust, which is based on the deep trust or distrust of potential employees in the employer company due to feedback on job search sites, social networks, and in personal conversations with current employees; the effect of experience due to previous interaction with the company at courses, job fairs, mentoring, which creates a long-term emotional attachment to the employer; the stability effect, where companies that remain quite stable even in the face of certain crises (no layoffs, no delays in salary payments, etc.), predict various scenarios, such as the relocation of employees to safer places during the war, etc., give potential employees a sense of security and stability on a long-term basis; the matching effect, where candidates who share similar values and beliefs to the employer form a long-term commitment to the company.

The second asset is *commitment*. It is based on creating a positive attitude towards the employing company, which creates a desire for potential candidates to send a CV to a vacancy. Social and psychological effects include: the effect of social proof, where potential employees tend to trust the feedback of company employees more; the effect of previous experience, when there was a positive interaction with the company at courses and job fairs; the effect of social responsibility, where the employer company is active in social activities (helping animals,

orphans, environmental initiatives), which has a positive impact on the desire to join the company.

Another asset of the employer brand when interacting with potential employees is *recognition*. It is determined by the level of awareness of the employer's key components (goals, values, etc.), which allows to form an understanding of the company and certain expectations, as well as to assess the compliance with the candidates' personal goals in the long term in order to make a decision on cooperation with the employer. The social and psychological effects of recognition include the effect of open communication, when a company communicates externally on the principles of transparency and honesty, then candidates better understand whether working for it will meet their personal goals and what they expect; the effect of touch points, which means that the more often candidates interact with the company (job fairs, advertising, etc.), the better they will get to know the company and consider its vacancies when looking for a job; the effect of matching expectations, where the company actively communicates and publishes information about itself, so that realistic expectations of the candidate about the job are formed.

The fourth equally important asset is *differentiation*, which is characterized by the level of candidate awareness of the company's difference from other employers, often with features of uniqueness that add to the company's attractiveness and allow and encourage candidates to prefer working with it. The main social and psychological effects include the following: the impression effect, when the employer company demonstrates its unique advantages in contact with candidates and thereby creates an impression on them that, in the long run, increases the likelihood that they will choose it; the virality effect, where the company has unique differences from competing employers, which encourages candidates to communicate about it and unconsciously promote the employer brand; know-how effect - if the company has significant unique knowledge that is not available to employers, candidates will be more likely to choose this company as a place to gain unique experience in their professional activities; opportunity effect - when the company encourages and provides unique opportunities for professional development, and thus candidates will be more likely to choose it as a place to work.

The last asset when interacting with potential employees is *the imperative of influence*. It is based on the level of conscious desire of candidates to become employees of the company, which is formed on a deep and emotional connection and with the aim of obtaining opportunities not only for career development but also for personal growth. The main social and psychological effects include the ambition effect, where the company has a strong market influence, so it is perceived as a challenge for candidates, which stimulates them to reach new heights (in their opinion, the highest); the specialness effect, where the company has a strong

market influence, and candidates want to join its community to feel special compared to others; the effect of a common goal, which resonates with what candidates have on a personal level, thereby forming a perception of the employer as a 'field of opportunities' and increasing the desire to choose the company as a place of work.

In summary, it is worth noting the importance of the employer brand, which is one of the most important assets of the company to attract the best candidates who will contribute to the effective functioning of the business. Understanding its assets and the social and psychological effects it has when interacting with potential employees allows you to determine the most effective marketing communications system through which a company can influence the labor market.

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MANAGERIAL APPROACHES TO THE ORGANIZATION OF MARKETING ACTIVITIES AT THE ENTERPRISE

Keywords: marketing, marketing management, organization of marketing activities, effect of marketing, organizational structures of marketing

Marketing activities cover a wide range of actions and strategies used by businesses to promote their products, services or brand to their target audience. These activities play a crucial role in connecting businesses with potential customers, shaping brand perceptions, and achieving tangible results. However, the larger the scale of an enterprise, the more difficult it can become to choose the right strategies, create, test, and refine marketing hypotheses, and solve problems along the way.

An important aspect of aligning marketing efforts with other business functions and departments is the integration of marketing with other management functions performed by the enterprise's management. This involves the full integration of marketing strategies, processes, and technologies across different departments of the enterprise. This integration is aimed at improving cooperation, simplifying workflows and stimulating overall business development.

By integrating marketing efforts with the activities of other departments, such as sales, customer service, and product development, businesses can create a unified customer experience and maximize the impact of their marketing initiatives.

The organization of marketing at the enterprise allows you to get the following effects:

1. Improved data sharing (valuable customer data is shared across departments. This data can be used to better understand consumer behavior, preferences, and needs. For example, marketing departments can use sales data to identify potential upsell or cross-sell opportunities, while customer service departments can use marketing data to personalize their customer experience).

2. Workflows are optimized (eliminating silos and establishing collaboration between different teams. By combining marketing efforts with other departments, businesses can

optimize workflows and ensure a consistent message across all touchpoints. For example, marketing and product development teams can work together to launch targeted campaigns for new product launches).

3. Improved customer/consumer experience (seamless and personalized customer interactions are provided. Using data from different departments, marketers can create targeted and relevant campaigns that respond to customers. For example, a customer who recently made a purchase can receive personalized follow-up emails or recommendations based on previous interactions).

4. Increased efficiency (reduced duplication of efforts and improved overall effectiveness. By centralizing marketing resources and processes, businesses can eliminate redundant tasks and optimize resource allocation. For example, marketing automation tools can be integrated with customer relationship management (CRM) systems to automate lead generation and follow-up processes).

5. Market data processing and up-to-date analytics are established (comprehensive measurement and analysis of marketing efforts is provided. By integrating marketing data with other business data, businesses can gain valuable insights into the effectiveness of their marketing campaigns. This data-driven approach allows for data-driven decision-making and continuous improvement of marketing strategies) [2].

Each company independently forms the structure of its marketing department. Marketing organizational structures are a fundamental part of every business, as they clearly define the operations and responsibilities of employees. Choosing a marketing structure that is well suited for a particular business can positively impact the ability of the company's management to achieve business goals.

Marketing organizational structures define the distribution and control of marketing operations, procedures, and strategies within an enterprise. These structures define the job roles of employees, including who they report to, and outline the processes that the business can use to achieve success. An effective marketing organizational structure can help achieve business goals and give staff a clear understanding of the objectives they are working toward.

There are several typical models that can be either integrated or non-integrated. Non-integrated marketing structures are a collection of relevant departments whose impact on the customer is not coordinated. In contrast, the activities of integrated marketing structures are comprehensive, i.e. they are managed from one coordinating center [1].

The following approaches to the formation of integrated marketing structures are widely described in various educational and methodological works: functional, product, regional, segmental and matrix. In addition to the basic types of organizational structures of the marketing

department, their cross-combination is often used: product-functional structure, regional-functional structure, product-regional structure, etc. The most common in the food industry are functional and linear (for small enterprises) structures of the marketing service.

Functional structures organize employees into groups based on their positions and skills. A specialized team or functional group is a set of employees with similar aspects of work. Team leaders can manage functional groups and report to senior management when necessary. Specialized functional teams can promote consistent work and accelerate productivity because they don't involve employees outside of their function. This structure is easier to manage on a larger scale because it can easily adapt to changes in the business as it grows.

Thus, organizing the company's marketing activities in a strategic manner allows you to coordinate its marketing efforts with other business functions and departments. This facilitates collaboration, improves customer experience, and stimulates overall business development. By leveraging diverse information, businesses can effectively implement enterprise marketing integration and achieve their marketing goals. Marketing activities are diverse in their approaches and results, and form the basis of business outreach and strategy. From thorough product research to leveraging community dynamics and deep diving into data analysis, each aspect plays a key role in shaping the brand's narrative and trajectory.

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APPLICATION OF EVENT MARKETING TOOLS FOR PROMOTING UKRAINIAN WINEMAKERS' PRODUCTS

Keywords: event marketing, business events, special events, corporate events

In the context of rapidly growing competition in the markets, it becomes necessary to search for more effective forms of marketing communications. And one of these forms in recent decades has been Event marketing.

Event marketing involves planning and organizing events to promote a brand, product, or service. The success of these events depends on meticulous planning, strategy development, optimization, refinement, and, as seasoned event organizers often suggest, a bit of luck. The relevance of developing an event marketing strategy for enterprises across industries lies in the fact that many marketers consider event marketing one of the most effective communication channels for engaging with partners, consumers, and employees.

Today, as consumers become increasingly sceptical of traditional advertising, event marketing offers an alternative approach. Through interactive formats, events engage audiences, showcase the brand from within, and foster emotional connections. However, the success of an event hinges on thorough preparation and attention to detail.

The wine industry holds a significant place in Ukraine's national economy and culture. For Ukrainian winemaking companies, event marketing is not just an additional promotional tool but an essential component of a successful marketing strategy.

In the modern world, event marketing is one of the most effective methods for establishing relationships with consumers. Based on event marketing principles, several key categories of events aimed at brand development and support can be identified [1]:

4. Business Events (Trade Events, B2B): This category includes congresses, seminars, presentations, forums, conferences, summits, exhibitions, trade fairs, and other activities. Their main purpose is to exchange experiences, present products and services, seek strategic partners, and develop business relationships.

5. Special Events: These events attract the attention of potential clients and media. Examples include concerts, festivals, shows, promotional tours (roadshows), sponsorship

events, promotional campaigns, and large-scale events. Their primary goal is to enhance the company's image and increase brand recognition.

6. Corporate Events (Corporate Events, HR-events): These are aimed at fostering corporate spirit, improving employee motivation, and strengthening management's authority. Examples include team-building activities, corporate parties, anniversaries, holiday gatherings, employee birthdays, and picnics.

This classification enables companies to choose appropriate event formats depending on their target audience and strategic brand objectives.

Here are some examples of Business, Special and Corporate events held for wine industry enterprises in the world and in Ukraine:

– *Business Events:*

4. International Organisation of Vine and Wine (OIV) Congress: In 2023, Ukraine participated in this global congress, with the Ukrainian Wine and Spirits Association presenting two scientific reports among 3,500 participants. This global event unites industry professionals for experience exchange and showcasing innovations.

5. Wine Paris & Vinexpo Paris (France): Ukrainian winemakers, such as SHABO, participated in 2023 to promote their wines in the European market and establish business contacts.

6. ProWein International Events: Participation in events like "ProWein" has helped Ukrainian producers establish connections with global distributors and enhance the perception of Ukrainian wines abroad.

– *Special Events:*

3. La Cité du Vin (Bordeaux, France): In 2022, Ukrainian wines were showcased at this cultural center, marking a significant milestone in promoting the national brand, Wine of Ukraine, internationally.

4. Bolgrad Wine Fest (Ukraine): This annual festival in Bolhrad aims to popularize local winemaking through tastings, competitions, and other activities that draw attention to local wine producers' products.

– *Corporate Events:*

3. Internal Events at SHABO Winery (Ukraine): SHABO regularly organizes corporate gatherings, excursions, and training programs for its employees, focusing on enhancing qualifications and motivation.

4. Wine Team-Building Activities: Both in Ukraine and globally, wineries organize activities for employees, such as grape harvesting or participating in production processes, to strengthen team spirit and promote company values.

These events help Ukrainian and global winemakers promote their products, establish business contacts, develop their brands, and enhance corporate culture.

The event industry, traditionally reliant on live communication, was significantly impacted by the COVID-19 pandemic. Its key advantage has always been direct and personal interaction with audiences. However, with the introduction of quarantine restrictions and bans on mass events, the volume of offline events decreased dramatically.

These circumstances drove the search for new solutions to maintain communication with consumers. As a result, virtual events, including online wine tastings, began to flourish [2].

Event marketing offers unique opportunities for Ukrainian wine brands to stand out among competitors. The emotional and sensory engagement offered by events aligns well with consumer expectations for authenticity and connection in the wine sector. However, challenges such as logistics costs, limited state support, and competition from established wine markets require strategic planning. By leveraging digital marketing tools alongside physical events, Ukrainian wineries can maximize their promotional impact and economic efficiency.

Event marketing is a vital strategy for promoting Ukrainian wines and enhancing their global reputation. By integrating cultural storytelling, innovative experiences, and strategic partnerships, wineries can capitalize on the growing trend of experiential marketing.

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INDUSTRIAL MEDIA COMMUNICATIONS: BRIDGING INNOVATION AND PUBLIC ENGAGEMENT

Keywords: media communication, industry

In the era of digital transformation, Industrial Media Communications (IMC) emerges as a critical discipline that connects industrial enterprises with stakeholders, markets, and the wider public. This field encompasses the strategic dissemination of information related to manufacturing, engineering, energy, and other industrial sectors through various media channels. Unlike traditional corporate communication, IMC focuses on translating complex technical processes into accessible narratives that engage both professionals and the general audience. By leveraging digital platforms, trade publications, and targeted PR campaigns, industrial media communication enhances transparency, strengthens brand reputation, and fosters business growth.

One of the primary objectives of IMC is to bridge the gap between industrial innovation and public perception. The industrial sector is often seen as distant and highly specialized, making it challenging for companies to communicate their advancements effectively. Through multimedia storytelling, industry leaders can showcase breakthroughs in automation, sustainability, and efficiency. Case studies, documentary-style videos, and interactive content help humanize technical subjects, making them relatable to investors, policymakers, and consumers. This approach not only strengthens industry credibility but also attracts new talent by demonstrating the sector's dynamic and evolving nature.

The role of **corporate social responsibility (CSR) in industrial communications** is becoming increasingly significant. As industries face growing pressure to adopt sustainable practices, IMC helps companies articulate their environmental and social commitments. Whether through sustainability reports, green manufacturing campaigns, or partnerships with environmental organizations, effective communication ensures that industrial enterprises remain accountable and aligned with public expectations. By proactively addressing environmental concerns, businesses can build trust and maintain a positive public image, mitigating potential backlash from regulatory bodies and advocacy groups.

Digitalization has revolutionized industrial communication strategies, shifting the focus toward data-driven storytelling and real-time engagement. Social media platforms, industry blogs, and corporate websites serve as primary channels for disseminating news, product innovations, and research findings. Additionally, the use of artificial intelligence and big data analytics enables companies to tailor content to specific audiences, ensuring maximum impact. Webinars, virtual factory tours, and interactive infographics further enhance audience engagement by providing an immersive learning experience. These digital tools not only amplify a company's reach but also facilitate meaningful dialogues with industry stakeholders.

In crisis management, IMC plays a crucial role in mitigating reputational risks associated with industrial incidents, supply chain disruptions, or regulatory changes. A well-prepared crisis communication plan allows companies to respond swiftly, transparently, and effectively during emergencies. Establishing a clear media response strategy, maintaining an open dialogue with journalists, and utilizing digital platforms for real-time updates help control narratives and prevent misinformation. Industrial media specialists work closely with PR teams and executives to craft messages that reassure stakeholders and reinforce public confidence in the company's resilience and responsibility.

Looking ahead, the future of industrial media communications will be shaped by emerging technologies such as augmented reality (AR), virtual reality (VR), and the metaverse. These innovations offer new opportunities for industrial storytelling, allowing companies to create immersive brand experiences and showcase production processes in unprecedented ways. Additionally, as global supply chains become more interconnected, cross-border communication strategies will gain importance. Companies will need to adopt multilingual, culturally sensitive approaches to effectively reach international markets while navigating regional regulatory landscapes.

In conclusion, Industrial Media Communications is an evolving field that blends technological expertise with strategic storytelling. As industries continue to innovate, effective communication will remain essential in shaping public perception, fostering trust, and ensuring long-term business success. By embracing digital tools, sustainability narratives, and crisis management strategies, industrial companies can stay ahead in an increasingly competitive and transparent world.

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THE PREVALENCE OF SEXUALISATION OF WOMEN IN ADVERTISING

Keywords: sexualisation, stereotyping, sexualised media material

Every year, the number of complaints about the sexualisation of women in advertising campaigns is growing, not only on social media but also in everyday life. While some people are fiercely opposed to such methods of promoting goods, others perceive them as an absolute norm that should not be perceived negatively. This necessitates a closer look at the nature of sexualised advertising and the possible challenges it can pose not only for brands but also for women in general.

According to the American Psychological Association, sexualisation is a phenomenon in which a person's value is based solely on his or her sexual attractiveness or behaviour that is unwantedly imposed on a person [1]. Accordingly, we can conclude that sexualised advertising is a method of promoting a product that uses images that specifically objectify a person sexually in order to attract the attention of consumers.

There are many studies that demonstrate how deeply rooted the tendency to expose women to attract public interest in goods or services is and how it has become closer to the concept of ‘normality’ over the years. The portrayal of female sexuality in advertising is usually placed within a heterosexual paradigm, where the demonstration of female attractiveness is often presented through the male gaze [2]. Back in the early 2000s, an analysis of nearly 2,000 advertisements from popular American magazines showed that more than half of them depicted girls as sexual objects [3]. This was especially true in men's magazines, where three-quarters of the photos of women were sexualised. The distorted perception of women's bodies extends not only to the world of fashion, but also to teenage and even sports glossies.

It is important to realise that most photographs used in advertising are not only nude, but are also visually processed to conform to conventional beauty standards. Images are regularly edited to eliminate imperfections, lengthen legs, reduce waist and hips, and increase breast size [4]. This practice contributes to the objectification and formation of even narrower, more

unrealistic ideas of female attractiveness, depicting women as unrealistically slim, with a large bust, long limbs, flawless skin, wrinkles and ‘excess’ hair.

Technology has helped the beauty industry expand its reach to ‘new areas of the body that require cosmetic solutions’, such as ‘upper arm definition’ and ‘thigh gap’ [5].

Sexualised imagery in advertising is problematic for many reasons, but perhaps the biggest is its presence in everyday life. The content of such images raises concerns about the commercialisation and objectification of women's bodies, promoting unrealistic and often unhealthy standards of appearance and provoking body shame in girls and women who do not meet media standards. Research shows that increased exposure to objectifying media is associated with increased attention to one's own body during intimate relationships, as well as self-objectification - judging oneself solely on sexual attractiveness. Young women who frequently view women's magazines, reality shows and sitcoms are more likely to have this self-perception, which leads to drinking alcohol to boost confidence, being less responsible with contraceptive use and having a negative attitude towards their own sexual experiences. These findings call into question the claim that viewing sexualised images in advertising and other media promotes women's sexual liberation [6, 7].

Exposure to sexualised and stereotypical media content not only changes the way women perceive themselves, but also affects the way others perceive them. Such content also shapes perceptions and attitudes towards violence against women, including by influencing perceptions of responsibility for such violence. Various experimental studies have found that exposure to overtly objectifying images of women leads people to perceive them in a dehumanising way. A review of the research literature has shown that viewing such photographs activates cognitive processes that are normally used to perceive objects rather than people.

In today's world, advertising has a significant impact on social norms, perceptions and expectations of women's roles in society. Sexualisation in advertising campaigns creates distorted ideals of beauty, devalues personal qualities, and contributes to objectification and dehumanisation.

This approach harms both women themselves and their overall perception in society, reinforcing inequality and calling into question the moral aspects of media content. In an era of evolving humanistic values and ethics, it is important to look for marketing approaches that respect human dignity, create positive impact and contribute to the formation of responsible, gender-equal and healthy attitudes in society.

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STORYTELLING: COMMUNICATION ASPECTS OF EFFECTIVE STORIES TOLD BY BRANDS

Keywords: storytelling, marketing, emotional interaction, brand identity, consumer psychology.

Storytelling is an effective communication framework for brands seeking to stand out in a highly competitive environment. Traditional advertising, which focuses only on the product itself, is giving way to strategies that use narrative structures that promote an emotional response and take into account the mental characteristics of the audience. Stories not only inform, but also immerse recipients in a live experience, allowing consumers to form personal connections with brands. Psychological research confirms the effectiveness of storytelling in marketing. According to Escalas (2004), narratives strengthen the connection between the brand and the consumer by stimulating emotional interaction and building trust. Green and Brock (2000) found that consumers who experienced "narrative transference" - that is, fully immersed in the story - are more likely to demonstrate a positive attitude toward the brand. In Ukraine, storytelling is gaining momentum as a marketing tool that allows for the integration of cultural identity and sustainability into brand communication.

The evolution of storytelling in marketing has gone through the following stages:

1. Early forms: oral and printed traditions (before the nineteenth century). Storytelling in marketing has its origins in oral traditions, myths and simple slogans that created memorable and persuasive narratives. In the eighteenth and nineteenth centuries, print advertising began to include dramatic, including hyperbolic, stories. An example is the early advertising of medicines, which used storytelling to tell of "miraculous cures" to attract the attention of the audience.

2. The growing role of media (XIX - XX centuries). The emergence of print and audiovisual media led to a significant development of storytelling. Brands began to associate themselves with universal themes such as happiness, family, and traditions. They created characters and clear narratives. A global example is the Coca-Cola campaign in the twentieth century. The image of Santa Claus used in advertising messages linked the product to joy and

family comfort. Among the Ukrainian examples is the communication campaign of Obolon beer, which is one of the largest brewing brands in Ukraine. It effectively uses narratives about cultural heritage in campaigns such as Taste of Ukraine, which emphasizes the brand's role in national celebrations.

3. Television and emotional branding (mid-twentieth century) Television allowed brands to create more engaging and lasting stories by building an emotional connection with the audience. A famous example is Nike's Just Do It campaign, launched in 1988. It told stories of perseverance and achievement, associating the brand with self-improvement. A Ukrainian example of such storytelling is the campaigns of Ukrzaliznytsia, which uses television to broadcast stories about family reunification and position itself as a vital infrastructure for Ukrainians.

4. The digital era (1990s - 2000s). This is the period when the Internet revolutionized storytelling. Brands began to use blogs, forums, and interactive advertising to create highly engaging stories. An example is Apple's Think Different campaign, which associated the brand with innovators such as Albert Einstein in a story of genius and rebellion. A Ukrainian example is the campaign by Lviv Chocolate Workshop. The brand shares stories on digital platforms about the art of chocolate making, focusing on the cultural heritage of Lviv.

5. Content marketing and personalization (2010s - present) Today, storytelling has become an important tool for creating personalized narratives and lifestyles that meet the needs of the audience. An example is the Red Bull Stratos campaign, which turned a record-breaking space jump into a story about human ambition and created powerful associations of the brand with innovation. A Ukrainian example is Morshynska's "From the Heart of Ukraine" campaign, which emphasizes cleanliness and health by linking the product to the natural landscapes of Ukraine. But why does it work?

1. Emotional interaction. Stories evoke emotions, which are key to decision-making (Damasio, 1994). Emotional engagement contributes to brand memorability and forms deep connections. An example is Nike's Find Your Greatness campaign, which showcased stories of ordinary people who overcame difficulties. A domestic example is the Royal Taste brand's Tastes of Our Home campaign, which evokes nostalgia and warmth by creating associations with home traditions.

2. Trust and authenticity. Authentic narratives inspire trust. Research by Lundqvist et al. (2013) shows that consumers are more likely to support brands that appear sincere. An example is the Dove Real Beauty campaign, which challenged traditional beauty standards. A Ukrainian example is Farmak's For a Healthy Future campaign, which demonstrates the company's contribution to improving the health of citizens.

3. Cognitive processing and memorization. Stories activate memory by combining new information with existing thought patterns. An example of this is Coca-Cola's "Share a Coke" campaign, which personalized bottles, making the product more memorable. Similarly, Ukrposhta's situational storytelling during the war, such as the release of stamps like "Russian ship, go…", transformed ordinary postal items into powerful symbols of national pride and resilience. This approach not only helps to preserve collective memory within the country but also raises global awareness of Ukraine's struggle and resilience. By turning a simple postage stamp into an iconic artifact, Ukrposhta has amplified Ukraine's voice on the international stage, fostering solidarity and keeping the world's attention on the ongoing situation. Such initiatives emphasize the critical role of storytelling in shaping perceptions and inspiring action worldwide.

4. Consumer participation. Research by Matzler et al. (2015) shows that consumer participation in narrative creation increases brand loyalty. For example, GoPro's "Be a Hero" campaign used user-generated content. In the Ukrainian context, Fozzy Group can be mentioned, which engages consumers in telling stories about how their products improve family moments.

The future of storytelling in marketing is determined by the following factors:

1. Technological innovations. Immersive technologies, such as VR and AR, will allow consumers to experience stories rather than just listen to them. For example, Rozetka can integrate AR to help consumers visualize products in their homes, improving personalization and interactivity.

2. Personalized narratives. The development of AI will allow creating stories that will best suit the preferences of each consumer. For example, Netflix uses algorithms for personalized recommendations, creating a unique experience for each user.

3. Ethical and socially responsible narratives. The growth of consumer awareness is forcing brands to take into account ethical principles and sustainable development. An example from the domestic communication space is Ksenia Schnaider, a fashion brand that actively uses recycled materials to create its collections, emphasizing the importance of environmental friendliness and responsibility in the fashion industry, supporting the trends of sustainable consumption and responsibility to the planet.

Thus, storytelling in marketing is not just a creative tool, but a scientifically based strategy for creating emotional connections, trust and loyalty. Research confirms its effectiveness, demonstrating the ability to influence consumer behavior, enhance brand identity, and foster long-term relationships. In Ukraine, storytelling has huge potential. Brands have already demonstrated successful use of this strategy by combining cultural heritage and

authenticity in their narratives. Thanks to technological innovation and a focus on sustainability, Ukrainian companies can create competitive campaigns that will appeal to audiences around the world. The future of marketing lies in the combination of technology and emotion, which allows us to create engaging, personalized and ethical stories that can captivate a global audience. Ukrainian brands are ready to be a part of this transformation, combining tradition and innovation to connect deeply with consumers at home and abroad.

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DIGITAL MARKETING IN VOLUNTEER INITIATIVES DURING THE COVID-19 PANDEMIC. HOW TO CHANGE THE CRISIS CONDITIONS TO ENGAGE THE AUDIENCE

Keywords: COVID-19 pandemic, digital marketing, targeted advertising, commercial and non-commercial digital marketing, volunteer engagement, crowdfunding.

As in past crises, the COVID-19 pandemic has prompted individual volunteers to join the public response. This includes digital volunteers who have organized physical assistance and social media events[3]. During the pandemic, digital marketing has had a significant impact in maintaining communication, raising resources, and adapting businesses and NGOs to the new conditions. By using digital technologies in marketing, companies are trying to reach their audience more effectively and solve business problems even in difficult times. To support their activities during the pandemic, volunteer organizations have been actively using online platforms and social media to raise funds and attract volunteers[1].

One of the key tools is crowdfunding, which allows organizations to raise funds through specialized platforms such as GoFundMe, Patreon, or Ukrainian equivalents such as Spilnokosht. In addition, targeted online advertising on social media and search engines helps to reach potential donors. Personalized campaigns based on user data increase the effectiveness of fundraising by motivating people to contribute. Crowdfunding is an effective means of implementing ideas that allows you to combine the resources of many people to support projects. Successful crowdfunding campaigns often have several things in common: a clear goal, community involvement, a well-developed marketing strategy, and transparent communication with supporters. Examples of projects such as Your Healthy Eating Assistant and Farmer's Homeland demonstrate how crowdfunding can be an effective tool for supporting a variety of initiatives. They show that successful campaigns often use creative approaches to attract support and ensure the sustainability of their ideas[2].

Nonprofit digital marketing focuses on spreading social messages and attracting new volunteers. The main tools are social platforms such as Facebook, Instagram, or TikTok, which help organizations spread information about their activities, hold online events, and mobilize the public. Content marketing has a significant impact: creating motivational, educational, or inspirational content helps build trust and attract new partners. Interactive formats, such as live broadcasts, webinars, or video stories about successful cases, help to maintain audience interest and stimulate engagement.

Thus, an effective combination of for-profit and nonprofit digital marketing allows volunteer organizations to attract resources, spread ideas, and engage new members, which is crucial to achieving their goals.

The main aspects of digital marketing for volunteer initiatives:

1. Social media helps to attract new volunteers and donors by increasing audience reach through regular posts and targeted advertising.

2. Online events and interactive campaigns, such as webinars and live broadcasts, engage participants, fostering active interaction and support for initiatives.

3. Benefits and risks of digital platforms

Advantages: wide audience, easy adaptation to changes, convenience in organizing events.

Risks: technical problems, dependence on platforms, oversaturation of content, data security issues.

Digital marketing has huge long-term potential for volunteer organizations. After COVID-19, the use of computers and the internet is still important as they make it easier to communicate with people and manage projects. Nonprofits can use digital aid for green growth by using web interfaces for volunteer collaboration, charity events, and discussions with donors. Now with the requested keyword and format: this will allow for the maintenance and expansion of aid, especially for worldwide campaigns, ensuring the efficiency and security of organizations from now on.

Digital marketing opens up new opportunities for volunteer organizations, allowing them to raise resources more efficiently, expand their sphere of influence, and ensure the long-term development of their projects. Thanks to the Internet, volunteers can reach people more effectively, attract more participants, and raise more money. This means that good deeds can spread even faster and reach more people.

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VOLUNTEERING AS A SOCIAL INITIATIVE: EXAMINING THE ROLE OF VOLUNTEERS IN ASSISTING STRAY ANIMALS

Keywords: volunteering, stray animals, social responsibility, charity, animal welfare, animal protection, social initiative marketing, non-profit organisations.

Volunteering is an integral part of modern society, particularly in the context of animal rights protection. Assisting stray animals is a pressing social issue requiring a comprehensive approach. This report aims to explore the role of volunteers in addressing this problem and analyse the effectiveness of volunteer initiatives.

On 24 February 2022, Russia launched a full-scale invasion of Ukraine. This day not only altered the lives of people but also had a profound impact on animals: thousands of four-legged companions were abandoned, many perished due to occupation and airstrikes, while numerous shelters and zoos were destroyed or fell under occupation. Due to the hostilities, many people were forced to leave their homes, often unable to take their pets with them. This has led to an increase in the number of stray animals requiring help, food, treatment, and shelter. During wartime, state resources are primarily directed toward humanitarian needs and defence, leaving the responsibility for animal assistance largely on the shoulders of volunteers. Their work ensures the basic needs of animals are met, rescues them from starvation and disease, and facilitates finding them new homes. The growing population of stray animals in cities can create ecological and social challenges (e.g., the spread of diseases, conflicts between people and animals). Volunteers address these issues using humane methods. Ukrainian volunteers actively collaborate with international organisations, exchanging experiences and resources. Studying this activity allows the integration of effective international approaches to solving the problem of stray animals.

A significant aspect of this issue is the marketing of social initiatives aimed at promoting socially significant ideas. In the context of volunteering for stray animals, marketing is a crucial tool for building support, attracting volunteers, and raising resources. Effective marketing not

only broadens the reach of initiatives but also creates a long-term community of concerned individuals.

Key Steps for Effective Marketing of Social Initiatives

- Establishing a social initiative brand: Define a clear mission and values.
- Engaging volunteers: Target individuals interested in animal welfare, volunteering, or environmental protection.
- Resource acquisition: Collaborate with businesses, charitable foundations, and individual donors supportive of humane initiatives.
- Utilising social media: Platforms like Instagram, Facebook, and TikTok can share photos, videos, and rescue stories to evoke emotional responses.
- Local media involvement: Engage journalists to cover events such as fundraising campaigns or animal adoption drives.
- Developing online platforms: Launch a website or blog with up-to-date information on volunteer activities, donation options, and registration for new volunteers.
- Collaborating with local businesses: Encourage companies to sponsor. For instance, pet stores might donate food or medications for animals.
- Storytelling and examples: Share stories of rescued animals to demonstrate how support changes lives.
- Visual content: Bright and touching photos or videos significantly influence audiences.
- Activity transparency: Regularly report on the use of funds and achievements. Transparency builds trust and encourages ongoing support.

This report underscores that volunteering is not just a response to a crisis but a sustained initiative that will remain relevant even after the war ends. The topic is significant not only for addressing urgent stray animal issues but also for fostering social responsibility, compassion, and ecological balance in post-war Ukraine. Volunteering plays a pivotal role in tackling the issue of stray animals. Thanks to volunteers' efforts, thousands of animals find new homes and receive essential care. However, for volunteer organisations to operate effectively, support from the government, businesses, and the public is crucial.

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MARKETING STRATEGIES FOR BUKOVEL SKI RESORT

The main directions of marketing strategies for the Bukovel ski resort are multicomponent in nature, aimed at the comprehensive development of the tourism product and increasing competitiveness in the international market.

Foremost, it is worth noting that the success of a marketing strategy directly depends on a clear definition of target audience segments. Bukovel Ski Resort has the potential to attract various categories of tourists, including families with children, young people, outdoor enthusiasts, domestic tourists, and foreign visitors from European countries. Personalization of tourist offers according to the interests and needs of each group will increase the effectiveness of promotion and improve interaction with different market segments. Thus, audience segmentation is one of the key aspects for creating an attractive tourism product.

Having analyzed the State Program for the Development of Cross-Border Cooperation for 2021-2027, we can state that strengthening good neighborly relations and deepening cross-border cooperation are especially relevant for Ukraine in the face of current challenges and external threats, taking into account the European vector of our country's development [1].

In today's digital world, online platforms are becoming an indispensable tool for promoting any tourist destination. Bukovel Ski Resort actively uses social media to attract tourists, but it needs to expand its presence by introducing new digital tools. First, SEO optimization of the official website will improve the resort's visibility in search engines, which will increase organic traffic. Secondly, active advertising campaigns on social media, such as Instagram, Facebook, and TikTok, will promote visual content that will create a positive image of the resort. Additionally, the use of Google Ads and other forms of contextual advertising aimed at foreign tourists will attract a new audience and increase Bukovel's recognition outside Ukraine.

An effective strategy for Bukovel Ski Resort is to continue partnerships with tour operators both nationally and internationally. Such cooperation enables the resort to cover the markets of neighboring countries and the European Union. The combination of travel packages, including accommodation, transfers and excursions, will help to provide a comprehensive service for tourists and increase their satisfaction. This partnership strategy will not only

increase the number of visitors but also strengthen the resort's positive image in the international market.

Modern global trends require attention to environmental friendliness and sustainable development. Bukovel has all the prerequisites for the development of ecotourism, which is an important factor in attracting conscious tourists. Certification of hotels by environmental standards, implementation of environmental initiatives and support for local environmental projects will strengthen the resort's reputation as an environmentally responsible tourist destination. Thus, the development of ecotourism will become an important element of Bukovel's marketing strategy in the face of growing demand for sustainable tourism.

To increase international recognition, Bukovel ski resort should actively participate in international tourism exhibitions and forums. Such events provide an opportunity to present the resort on the global market, establish new contacts and expand cooperation with foreign tour operators. In addition, cooperation with influencers, bloggers and influencers will help to build a positive image of the resort among foreign audiences.

One of the additional tools to attract tourists is the organization of local cultural and sporting events. Holding festivals, sports competitions, and concerts increases the resort's attractiveness to tourists looking for not only active recreation but also cultural experiences. In addition, support for such events helps to popularize Bukovel as a cultural and sports center, which helps to strengthen its position in the tourism market.

Thus, having considered the main areas of marketing strategies, we can conclude that their effective implementation will allow Bukovel ski resort to consolidate its position in the international market and ensure a stable flow of tourists throughout the year.

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EFFECTS OF THE WAR ON CONSUMER BEHAVIOR IN UKRAINE AND MARKETING STRATEGIES

Keywords: war, consumer behavior, marketing strategies, digital transformation.

The war in Ukraine has drastically altered consumer behavior, reshaping spending habits, driving digital transformations, and fostering stronger local brand loyalty. This paper examines these changes within Ukraine, focusing on how businesses have adapted through innovative marketing strategies to address shifting consumer needs and support national recovery efforts.

Changes in Consumer Behavior.

1 Redirect Spending Toward Critical Needs Ukrainian households have concentrated their expenditures on necessities like food, medicine, and utilities. According to a 2023 report by the European Business Association, spending on discretionary items has dropped significantly, reflecting a nationwide prioritization of survival and basic living standards.

Table 1

Consumption of Products

Category	Pre-War Share of Spending (%)	War-Time Share of Spending (%)
Food and Essentials	35	55
Discretionary Goods	25	10
Housing/Utilities	20	25
Others	20	10

2 Embrace Digital Solutions The adoption of e-commerce and digital payment systems has surged as physical shopping becomes challenging in many regions. Ukrainian platforms such as Rozetka and Prom.ua have reported record growth in online transactions, with contactless delivery options ensuring continued access to essential products.

3 Strengthen Support for Local Brands Consumers actively seek products from local businesses contributing to rebuilding efforts. For example, brands producing emergency

supplies or donating a portion of profits to aid organizations have seen increased support. This shift highlights a growing preference for ethical consumption.

4 Focus on Psychological Needs The prolonged conflict has heightened demand for goods and services that provide emotional relief. For instance, cultural products like books and crafts with patriotic themes have gained popularity as symbols of resilience and hope.

Marketing Responses.

1 Emphasize Unity in Messaging Businesses highlight themes of unity and perseverance in their marketing campaigns. Companies like “Nova Poshta” have positioned themselves as essential to the country’s logistical backbone, creating narratives of support and reliability.

2 Offer Customized Product Lines To cater to changing needs, companies have introduced new product lines, such as affordable meal packages and medical aid kits. These offerings align closely with consumer priorities during wartime.

3 Enhance Digital Engagement Retailers have ramped up digital engagement through targeted social media campaigns, livestream shopping events, and expanded online customer support. Initiatives like these keep consumers connected and informed despite physical constraints.

4 Promote Corporate Responsibility Locally Companies are leveraging corporate social responsibility initiatives to build goodwill. Examples include large-scale food distribution efforts by local supermarkets and partnerships with volunteer organizations to rebuild infrastructure in affected areas.

Insights on Ukrainian Resilience.

1 Foster Community-Centric Marketing Marketing strategies increasingly incorporate community support, such as organizing charity events and providing direct aid to affected populations. This approach not only builds brand loyalty but also strengthens societal bonds.

2 Highlight Local Innovation Businesses in Ukraine have shown remarkable ingenuity in adapting to supply chain disruptions and resource limitations. For instance, local breweries have repurposed production lines to manufacture humanitarian goods, demonstrating adaptability and commitment.

3 Champion National Identity Marketing campaigns prominently feature symbols of Ukrainian culture and identity, resonating deeply with consumers. This trend underscores the role of branding in fostering a sense of unity and pride.

The war has significantly transformed consumer behavior and necessitated agile responses from businesses. By addressing critical needs, leveraging digital platforms, and fostering national solidarity, Ukrainian companies not only sustain their operations but also

contribute to societal resilience. Further exploration is needed to understand the long-term implications for consumer trust and post-war economic recovery.

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RELEVANCE OF MASLOW'S PYRAMID IN THE MODERN WORLD

Key Words: hierarchy of needs, Maslow's pyramid, basic needs, self-actualization, Generation Z, millennials

Abraham Maslow's hierarchy of needs [1], has long been considered the universal model explaining human motivation. This concept is actively used in marketing, human resource management and psychology. However, in the context of globalization, technological progress and changes in lifestyles, the question arises: to what extent does it remain relevant? War, modern crises such as the COVID-19 pandemic, and the development of digital technologies are shaping people's new priorities and needs.

Maslow's original concept includes five levels of needs: physiological, safety, social, esteem and self-actualization. According to the model, a person progressively moves from the satisfaction of basic needs to higher needs [1].

If we divide Maslow's pyramid into two parts, we can see that the basic needs (physiological and safety) remain unchanged, while the higher needs, on the contrary, undergo significant transformations under the influence of modern factors [2]. There are studies that show that in developed countries, where basic needs are largely met, there has been an increase in the importance of self-actualization, social acceptance and environmental awareness. People are increasingly choosing brands and products that reflect their values, such as environmental care and social responsibility [3].

Global crises such as the COVID-19 pandemic have also had a significant impact on the hierarchy of needs. During difficult periods, people return to basic-level priorities, focusing on health, safety, and financial stability. At the same time, there has been an increase in the importance of collective responsibility and mutual aid [4].

Digitalization has added a new layer to the understanding of needs. Social networks have become the main tool to fulfill social needs and the desire for esteem. Meta universes and virtual spaces provide new opportunities for self-actualization, allowing people to realize their dreams

digitally. A study of 300 people of different ages and social statuses found that Generation Z emphasizes self-actualization and social connections, even if basic needs are partially satisfied. Millennials, on the other hand, more often emphasize the importance of security and respect [5].

The interesting thing is that 44 percent of consumers around the world (and 60 percent of Gen Zers and millennials) say that they plan to splurge, particularly on purchases that are experiential or provide immediate gratification—think restaurants or travel. Shoppers who splurge in some categories may seek value in others, which means companies must develop a detailed and nuanced understanding of trends and segments [6].

It is also very interesting that in the modern world, only one product can satisfy needs at all levels of Maslow's pyramid. For example, a smartphone provides basic needs (access to food or medical services), security (communication, GPS, data protection), social connections (messengers, social networks), status (a symbol of prestige, demonstration of achievements), and self-realization (learning, creativity, hobbies). In marketing, this can be used to emphasize the multilevel value of a product.

Thus, we can conclude that Maslow's pyramid remains relevant in the modern world, but requires adaptation to modern realities. Its interpretation must evolve with society. For marketing, this means the need to consider the new values of consumers. Successful brands are already implementing approaches based on these changes in their strategies. Future research could focus on the impact of global crises, digitalization, and cultural differences on the structure of human needs.

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DIGITAL MARKETING FOR SMALL AND MEDIUM-SIZED BUSINESSES: INNOVATIVE APPROACHES TO MAINTAINING COMPETITIVENESS IN A TURBULENT ECONOMY

Keywords: digital marketing, audience, brand, SEO, content-marketing, social networks, email marketing, search marketing, internet shopping, artificial intelligence, personalization of content, analytics, innovation, small and medium enterprises, competitiveness, economic instability

Digital marketing is the strategic use of digital channels to interact with audiences, build a brand and achieve business goals. It is a comprehensive approach that includes a wide range of tools and tactics, from SEO and content marketing to social networks and email marketing.

Internet marketing components: website or online store; search Engine Marketing; social media marketing; email marketing; messengers marketing; content marketing; partner programs or CPA networks; video marketing [1].

The war in Ukraine has radically changed the conditions of doing business. Half of the Ukrainian companies were forced to close, and the rest faced unprecedented challenges. Businessmen are looking for new niches and adapt their models to the new realities, not only to survive but also to develop.

Despite the warfare, Ukraine has seen a rapid increase in internet users. According to studies by early 2024, 79.2% of Ukrainians, or 24.64 million people, were actively using the internet. This allows small and medium-sized enterprises to reduce advertising costs and receive feedback and analytics on their campaigns in real time online [2].

The main goal of digital marketing in a war is to promote products on the market and develop partnerships in those niches that have become empty due to market changes. In the war digital marketing is based on the following principles:

1. Adaptation to changes in the target audience. During war, the business target audience undergoes significant changes. Changing age, geography, lifestyle, needs and priorities.

2. Use of patriotic advertising techniques. Companies are increasingly integrating the themes of army support and volunteering into their campaigns, emphasizing the importance of a shared contribution to victory.

3. Business reliability confirmation. The continuation of activities in war conditions demonstrates stability and ability to work even under difficult conditions.

4. Innovation as a response to the crisis. Military challenges stimulate new ideas in marketing. Non-standard tools are being introduced, including automation, interactive platforms and creative forms of advertising that increase audience engagement.

5. Support of local manufacturers. Loyalty of consumers to the Ukrainian business during the war is growing. This opens up export opportunities, because internationally Ukrainian products are associated with quality and sustainability [3].

That is, for small and medium-sized businesses it is important not only to apply basic tools of digital marketing, but also to implement innovative approaches that can ensure maximum efficiency. One such approach is the use of artificial intelligence and machine learning to personalize content. AI allows you to create individual offers for each client, which in turn increases the level of satisfaction and loyalty.

According to Authority Hacker, 75.7% of marketers regularly use AI tools, demonstrating that artificial intelligence is becoming the driving force for innovation in marketing [4].

One of the key aspects of digital marketing is content marketing. Creating useful and valuable content allows businesses to build brand trust, which is an important factor in maintaining competitiveness in a context of economic instability.

In Ukraine, content marketing is becoming increasingly popular because it allows businesses to provide useful information for their potential customers, ensuring not only the promotion of goods and services, but also the educational aspect.

According to the Content Marketing Institute, 84% of B2B marketers claim that content marketing significantly increases brand awareness, making content marketing one of the most effective tools for positioning a brand as a leader in its field [5].

Effective search engine usage is also a critical element of digital marketing. Optimization of content for search engines (SEO) allows to increase the visibility of business on the internet, which is very important for small and medium-sized companies that can not afford high costs of traditional advertising.

Digital marketing is thus more efficient through accessibility and personalization. Previously, marketers were limited to traditional channels that required some effort from the audience. Today, digital tools allow to find the consumer at any time and in any place.

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JOURNALISM IN THE DIGITAL AGE: CHALLENGES AND OPPORTUNITIES

Key words: Definition & Role, Types of Journalism, Ethics & Credibility, Impact of Digital Media, Challenges, Future Trends.

Journalism has always been a pillar of democracy, ensuring transparency and accountability. However, in the digital era, its role is evolving rapidly. The rise of online platforms has democratized news dissemination, allowing independent journalists and citizen reporters to reach global audiences. While this shift increases accessibility to information, it also raises concerns about misinformation, the decline of traditional media, and the struggle for financial sustainability. As a result, journalists must adapt by embracing digital storytelling, multimedia formats, and data-driven reporting to remain relevant and credible.

One of the biggest challenges in modern journalism is the battle against fake news and misinformation. With the speed at which news spreads on social media, false narratives can gain traction before fact-checkers intervene. This puts journalists in a difficult position, requiring them to verify sources rigorously and debunk false claims in real time. Initiatives like media literacy programs and fact-checking organizations play a crucial role in combating disinformation. However, the responsibility also falls on journalists to maintain high ethical standards and prioritize accuracy over speed.

Investigative journalism remains a powerful tool for exposing corruption, corporate malpractice, and social injustices. Despite financial constraints and political pressures, investigative reporters continue to uncover critical stories that would otherwise remain hidden. Digital tools, open data, and whistleblower platforms have enhanced the ability to track complex cases and provide deeper insights. Yet, investigative journalists often face threats, censorship, and legal challenges, making press freedom a crucial issue in many parts of the world.

The rise of artificial intelligence (AI) in journalism presents both opportunities and risks. AI-powered tools can assist in data analysis, content curation, and even automated news

writing. While this improves efficiency, it also raises concerns about bias in algorithms and the potential replacement of human journalists. Ethical considerations around AI-generated news must be addressed to ensure responsible journalism. Additionally, AI-driven personalization of news feeds can lead to information bubbles, where users are only exposed to content that aligns with their existing beliefs, reinforcing media polarization.

Journalists today must also navigate the complexities of audience engagement and monetization. Traditional print media is in decline, forcing news organizations to explore alternative revenue models such as subscriptions, crowdfunding, and branded content. Social media platforms, while providing vast reach, also dictate visibility through ever-changing algorithms, making it challenging for independent media to compete. As a result, many outlets have turned to multimedia storytelling, podcasts, and video content to capture audience attention and build loyal communities.

Looking to the future, data-driven and immersive journalism will shape the industry. The use of big data and interactive visuals enhances storytelling, providing audiences with in-depth insights. Virtual reality (VR) and augmented reality (AR) offer immersive experiences, allowing viewers to "step into" news stories. These innovations not only engage audiences but also redefine how news is consumed and understood. As technology advances, journalists must continuously adapt, ensuring that the core principles of accuracy, integrity, and public service remain at the heart of their work.

Artificial intelligence (AI) is revolutionizing the journalism industry, transforming how news is gathered, produced, and distributed. AI-powered tools can assist journalists in automating repetitive tasks, analyzing vast amounts of data, and even generating news articles. While these advancements improve efficiency and speed, they also raise ethical concerns regarding misinformation, bias, and the potential loss of human oversight in news production. The integration of AI in journalism requires a balanced approach that embraces innovation while maintaining journalistic integrity.

One of the key benefits of AI in journalism is its ability to process and analyze large datasets. Investigative journalists can use AI-driven tools to scan thousands of documents, detect patterns, and uncover hidden connections in corruption cases, financial fraud, and political scandals. AI also enhances data visualization, making complex stories more accessible and engaging for audiences. Automated fact-checking systems help verify the accuracy of information in real time, combating the spread of fake news and disinformation.

AI-driven content generation is another area transforming journalism. News agencies such as Reuters and The Associated Press use AI-powered algorithms to produce short news articles, financial reports, and sports summaries. These automated reports save time and allow

human journalists to focus on more in-depth storytelling. However, AI-generated content poses risks, including the potential for factual errors, a lack of contextual understanding, and the loss of the human touch in narrative journalism. Ensuring that AI-generated news maintains high editorial standards is crucial for preserving credibility.

The rise of deepfake technology and AI-manipulated media presents a major challenge for journalism. Deepfake videos and AI-generated images can be used to spread false narratives, manipulate public opinion, and discredit journalists. The rapid development of these technologies makes it increasingly difficult for audiences to distinguish between real and fake content. Media organizations must invest in AI-powered detection tools to identify and counteract deepfakes, as well as promote media literacy among consumers to help them critically evaluate online information.

Another critical issue is algorithmic bias in news distribution. AI-driven recommendation systems personalize news feeds based on user preferences and engagement history. While this improves user experience, it can also create information bubbles, where audiences are only exposed to content that aligns with their existing beliefs. This contributes to media polarization and the spread of misinformation. Journalists and tech companies must work together to ensure that AI-driven news algorithms promote diverse perspectives and factual accuracy rather than reinforcing biases.

In conclusion, journalism in the digital age is undergoing rapid transformation. While new technologies and platforms provide exciting possibilities, they also present challenges related to ethics, misinformation, and financial sustainability. The future of journalism will depend on its ability to uphold credibility while embracing innovation, ensuring that the public continues to receive accurate and impactful news.

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THE RISE OF TIKTOK IN MARKETING

Key Words: social media, TikTok, native content, organic content, videos, community

Social networks have had a growing influence on our daily lives in the past years. People participating in social networks (creating a user profile, posting messages or other contributions to Facebook, X, Instagram, Snapchat, TikTok, etc.) stood at an average of 59% among the EU individuals [1]. When it comes to the percentage of EU individuals who participated in social networks, Denmark was the country which reported the highest share with 91%, followed by Cyprus (83%) and Hungary (81%). The lowest percentage shares of participating in social networks were reported by France (44%), Germany (49%) and Italy (53%) [1].

TikTok has become a marketing powerhouse with over a billion active users, offering unique opportunities for brands to connect with a highly engaged audience. To succeed, brands must move beyond traditional marketing tactics and embrace TikTok's distinctive culture, tools, and community-driven approach.

Key to success is creating native content specifically designed for TikTok. Rather than repurposing content from other platforms, brands should use TikTok's features—like editing tools, music, and effects—to produce engaging and authentic videos. TikTok thrives on creativity, humor, and relatability, so content should blend entertainment with subtle promotion.

An "entertainment-first" approach is crucial. Unlike traditional advertising, TikTok marketing prioritizes fun, shareable content. Brands should integrate promotional messages into entertaining skits, challenges, or trends, increasing the chances of going viral. TikTok's algorithm favors engaging content, making it essential for brands to prioritize entertainment over direct sales pitches.

Brands should also focus on building community, not just making sales. Rather than viewing users as customers, TikTok encourages brands to engage with the platform's vibrant, diverse communities. Participating in trends and conversations helps brands foster authentic connections with users, which can drive loyalty and engagement [2].

A successful TikTok strategy should combine organic content, paid ads, branding, and performance tracking. TikTok's robust advertising platform allows brands to target users based on demographics, interests, and purchase intent, making campaigns highly customizable and effective. Balancing organic content with targeted ads ensures consistent visibility and engagement.

To maximize success, brands must stay agile, respond quickly to trends, and engage with both mainstream and niche communities. Consistency in posting is important, but flexibility in adapting to the platform's fast-changing nature is key. TikTok rewards creativity and responsiveness, so brands must remain flexible and willing to pivot as trends evolve [3].

Another key factor for effective TikTok marketing is leveraging its advanced advertising capabilities. TikTok's ad platform now rivals industry giants like Google and Meta, offering diverse targeting options such as age, gender, location, interests, and purchase intent [4]. These features enable businesses to reach the right audience with precision. For example, brands like Petco have successfully executed campaigns that combine user-generated content with TikTok ads, achieving massive reach and engagement [4]. By integrating paid ads into their strategies, marketers can amplify their organic efforts and maximize the platform's potential.

Additionally, TikTok's introduction of TikTok Shop and TikTok Live has opened new doors for social commerce. These features allow brands to engage with users in real time, answer questions, and showcase products directly on the platform. This shift makes TikTok an increasingly viable option for promoting not only low-risk impulse purchases but also products that require a higher level of commitment. Early adoption of these tools can give brands a competitive edge and foster deeper connections with their target audience [3].

In conclusion, TikTok offers brands an exciting opportunity to reach a young, dynamic audience. By focusing on native content, embracing an entertainment-first strategy, and participating in the platform's unique communities, brands can build meaningful connections and drive growth. TikTok isn't just a place for ads; it's a community where brands must actively engage and contribute to the conversation.

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JYSK'S MARKETING PRODUCT POLICY

Key words: product range, assortment optimization, customer loyalty, sustainable development, brand identity.

JYSK is an international retail company specializing in the sale of household goods. With Danish roots, it is known for competitive prices and a wide range of products. The company's assortment includes furniture, textiles, mattresses, and garden products. Beyond direct sales, JYSK offers additional services, such as delivery, furniture assembly, and returns. The company also has its own trademarks: Wellpur, Dreamzone, JUTLANDIA, KRONBORG, and ROYAL OAK.

JYSK's product offering can be described at three levels. The core product satisfies the basic need to enhance comfort and functionality in living spaces. The actual product includes physical features such as design, materials, colors, sizes, logo, and packaging. The augmented product encompasses additional services like warranty, delivery, after-sales service, and customer loyalty programs. JYSK ensures its furniture meets international and national standards, including FSC, PEFC, and Ukrainian DSTU [1].

For the analysis of JYSK's competitiveness, the Ukrainian hypermarket chain Epicenter and furniture retailer MebelOK were selected as competitors. Products from all three companies (e.g., office chairs) were compared within the same price range. Results show that the MARBJERG office chair from JYSK generally leads among similar competitor products [2, 4].

JYSK's packaging adheres to high standards of convenience and sustainability. While it plays a minor role in advertising, it serves essential purposes: protection, information, transportation, and environmental responsibility.

To evaluate customer loyalty, two methods were applied. The Customer Satisfaction Index (CSI) was calculated based on an online survey of 10 respondents, resulting in a score of 87%, indicating a high level of customer satisfaction. The Net Promoter Score (NPS) was 50%,

reflecting that half of JYSK's customers are loyal—a strong indicator of the company's positive relationship with its consumers.

JYSK's assortment breadth includes 9 product categories, with each product line containing 2–7 variants in depth. The total assortment comprises 2879 items, showing a high level of saturation. Harmony is also strong due to the company's clear brand identity.

An ABC and XYZ analysis of the product range showed the following results. In the AX group are products for the home, storage, kitchen and dining room, and garden. The AY group includes products for the bathroom. The BX group consists of products for the living room, while the BY group includes items for the bedroom and office. The CY group represents products for windows, while other groups remain empty. Future directions for JYSK's assortment policy include optimizing the range to better meet customer needs, localizing the product offering, expanding geographical sales, and investing in logistics and infrastructure.

JYSK's brand emphasizes its Scandinavian values: quality, minimalism, and functionality. Its strengths include uniqueness, memorability, and adaptability to international markets, while potential weaknesses involve pronunciation challenges and lack of direct association with the product range. The company employs a mono-brand approach, with the JYSK name serving as the primary identifier for all products, reinforcing a unified image in consumers' minds.

To address the growing demand for quality children's products, a new sub-brand, JYSK Kids, is proposed. Its target audience includes young families, future parents, children's institutions, and organizations. The mission of JYSK Kids is to help families create cozy, safe, and stylish spaces for children. The brand archetype is the Caregiver, and its tone of voice is warm, caring, and inspiring [3].

The name JYSK Kids clearly emphasizes the focus on children's products. The brand aims to provide parents with quality furniture and textiles for children while offering stylish solutions that foster a comfortable and safe environment for growth and development.

To promote JYSK Kids, several marketing strategies are suggested: social media campaigns, online advertising, participation in exhibitions and events, partnerships with children's organizations, and collaborations with influencers. Using these methods will not only draw attention to the brand but also build a strong base of loyal customers.

JYSK, as a Danish-owned international retailer, offers a diverse range of high-quality, functional, and sustainable products. With its strong brand identity and high customer satisfaction, JYSK has the potential to expand further with the new sub-brand JYSK Kids, catering to the growing demand for stylish and safe children's furniture and textiles.

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DEVELOPMENT OF A DIGITAL MARKETING STRATEGY FOR FOOD INDUSTRY ENTERPRISES

Key words: digital marketing strategy, food industry, SEO, social media, e-commerce, competitiveness, digital transformation.

In the context of digital transformation, food industry enterprises are facing the urgent need to adapt their marketing approaches to remain competitive. The digital marketing strategy is becoming a key component of enterprise development, ensuring effective interaction with target audiences and adaptation to changing consumer behavior. In the food sector, especially for small and medium-sized enterprises (SMEs), building a comprehensive and flexible digital marketing system is crucial for survival and growth in the saturated market.

Modern scientific discourse on digital marketing emphasizes the use of integrated communication tools: websites with SEO optimization, content marketing, active social media presence, contextual advertising, and e-commerce platforms. These instruments not only expand market reach but also improve brand engagement, personalization of offerings, and feedback mechanisms. At the same time, enterprises must rely on strategic marketing analysis to ensure that digital tools align with business objectives.

The conceptual foundations of digital marketing strategy development involve strategic diagnostics of the internal and external environment using such tools as SWOT analysis, PEST analysis, EFAS and IFAS matrices, and portfolio methods like the GE/McKinsey matrix. These instruments help to identify competitive advantages, potential threats, resource capabilities, and strategic priorities. Market segmentation and expert evaluation play an important role in defining relevant digital channels and content strategies for specific target audiences.

A systematic scientific approach to digital marketing strategy formation in the food industry requires combining theoretical models with flexible methodological tools. This ensures not only better positioning in the digital environment but also higher business resilience, improved customer relationships, and sustainable development in the long term.

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MARKETING WITH A MISSION: MANAGING PROMOTIONAL ACTIVITIES IN VOLUNTEER ORGANIZATIONS

Keywords:Volunteer organizations, marketing strategy, storytelling, social impact, trust, digital tools, engagement, community building.

In the modern world, volunteer organizations have evolved into powerful agents of social change. However, their impact goes beyond just offering assistance — they are brands with missions. To ensure their success, these organizations need effective marketing strategies that go beyond traditional approaches. This paper explores how marketing can play a key role in building visibility, attracting supporters, and fostering trust in volunteer organizations, all while staying true to their core values of altruism and community service.

Volunteer organizations face unique challenges in marketing. Unlike commercial brands that aim for profit, these organizations strive to create social value and mobilize people for a common cause. Thus, marketing efforts must inspire rather than sell. The focus shifts from products to people – particularly those who are motivated by the organization's mission to contribute their time, skills, or resources. In this context, effective communication strategies are crucial to build strong emotional connections with both volunteers and donors.

One of the most powerful tools in this domain is storytelling. By sharing real stories of people who have been positively impacted by the organization’s efforts, volunteer organizations can foster empathy and create lasting relationships with their supporters. These narratives help convey the organization's values, making it easier for potential volunteers and donors to connect on a personal level. Digital marketing tools, especially social media, have proven to be invaluable assets for volunteer organizations with limited budgets. Platforms like Instagram, Facebook, and Twitter offer affordable ways to engage with audiences, raise awareness, and track the effectiveness of campaigns.

In conclusion, marketing in volunteer organizations is not just about attracting attention, but about mobilizing people to take action. By implementing creative, human-centered marketing strategies that align with their mission, these organizations can transform compassion into tangible social change.

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PROMOTIONAL TOOLS IN SOCIAL MEDIA: EFFECTIVE STRATEGIES FOR ENGAGEMENT AND BRAND BUILDING

Keywords: Social media marketing, engagement strategies, content creation, audience targeting, analytics, brand visibility, influencer marketing, user-generated content.

In the digital age, social media has become a vital platform for businesses and individuals to build brand awareness, engage with audiences, and drive conversions. This paper explores the most effective promotional tools and strategies for social media marketing, focusing on how brands can leverage these tools to connect with their audience, increase visibility, and foster long-term relationships. Social media platforms such as Facebook, Instagram, Twitter, and TikTok provide brands with unparalleled access to diverse audiences. These platforms offer tools that enable targeted advertising, content promotion, and community engagement, allowing businesses to tailor their message for specific demographics.

The key to successful social media marketing lies in creating engaging and relevant content. High-quality visuals, videos, and well-crafted captions are essential for attracting and retaining followers. Content should align with the brand's voice and resonate with the target audience's interests and values. One of the most powerful aspects of social media marketing is its ability to target specific audiences based on demographics, behaviors, and interests. By using analytics tools, marketers can track the effectiveness of their campaigns and make data-driven decisions to optimize future strategies. Partnering with influencers allows brands to tap into established audiences and build credibility through authentic endorsements. Influencer marketing is particularly effective when targeting niche groups or reaching younger demographics that may trust influencers more than traditional advertising.

Encouraging users to create content related to the brand or product not only enhances engagement but also strengthens the relationship between the brand and its audience. UGC campaigns, such as hashtag challenges or review contests, can increase brand loyalty and foster a sense of community. Social media offers brands an array of tools to boost visibility, connect with their audience, and drive growth. By utilizing targeted content strategies, analytics, influencer partnerships, and interactive engagement techniques, businesses can achieve long-term success and cultivate loyal communities.

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PROMOTIONAL COMMUNICATION: TOOLS AND STRATEGIES FOR EDUCATIONAL CAMPAIGNS

Keywords: promotional communication, education, messaging, audience engagement, media channels, branding, visual content.

Promotional communication plays a crucial role in delivering the value of educational initiatives to target audiences. In an era of information overload, educational institutions and projects must use strategic, well-designed communication to attract students, build trust, and encourage participation. Effective promotional communication includes the development of clear messaging, audience segmentation, and the use of diverse media platforms — from traditional outlets to social networks.

A successful campaign combines informative and emotional appeals, integrates visual identity (logos, colors, design), and ensures consistency across all materials. Social media tools, such as Instagram stories, Facebook events, and targeted ads, allow direct interaction and feedback from potential students. Video content, testimonials, and real-life stories also enhance credibility and relatability.

Planning communication involves setting clear goals (e.g., raising awareness, boosting applications), choosing appropriate channels, and defining metrics to evaluate success. Collaborating with media partners, student ambassadors, and creative agencies like Brainshot can amplify the reach and impact.

In conclusion, promotional communication is not just about visibility — it’s about building meaningful connections that turn interest into action. In education, this means helping students see the opportunities behind every message.

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ORGANIC MATTERS: BABY FOOD MARKETING IN THE AGE OF CONSCIOUS CONSUMERISM

Keywords: organic, baby food brand, environmental responsibility, sustainability.

The rising awareness of health and sustainability among young parents has significantly influenced their purchasing decisions, especially regarding baby food. Parents are now more inclined toward organic products that guarantee safety, nutrition, and environmental responsibility [1]. This trend aligns with the marketing strategy of TM "Nyam-nyam," a Ukrainian brand that has successfully positioned itself in this segment by offering organic baby cereals tailored to meet consumer demands [2].

TM "Nyam-nyam" has implemented a focused approach to promoting its organic cereals by emphasizing quality, natural composition, and the absence of harmful additives. The brand's products are designed to meet the growing consumer demand for natural and wholesome options, free from artificial flavors, colors, and preservatives. The certification of TM "Nyam-nyam" as an organic producer further enhances its credibility, assuring parents that its cereals meet strict international standards for safety and environmental care [1].

A comprehensive marketing study conducted by TM "Nyam-nyam" revealed valuable insights into consumer preferences and behavior. The survey showed that quality, composition, and taste are the most critical factors influencing purchasing decisions for baby food. Approximately 67% of participants rated quality as a significant criterion, with 72% emphasizing the importance of the product's natural composition. Taste also emerged as a key determinant, with over half of the respondents acknowledging its value (fig. 1-3).

The analysis also highlighted the demand for additive-free products. Nearly all respondents (98.15%) expressed the necessity for baby cereals to be free of artificial flavors, colors, and other non-organic substances. This result underscores the importance of maintaining the integrity of organic labeling and leveraging it in marketing campaigns to strengthen consumer trust (fig. 4).

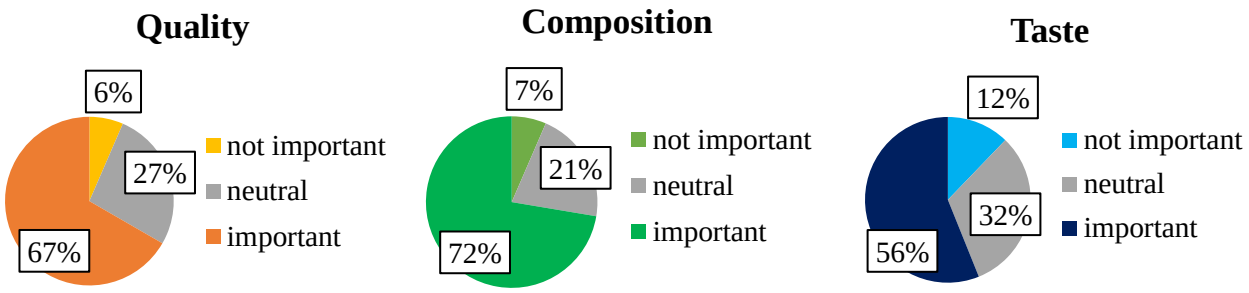


Fig. 1-3. Importance of quality, composition and taste of baby porridge for parents.

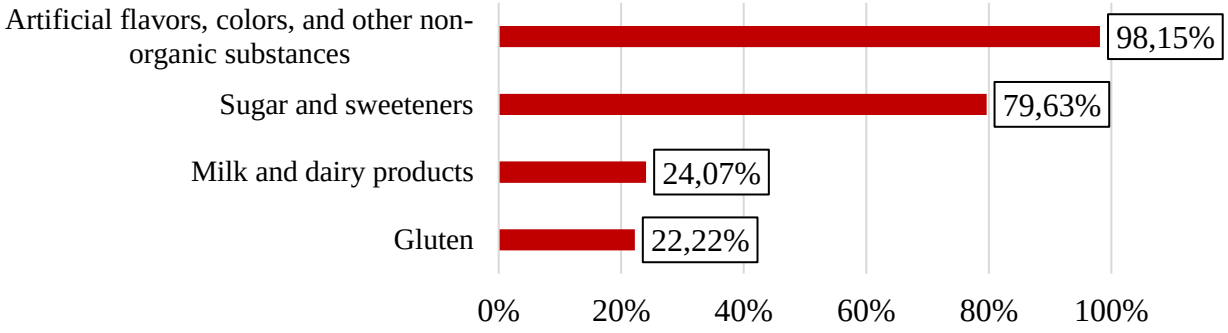


Fig. 4. Necessity of the absence of certain components in baby cereals.

The emphasis on sustainability serves as a vital competitive advantage for TM "Nyam-nyam." By prioritizing organic farming practices and sourcing high-quality ingredients, the brand aligns itself with the values of eco-conscious consumers. These practices not only contribute to the health benefits of its products but also resonate with parents seeking environmentally responsible choices for their children. Highlighting this alignment with sustainability trends allows the brand to effectively differentiate itself in the market and build lasting consumer loyalty [3].

In conclusion, TM "Nyam-nyam" exemplifies how a baby food brand can effectively integrate consumer insights and sustainability into its marketing strategy to achieve growth in a competitive market. By addressing critical areas such as quality, composition, and environmental impact, while continuously improving based on consumer feedback, the brand reinforces its position as a key player in the organic baby food industry.

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BRAND STORYTELLING METHODS

Key words: brand storytelling, brand identity, markeing strategy, brand loyalty, story-driven marketing.

Numerous brands with the same or similar goods exist nowadays. Such a competitive rivalry makes it harder for modern businesses to capture customer's attention. One of the ways to distinguish a brand among others in this competition is by adding a life to the brand's story, making a meaningful narrative which is relatable to customers and their experiences to foster strong emotional connection with your ideal customers. This is called brand storytelling [1].

Such marketing strategy increases sales, brand awareness, boosts engagement and retains customers [1]. Some benefits and reasons of using brand storytelling in marketing strategy are:

1. 55% of people would consider buying the brand in the future if they really loved a story, according to Headway's research. Raising brand's awareness helps attract more consumers [2].
2. Character-driven stories have an outstanding ability to affect our brain and boost oxytocin,

which is responsible for empathy, making us more prone to trust and remember them. The experiment by journalist Robert Walker and writer John Glenn found that connecting a story with a product can increase its perceived value by up to 2,706%. Strong emotional bond would retain customers and lead to a massive pcompany's profit growth [2].

3. A study by 5W Public Relations found that around 71% of consumers purchase more frequently from businesses that align with their values. A story is a flawless way to promote them because stories are easy to share. Instagram may be a good place for it as over 500 million people use Instagram Stories every single day [2].
4. Only 5% of the audience are able to recall statistics while 63% can remember a story – assure researchers Dan & Chip Heath. That's why telling a story will leave a lasting impression about your brand and form a value-driven connection with potential consumers [2].

One possible approach to tell an awesome story is to decide what type of a story you would like to share: story of success, solution, shared experience, unity, values, etc [3].

There is a great number of various brilliant brand stories. One of them that I'd like highlight is Nike's commercial "Just do it" made in 1990s. It tells a story of Michael Jordan's achievements with Nike playing a supportive role [1]. Nike uses this story of success to informs the audience of brand values, inspire and empower its customers for accomplishments.

Another example of a brand story is Starbuck's ad "Studdy Buddy | The Starbucks App". Instead of just focusing on menu or new app features, Starbucks shows a story of shared experience, illustrating how simple gestures, like ordering coffee for a friend, can strengthen relationships and create meaningful moments. The campain's logo "SHARE THE MOMENT" portrays Starbucks not just as a coffee shop but as a tool for making days special [4].

Stories of people can be also witnessed in Starbucks's commercials where some members of a team, visitors and their roles are discovered [5]. This presents a brand as caring for their people, that understands their contribution in the company. This approach has made storytelling integral to their global appeal and customer loyalty.

Both Nike and Starbucks's brand stories are great because they use ordinary words and real-life situations that feel relatable and authentic. In this manner their brand identities are shown the best way possible. These stories surprise us with their creativity while staying consistent with the brand's values and keeping things simple. By doing this, brands make us trust them, remember them, and see them as a part of our own experiences.

Thus, brand storytelling offers numerous benefits, such as increased sales, enhanced brand loyalty, and greater consumer engagement. Creating an emotional connection, being authentic, and using narrative techniques are essential for effective brand storytelling. By impelenting storytelling methods like in Nike or Starbucks case, brands can tell their identity through stories which build strong emotional ties with their customers, and lead to company's growth and success.

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APPROACHES AND SPECIFICS OF CREATING NEW TRADEMARKS

Key Words: trademark, brand, loyalty, originality, creativity, strategy.

A trademark can be any word, phrase, symbol, design, or a combination of these elements that identifies goods or services. It helps customers recognize a business in the marketplace and distinguish it from competitors. A trademark indicates the source of goods, guards against fraud, and provides legal protection for a brand.

Not every word, phrase, symbol, or design is capable of becoming a registered trademark. To be approved by the relevant trademark office, a proposed trademark must meet specific requirements, including distinctiveness. One key factor influencing approval is the trademark's descriptiveness in relation to the goods and services it represents [1].

Trademarks encapsulate the intellectual and emotional attributes associated with a business, its reputation, and its products. They also reflect the aspirations, desires, and lifestyles of the target consumers. The success of a trademark often depends on the emotional connection it fosters with consumers, based on the desired qualities or features of the product it represents.

The first step in creating a trademark is understanding its purpose. Consider the brand's identity [2]: What values, emotions, or experiences should the trademark convey? Reflect on the target market and industry. A brand's perception is built upon the emotions people experience when they think about the product, along with the associations and memories connected to it. A well-crafted trademark goes beyond being a mere legal tool or symbol; it becomes an integral part of the brand's identity, evoking emotions, building loyalty, and influencing purchasing decisions.

A strong trademark must be original and unique, avoiding any resemblance to existing trademarks [3]. Creative brainstorming and thorough market research are essential to develop a mark that is not only legally protectable but also stands out in the marketplace. A unique trademark enhances memorability and fosters strong associations with the product. It is crucial to capture the product's key feature and represent it effectively in the mark.

While creativity plays a pivotal role in trademark development, legal considerations are equally important. A trademark must be legally protectable. Businesses should conduct research to confirm that the mark, or one confusingly similar, has not already been registered. Additionally, the proposed trademark must meet all legal requirements for registration.

Once a trademark is created and its availability confirmed, it needs to be registered with the appropriate trademark office. Registration grants exclusive rights to use the trademark, preventing others from using similar or identical marks that could confuse consumers.

Some trademarks achieve such recognition and influence that they transcend their original purpose, becoming cultural icons and household names. These trademarks are instantly recognizable and earn the loyalty of millions of customers worldwide. For example, Apple is one of the most famous trademarks globally, with a compelling history behind it. Apple's original logo depicted Isaac Newton sitting under an apple tree, but it was quickly replaced by the iconic bitten apple. The bite was added to ensure the apple wouldn't be mistaken for a cherry. This design captured Steve Jobs' vision: modern, simple, and tied to the company's name. Its deep meaning combined with simplicity made the logo timeless and highly recognizable [4].

Creating a successful trademark requires more than just design. It involves reflecting the brand's identity, fostering emotional connections with customers, ensuring legal protectability, and showcasing originality and creativity. Some trademarks become so iconic that they define their categories, achieve global recognition, and integrate into cultural history, a testament to their exceptional creativity and marketing strategies.

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CORPORATE SOCIAL RESPONSIBILITY AS A MARKETING TOOL

Key words: corporate social responsibility, CSR, marketing, brand loyalty, consumer trust

Corporate Social Responsibility (CSR) refers to a company's commitment to managing its business processes responsibly, ensuring a positive impact on society and the environment. This concept has evolved into a pivotal marketing tool in modern business practices. Beyond fulfilling ethical obligations, CSR initiatives enhance brand reputation, foster customer trust, and drive consumer engagement. The integration of CSR into marketing strategies enables companies to differentiate themselves in competitive markets while addressing societal and environmental challenges.

CSR activities significantly contribute to the perception of a brand as socially responsible. For instance, companies that invest in sustainable practices, such as reducing carbon footprints or promoting fair trade, resonate with consumers who value ethical considerations. Studies demonstrate that customers are more likely to remain loyal to brands that align with their personal values. This loyalty translates into increased customer retention and long-term profitability.

Transparency and accountability in CSR initiatives establish trust between a company and its stakeholders. When businesses openly communicate their efforts to support societal well-being, such as donating to charitable causes or engaging in community development projects, they create an emotional connection with their audience. Trust, a cornerstone of effective marketing, enhances consumer willingness to support such brands.

In saturated markets, CSR serves as a powerful differentiator. Companies that prioritize ethical behavior and sustainability often stand out from competitors. For example, brands that adopt eco-friendly packaging or promote diversity and inclusion in their workforce gain competitive advantages. These efforts not only attract socially conscious consumers but also elevate the company's standing in the global marketplace.

Interactive CSR campaigns provide opportunities for consumer involvement. Engaging customers in activities such as tree-planting drives or charitable fundraisers fosters a sense of

shared purpose. This participatory approach enhances brand-consumer relationships and amplifies the reach of marketing campaigns through word-of-mouth and social media sharing.

CSR actively utilizes various tools of marketing communication, including:

- Advocacy: Promoting socially significant issues.
- Sponsorship and Charity: Supporting events and donating to causes.
- Volunteering: Encouraging employee participation in community service.
- Non-Financial Reporting: Publishing transparent reports on CSR activities.



Fig. 1 Instruments of Marketing Communication in CSR

Corporate Social Responsibility, when strategically incorporated into marketing, becomes a robust tool for achieving business objectives while contributing positively to society. It enhances brand image, cultivates trust, differentiates businesses, and drives engagement. In the modern marketing landscape, CSR is not merely an ethical obligation but a critical element of sustainable business success.

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ETHICAL ISSUES IN MARKETING

Key Words: ethical marketing, relationships with customers, customer trust, social responsibility, environmental impact, brand reputation

In today's business landscape, ethical marketing has become a crucial consideration for companies seeking to build lasting relationships with their customers while maintaining social responsibility. As consumers increasingly demand transparency and ethical behavior from businesses, companies must carefully navigate various ethical challenges in their marketing practices to maintain trust and credibility.

False advertising stands as one of the most significant ethical concerns in marketing, occurring when companies overstate or embellish their products' benefits. This practice not only damages customer trust but can also result in serious legal consequences, as demonstrated by the case of 5-hour Energy, which paid $4.3 million in penalties for making unsubstantiated claims about their product's effectiveness. Companies must ensure their marketing messages accurately reflect their products' capabilities and benefits, avoiding any temptation to overpromise or deceive [1].

Customer data privacy has emerged as another critical ethical consideration, particularly in the digital age. Companies must be transparent about their data collection practices and ensure proper protection of customer information. Recent controversies, such as TikTok's acknowledgment of non-U.S. employees accessing U.S. users' data, highlight the importance of responsible data management. Organizations need to maintain clear privacy policies and obtain explicit consent for data collection while providing customers control over their personal information [1].

Cultural sensitivity and the avoidance of harmful stereotypes represent another vital aspect of ethical marketing. Companies must conduct thorough market research to understand their target audiences without relying on stereotypes related to gender, race, or age. This approach helps create

more authentic connections with diverse audiences while demonstrating a commitment to inclusion and respect for different cultures [2].

Environmental sustainability has become increasingly important in marketing ethics. Companies must consider their marketing practices' environmental impact and ensure their claims about sustainability are genuine. This includes avoiding "greenwashing" - the practice of making misleading environmental claims - and implementing genuine sustainable practices throughout their operations and marketing activities [2].

Pricing ethics also play a crucial role in marketing. Companies should avoid predatory pricing practices and artificial price inflation, which can harm both consumers and competition. Transparent pricing practices help build trust with customers and ensure fair market competition. The use of bait-and-switch techniques, where businesses advertise low prices to attract customers before pushing them toward more expensive options, represents an unethical practice that can severely damage brand reputation.

Social responsibility has become a key component of ethical marketing, with consumers increasingly supporting brands that align with their values and contribute positively to society. Companies like Ben & Jerry's, Toms, and Bombas have successfully integrated social responsibility into their marketing strategies through charitable giving programs and transparent business practices. These initiatives demonstrate how ethical marketing can benefit both society and business objectives [1].

To maintain ethical marketing practices, companies must establish clear guidelines and regularly train employees on ethical principles. This includes creating robust frameworks for decision-making that prioritize honesty, transparency, and social responsibility. Regular review and updates to these guidelines ensure that marketing practices remain aligned with evolving ethical standards and consumer expectations [3].

In conclusion, ethical marketing requires a comprehensive approach that balances business objectives with social responsibility and consumer trust [4]. Companies that successfully navigate these ethical challenges while maintaining transparent and honest marketing practices can build stronger relationships with their customers, enhance their brand reputation, and contribute positively to society. As the business landscape continues to evolve, the importance of ethical marketing will only grow, making it essential for companies to prioritize ethical considerations in their marketing strategies [3].

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THE PHENOMENON OF GENERATION Z: HOW MARKETING STRATEGIES FOR NEW CONSUMERS ARE CHANGING

Keywords: Generation Z, authenticity, interactivity, social responsibility, influencer marketing, personalization, short video content

Generation Z, which encompasses people born between 1997 and 2012, represents a new challenge for modern marketing due to its unique characteristics, values and consumer habits. This is the first generation to grow up in a fully digitalized environment, and for them, mobile technologies and social media are not only a means of communication, but also an integral part of everyday life. The approach to creating marketing strategies for this segment needs to change dramatically, as traditional advertising methods are losing their effectiveness.

One of the key characteristics of Generation Z is their high level of skepticism towards traditional advertising and their preference for authenticity. Young consumers value transparency, social responsibility, and environmental friendliness in the activities of brands. They prefer companies that not only sell a product, but also have a clear mission that aligns with their own values. According to Hootsuite: “Gen Z craves authenticity from brands, with 83% of them saying they trust a company more if it shares values with them”. Campaigns that highlight environmental initiatives or support equality are more likely to generate trust and interest among this audience.

Media consumption among Generation Z is significantly different from previous generations. This audience spends a significant portion of their time on platforms such as TikTok, Instagram, and YouTube, where the main tools of interaction are short video content, entertainment elements, and interactivity. Accordingly, marketing strategies that use these formats are much more likely to attract attention. According to Think with Google, “Gen Z values personalized experiences and expects brands to anticipate their needs by using data responsibly. Personalization isn't just appreciated-it's expected”. For example, brands are increasingly incorporating gamification elements into their campaigns, offering interactive experiences or using trending challenges to engage consumers. Such approaches are not only

more attractive to younger audiences, but also create a deeper emotional connection with the brand.

Globalization and the development of digital technologies have led to a change in approaches to localizing marketing campaigns. In different regions of the world, companies take into account the specifics of the culture, language, and values of Generation Z. For example, in Ukraine, there is an active development of influencer marketing, where local bloggers act as carriers of trust and authenticity. In the US, companies focus on inclusivity, using diversity as a key message in their campaigns. As KOL Radar notes: “Influencers have become key voices for Gen Z, with micro and nano influencers often outperforming celebrities in engagement rates due to their perceived relatability and authenticity”. At the same time, in Japan, virtual influencers and anime aesthetics are widely used to attract young consumers, demonstrating adaptation to local preferences.

Personalization is another important aspect that affects marketing strategies. Using consumer behavior data allows companies not only to improve their products and services, but also to create individualized experiences that meet the expectations of each customer and more effective marketing campaigns. This can include personalizing communications, optimizing landing pages, and selecting the most appropriate distribution channels. Spotify successfully uses algorithms to personalize music recommendations, which creates a sense of care for the needs of each user.

Marketing to Generation Z also comes with challenges that include short attention spans and high competition for attention. This requires brands to communicate their messages quickly and effectively, while taking into account the visual and emotional aspects of communication. According to Jeff Fromm's book Marketing to Gen Z: “To market effectively to Gen Z, brands must not only be present on the platforms they frequent but also adopt their language, humor, and culture”. However, these very challenges create opportunities for innovation in marketing strategies that can meet the needs of a new generation of consumers.

Thus, Generation Z is setting new standards in the interaction between brands and audiences. Marketing strategies that focus on authenticity, personalization, and interactivity have the greatest potential for success. Global trends, complemented by local specifics, are the key to effectively engaging this segment, which is already shaping the future of the market.

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SMART CITY: SMART TECHNOLOGIES FOR A MODERN CITY

Key words: Smart City, Smart metering, Waste management

In today's world, technology development is becoming increasingly important, especially in the context of city management and infrastructure development. The Smart City system is a response to the challenges faced by today's cities, which are facing population growth, environmental problems, the need for more efficient use of resources and comfortable living conditions. At first glance, Smart City may seem like a simple set of technologies, but it is based on a deeper idea - creating a viable and sustainable environment for all city residents. It combines the intelligent use of technology, data, and resources to achieve goals such as improving quality of life, ensuring safety, developing the economy, and preserving the environment.

The success of a Smart City depends not only on technology, but also on the active participation of the community and authorities. The introduction of e-governance, open data, and platforms for interaction with residents help to build an open and transparent society [1].

Smart City is a system for managing urban infrastructure using information and communication technologies in combination with IoT (Internet of Things) [2]. The concept also includes the operation of e-applications through which city residents can use public services. The main services of a Smart City include:

Smart government is an important tool that ensures effective interaction between the government and the community through electronic petitions, online services, and interactive platforms. It includes the use of data and technology to improve decision-making and provide better services to city residents.

Smart health system is a comprehensive system that uses data and technology to improve healthcare delivery and healthcare. It ensures the availability and quality of medical services using telemedicine and electronic medical records.

Smart education system - a comprehensive system that uses data and technology to improve learning and student performance, ensuring accessibility and quality of education through online courses, interactive platforms and individualized learning approaches.

Smart metering - smart meters that allow for high-quality monitoring to calculate utility bills.

Waste management is a waste management system that includes waste collection, transportation, and disposal. In addition, this system involves equipping garbage cans with special sensors. They analyze the fullness of the bin and signal when the container needs to be emptied. This helps to avoid unnecessary costs and maintains cleanliness;

Smart lighting - the system allows you to adjust urban lighting, makes the space safer and reduces costs. Most of the funds from the city budget are spent on electricity, and with smart lighting, these costs can be reduced. Street lights are equipped with bulbs with special sensors that respond to motion. When there is no one on the street, the lantern shines at 10-15% of its rated power, and when a passerby appears, the bulb turns on at full power. Sensors can adjust the light level: in summer, they light up later, and in winter, they light up earlier.

Smart environment system - a system of long-term monitoring of the environment, which allows to predict dangerous changes: to avoid many accidents and protect the health of citizens.

Traffic lights control - the system makes it possible to organize safe and convenient traffic in the city: road capacity increases, the number of accidents decreases, and the use of transport becomes more comfortable. Traffic lights are equipped with controllers that operate in automatic mode. This is especially true at intersections where cars are waiting for the channel to be switched.

Smart parking is an indispensable technology for megacities around the world. Special sensors help to find a free space and park the car, as well as control parking fees. Most drivers are eager to use special parking lots, so they don't take up sidewalks and the city budget receives additional revenue.

Smart public transport stops - the system includes electronic boards that display information about public transport, traffic jams, and the clock.

Smart ticket - this technology makes public transportation more comfortable. Passengers can pay for electronic tickets online - for this purpose, validators are equipped with sensors with SIM cards. The cards are managed through an IoT control center. It is easier for city residents to pay for travel, and the city hall understands how many passengers use public transport.

Safe City - the system includes a set of measures to improve life safety. This is a video surveillance system that records what is happening and helps to avoid crimes: robberies, assaults, car theft, etc.

Smart elevators - elevators in multi-storey buildings are equipped with modems and SIM cards, which makes the elevators work more stably. They are insured against overload and emergency stops

Conclusion.

Smart technologies have already become a reality in many Ukrainian cities. The Smart City system has its advantages for both the authorities and residents. If the mayor's office makes efforts to develop the city, takes into account the needs of residents, makes it more comfortable and safe, it receives certain benefits: population growth, investment attraction, and tax increases. The system of smart technologies simplifies the management of urban processes and increases the comfort of life. City residents confirm that living in a Smart City is more convenient and safer.

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CRM SYSTEMS, EVOLUTION OVER 5 YEARS

Keywords: CRM-systems, CRM development, CRM AI, omnichannel

Five years ago, CRM systems were mainly a tool for maintaining customer databases and controlling sales. Managers manually entered data, recorded contacts, and updated deal statuses. The main value of CRM was that it allowed companies to retain customers and see the big picture of sales. However, CRM systems have undergone a significant transformation during this time and have become the center of all interaction between businesses and customers.

One of the biggest changes has been the formation of the concept of a **complete customer profile**, or Customer 360. Whereas previously CRM stored only basic information, today these systems combine data from marketing, service, social networks, web analytics, contact centers and even behavioral signals. The customer card is no longer a list of contacts — it is now a living history of all interactions, purchases, enquiries and responses to communications.

At the same time, the level of **automation** has increased dramatically. CRM systems are no longer passive data repositories but have become active participants in business processes. Visual scenario builders have appeared, where you can configure automatic actions: from sending letters to creating tasks and initiating various triggers. Much of what was previously done manually is now performed without the involvement of a manager: CRM itself reminds you who to call, sets tasks and tracks results.

Another revolution was the introduction of **artificial intelligence**. Five years ago, AI in CRM was more of a marketing slogan, but today it is a very real tool. AI assesses the likelihood of closing deals, analyses customer behavior, priorities a manager's work and even independently suggests the best next steps. Generative models have learned to create responses to customers, write letters, form commercial offers, and conduct initial dialogue — especially in chats and messengers.[1]

The **structure of communication channels** has also changed significantly. Today, CRM is not just telephony and email. WhatsApp, Viber, Instagram, Facebook, web chats,

chatbots, and even voice assistants are integrated into the system. Each interaction is automatically recorded in the customer's history, and regardless of where they wrote, the manager sees everything in one interface. This has allowed CRM to move into the era of omnichannel communication, where the customer does not 'wait for the switch' but interacts without barriers.[2]

Strengthening the **analytical component** has become equally important. Modern CRMs have built-in BI modules, which previously had to be built separately. They allow you not only to see the results, but also to predict them: what the sales volume will be in a month, which customers are closest to making a purchase, who may leave, and who should be given priority attention. CRM has become a planning tool, not just a reporting tool.

Given the complexity of modern processes, CRM manufacturers have begun to actively develop **low-code** and **no-code** tools. This allows businesses to expand the functionality of the system without programmers: create their own modules, expand cards, build automation and integrations in minutes. CRM has become a universal business platform.

Finally, in recent years, there has been a significant increase in the emphasis on **data security and confidentiality**. Due to GDPR requirements and other regulations, CRM systems have implemented flexible access rights management, consent processing policies, transparent action logging, and tools for private storage of personal data. This has become particularly important in the context of AI use.[3]

As a result of all these changes, CRM has ceased to be just a sales system over the past five years. It has become an intelligent center for customer interaction — flexible, autonomous, deeply integrated and focused on predicting future actions. Businesses that once viewed CRM as a control tool now see it as the foundation of their entire customer strategy.

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AI IN THE MARKETING INFORMATION SYSTEM

Keywords: AI, development AI, Marketing information system

Once upon a time, not so long ago, marketing was a world ruled mostly by intuition and manual effort. Marketers relied on surveys, focus groups, and spreadsheets to understand their customers. Decisions were often slow, based on limited information, and campaigns were broad rather than precise.

Then came the age of data. With the explosion of digital channels—websites, social media, email—companies suddenly had mountains of customer information. But mountains of data are useless if you can't climb them. Enter artificial intelligence. At first, AI in marketing was a helper behind the scenes: algorithms that analyzed trends, flagged anomalies, or predicted which customers might leave. It was smart, but somewhat invisible.

As the years passed, AI became more ambitious. Machine learning models started personalizing customer experiences in real-time. Recommendations appeared on e-commerce sites like magic: "Because you bought this, you might like that." Email campaigns learned who liked what, when, and how often to reach out. Marketing went from guesswork to a guided journey, tailored for every individual.

But AI didn't stop there. Soon, it began crafting content, designing visuals, and even writing messages in the tone of the brand. Chatbots emerged, not just answering questions, but having conversations that felt human. Predictive analytics evolved into prescriptive analytics, suggesting not just what might happen, but what marketers should do next.

Today, AI in marketing is almost like a silent partner. It listens to every click, every scroll, every interaction, and helps companies anticipate needs before customers even articulate them. Marketers are no longer just selling products—they're creating experiences. And the story continues, with AI growing smarter, faster, and more creative every day, turning marketing from an art guided by intuition into a science powered by intelligence.

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STUDY OF THE ATTIYUDE OF APPLICANTS TO THE ACTIVITIES OF HIGHER EDUCATION INSTITUTIONS

Key words: higher education institutions, applicants, events, communication.

In the competitive environment of higher education, universities strive to stand out by creating unique value propositions for prospective students. Understanding the attitudes of applicants toward university outreach initiatives is crucial to improving communication strategies and fostering stronger relationships between institutions and potential students.

The purpose of this study is to analyze the preferences and perceptions of applicants of outreach activities conducted by HEIs. The results will help to increase the effectiveness of communication strategies and better meet the needs of applicants.

The applicants evaluated twelve factors. Of these, six factors were selected and respondents answered most frequently: faculty, comfort of infrastructure, availability of budget places, study conditions, safety (availability of shelters), and university prestige.

Among the participating universities: University of Customs and Finance, Dnipro University of Technology, Ukrainian State University of Science and Technology, and Oles Honchar Dnipro National University.

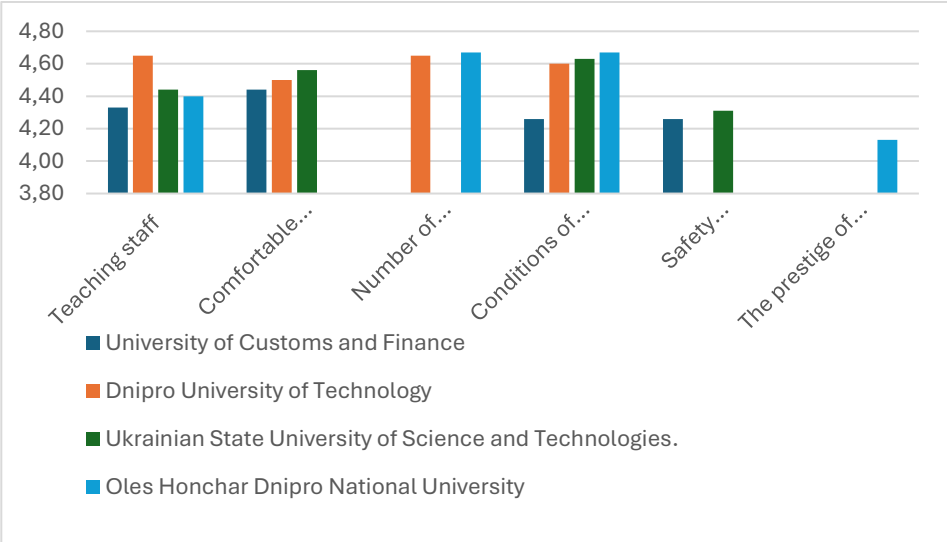


Figure 1 – Comparative analysis of university ratings based on key criteria

The results of the survey allowed us to draw several important conclusions about the factors that influence the choice of university by applicants. As for the teaching staff, Dnipro University of Technology received the highest average score, which indicates that applicants prefer qualified teachers. Comfortable infrastructure was equally highly rated at both Dnipro University of Technology and Ukrainian State University of Science and Technology, which indicates that these institutions have invested in their material and technical base. As for the availability of state-funded places, Oles Honchar Dnipro National University was the leader, which indicates its particular attractiveness for applicants sensitive to the cost of education.

Study conditions received the highest scores at Dnipro University of Technology and Oles Honchar Dnipro National University, which indicates that both universities have succeeded in creating a favorable learning environment. Security as a critical factor was rated highest at the Ukrainian State University of Science and Technology, which emphasizes the importance of a safe environment for students. Finally, prestige was rated the lowest among all institutions, although Oles Honchar Dnipro National University received a slight advantage. The aim of this study is to analyze applicants' preferences and perceptions regarding outreach activities conducted by HEIs. The findings provide insights into enhancing the effectiveness of communication strategies and addressing applicants' needs more precisely.

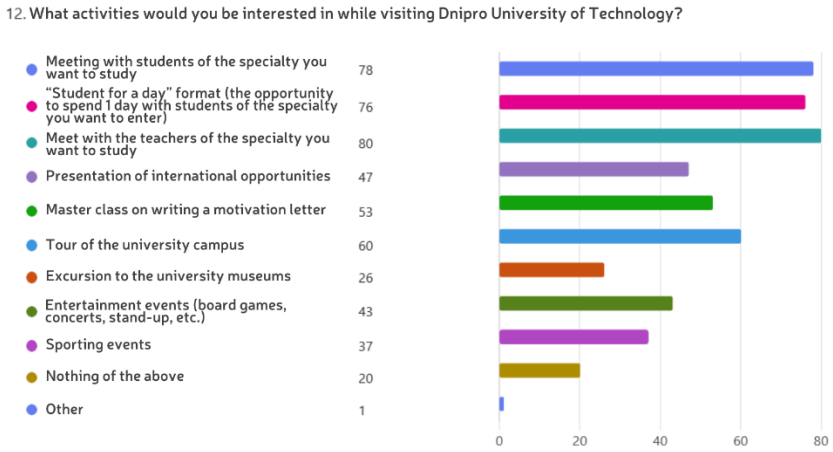


Figure 2 – Survey results on activities of interest for visitors to Dnipro University of Technology

High school students highly value events that offer direct interaction with university life and their future study paths. Popular options include meetings with professors and current students, which provide an opportunity to learn about academic and daily problems of students. Also popular are programs such as "Student for a Day", campus tours and workshops on writing motivation letters, which help applicants immerse themselves in the university environment and

prepare for admission. In addition, presentations on international opportunities, such as exchange programs, academic mobilities, are also of great interest to applicants.

Based on survey analysis, the following conclusions were drawn:

–The study highlights the potential to introduce modern, engaging open days, emphasizing interactivity, live communication, and insights into university life. These enhancements could significantly improve applicant satisfaction and willingness to choose Dnipro University of Technology.

– Communication with prospective students is a significant area for improvement. The university should enhance its outreach efforts by increasing awareness of events such as open days and interactive programs through popular channels like social media (e.g., Telegram, Instagram).

– Compared to other institutions, Dnipro University of Technology should work on creating a more personalized and student-oriented communication strategy. Tailored messaging and showcasing the university's infrastructure and academic strengths could address specific applicant needs more effectively.

By focusing on these aspects, the university can not only improve its appeal but also foster stronger connections with prospective students, ensuring better engagement and enrollment rates.

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INNOVATIVE COMMUNICATION STRATEGIES IN THE PROMOTION OF ORIGINAL DANCE PROJECTS

Dance is a special kind of art, which increasingly actively inspires the development of the dance industry, which turns into a business. Promotion of dance projects requires communications that would evoke emotions, attract attention, and at the same time decode the language of dance into concepts and messages familiar to a wide audience.

Let's consider the author's dance project, the uniqueness of which is due to the combination of different dance styles based on the vocabulary of classical choreography.

The project has achieved significant success in professional circles. Successful performances were held in 12 opera houses in Germany, as well as at the University of Music and Performing Arts in Frankfurt, where I was a visiting student. International success was ensured by sending performance recordings to international profile companies.

The uniqueness of the project was facilitated by interaction with foreign teachers. In particular, on her own initiative, the former prima of the Wiesbaden Ballet, who at one time was a student of Maya Plisetska, worked with me.

Project promotion communications were aimed mainly at the professional community: ballet directors, specialized teachers, journalists covering artistic topics, dancers.

Personal invitations became the channels of communication, which made it possible to present the project to interested audiences. In particular, face-to-face screenings in theaters and educational bookmarks provided an opportunity to present the program to professionals in the field of art.

The format of personal shows contributed to establishing a deep emotional connection with the audience and receiving a direct feedback.

In the future, we plan to develop our project, expanding the circle of communications, audiences and promotion channels.

In our opinion, collaboration with cultural institutions, in particular, with the Museum of Performing Arts in Paris, can be a promising direction of promotion here. In particular, performances in the museum space can be communicatively effective, for example, dance

installations that complement the museum's expositions or relate to the history of dance, costumes or performing arts.

As part of the mediatization of museums, the project can be included in educational activities, in particular, the creation of interactive exhibitions where visitors can simultaneously learn about classical choreography and modern dance practices. You can also focus on creating digital video projects that would be part of the museum's creative environment.

Ballet has always been closely connected with the world of fashion. It is known that leading designers have repeatedly become part of this art. Pierre Cardin, in particular, created costumes for the ballets of Roland Petit and Maya Plisetska. Dior collaborated with the Roman Opera and Chanel with the Paris Opera, creating stage looks for prominent productions. Within our own project, we also sought to develop this tradition. In particular, we were allowed to send our ideas to the Dior headquarters in Paris. However, in October of this year, the brand officially registered its activities in Russia. This is against our principles.

Ballet can also be considered a palace form of art, because it resonates with the atmosphere of historical castles and palaces, which in themselves are the embodiment of artistic elegance and culture. In our opinion, the use of such a performance space provides a unique opportunity to create performances that emphasize grandeur and historical heritage. Palaces are traditionally a venue for dance events, where ballet can become the central element of the program. Our participation in such events can become an effective promotion tool for the palace itself: we propose to develop special numbers that will express the historical atmosphere of palaces and castles through dance. Such collaborations will increase the recognition of these historical locations.

Traditional media - television, press - can also be used in the promotion system of our author's project. In this connection, we can talk about a whole range of information drives, genres and formats in audiovisual media. Documentary programs or storytelling can show our work in the context of the creative process and illustrate the importance of dance as a form of self-expression. Documentary stories will allow the audience to better understand what is behind each movement and each number, which will increase the emotional connection with the potential audience. In children's programs dedicated to hobbies, you can talk about dance, its importance in the development of a child, demonstrate your technique and work. It is a motivation for a children's audience, which helps to attract an adult audience as well.

Photographers, videographers and cultural media, in our opinion, are important partners in the promotion of an author's dance project, as they help to capture the moments of performances and turn them into visual content that can draw attention to the project and contribute to its popularization.

An article about our project was published in "Online-Merker" — an Austrian cultural online magazine dedicated to coverage of events in the field of opera, ballet, theater and classical music. The publication is aimed at a professional audience, including artists, critics and art connoisseurs. The magazine is known for its reviews, reviews of premieres and performances, as well as analysis of cultural phenomena. This is the optimal communication channel that provides access to target audiences.

We are also planning to implement the idea of a chocolate ballet costume, which can be used in a chocolatier. As you know, modern chocolatiers have long gone beyond the usual forms and offer real works of art made of chocolate. The idea of ballet and chocolatier collaboration is inspired by this innovative approach. Chocolate can be used to create jewelry, accessories, or even parts of costumes that will allow dancers to move freely. Cooperation with well-known chocolate brands and creation of joint projects can raise the image of both participants and attract more attention to their brands.

Support from celebrities: actors, directors and other public figures who support Ukraine can also positively influence the promotion of our project. In particular, we already have feedback from Sean Pen, who is a great supporter of our country.

We are also planning cooperation with foundations, participation in charity events, which will provide an opportunity to simultaneously present our dance program to a new audience, and demonstrate social responsibility and support for important initiatives. Dance is currently perceived as a powerful actualizer of social problems, in particular thanks to the phenomenon of the "dance flash mob" [1].

Effective collaborations can also be a combination of dance means of communication with advertising. Messages emphasizing dynamics, movement, plasticity, and aesthetics can be expressed through dance.

So, dance communication involves collaboration with various communication practices, socio-cultural activities, and art institutions. In addition to traditional media, it uses a number of newer forms of interaction that integrate a media component. The development of the dance project proceeds by expanding the range of audiences, channels and messages.

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EFFECTIVENESS OF VOLUNTEER INITIATIVES IN CRISIS SITUATIONS

Key words: volunteering, humanitarian aid, social support, economic crises, environmental disasters, coordination of volunteer actions, civil society, psychological support.

Volunteering is an important component of social change and development of society, as it contributes to solving urgent problems, shaping public consciousness and creating conditions for mutual support. In the context of current challenges, such as the COVID-19 pandemic, economic crises and military conflicts, volunteers play a critical role in supporting the most vulnerable populations [1].

Volunteering has become an important part of Ukrainian society since the beginning of the war in 2014 [2]. The development of this movement can be divided into two phases: the first, from 2014 to 2021, when volunteering supported the ATO, and the second, after the full-scale invasion in 2022. The first phase was a preparation for a broader phase that began in February 2022, when volunteers faced new legal, logistical and social challenges [3].

Since 2014, volunteering in Ukraine has been regulated by the Law on Volunteering, which was subsequently adapted to the new conditions [4]. Volunteers faced legal issues, in particular, tax issues, when taxes on funds to help the army and IDPs amounted to 18% plus the military fee [5].

With the start of the full-scale invasion in 2022, the number of volunteers increased, and so did the cost of providing for the army and humanitarian aid. At the same time, the problem of supplying the military and sending aid to the de-occupied territories remained relevant.

Comparing Ukraine's experience with other countries, we can see that volunteering brings a significant economic contribution. In South Korea, the value of volunteer services exceeds $2 billion a year. In Japan, 26% of citizens have volunteering experience, and 48% of them believe that volunteering contributes to personal development and is beneficial to society. In Ireland, 72% of volunteers believe that they do work that could not be done by paid employees [6].

However, there are many different challenges to the social protection of volunteers, including insufficient support from the state, low levels of recognition of volunteering, and lack of adequate legal protection. To address these issues, it is necessary to improve legislation, including the adoption of new laws or amendments to existing ones to improve the legal

protection of volunteers and for the state to provide a wide range of support to volunteers, including financial assistance, access to healthcare services, legal support and other social guarantees [7].

Modern volunteer initiatives are increasingly using technology to improve the efficiency of their work. Online platforms help coordinate volunteers' activities, mobile apps facilitate fundraising and resource allocation, and social media are becoming the main tool for attracting new participants and spreading information. For example, during the crisis in Ukraine in 2022, volunteers actively used digital technologies to monitor the needs of the population and organise the delivery of humanitarian aid. This innovative approach can significantly reduce response times, optimise the use of resources and create new opportunities for international cooperation.

Thus, an important aspect of the development of volunteering is its impact on the mobilisation of society, which is able to overcome great difficulties through joint efforts. In Ukraine, volunteers have become key players in supplying the frontline, providing humanitarian aid and supporting internally displaced persons. In addition, the volunteer movement is actively contributing to the restoration of infrastructure in the de-occupied territories. This process requires not only coordination with government agencies, but also the growing involvement of international partners who provide the necessary resources. The positive impact of volunteering on social cohesion and civic engagement is especially evident in large-scale crisis situations, when everyone involved is important for the overall result.

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ENGLISH LANUAGE AS A TOOL FOR EFFECTIVE VIRAL MARKETING IN SOCIAL MEDIA

Keywords: viral marketing, social media, english language, global audience, hashtags, brand awareness

Language is a living entity, constantly evolving with the times. Social media, with its unique communication style, has accelerated this evolution. The platforms demand brevity and immediacy, leading to the emergence of new linguistic forms. Modern social media platforms like TikTok, Instagram, and X (formerly Twitter) are among the most important tools for brands to promote themselves and engage audiences. In this environment, English serves as a global communication tool that helps brands achieve viral effects and expand their audience reach. English-language hashtags, memes, and catchphrases can not only enhance brand awareness but also create an emotional connection with users from various cultural and national backgrounds.

The use of English in viral marketing helps brands engage a global audience with shareable content. Key aspects that make this strategy effective are the following:

1. **English Hashtags as a Tool of Globalization.** For example, the *#ForTheLoveOfIt* campaign by Pepsi was widely promoted on Instagram, TikTok, and Twitter, creating content that encouraged audiences to discuss their personal experiences and feelings associated with the brand. Thanks to English, this hashtag became understandable and engaging for audiences across different countries.
2. **English Memes are used to Increase Audience Engagement.** English-language memes are utilized by brands to create associations with current trends. For instance, the well-known meme *"But first, coffee"* has served as the basis for multiple advertising campaigns by coffee brands like Starbucks and Dunkin'. These memes allow the audience to feel part of a global community.
3. **The use of English Viral Phrases for Emotional Impact on Consumers.** The appliance of viral English phrases fosters a sense of closeness between the brand and its audience. Phrases like *"Just do it"[1]* from Nike or *"Open happiness"[1]* from Coca-

Cola are not just slogans; they have become part of consumers' everyday language. Such short phrases are effective because they evoke emotional associations and inspire action.

Moreover, the following Ukrainian brands keep up with the trend and use English language for leading their social media pages:

- **Kachorovska atelier**: Ukrainian brand that produces genuine leather products. The company is developing its Instagram account, where it publishes content in English. [4]
- **MacPaw:** A developer of popular applications for macOS and iOS, such as CleanMyMac X and Setapp. Their social media pages provide detailed information about their products in English. [3]

In conclusion, English allows brands to establish a global image, which is especially important for companies aiming to operate internationally. Additionally, English-language content is perceived by audiences as modern and trendy. English in social media has become a powerful tool for brands aiming to increase popularity and expand their reach. Using trending hashtags, memes, and phrases allows brands to operate at an international level. However, it is crucial for brands to consider the specifics of different markets and to balance between global and local approaches to ensure their marketing campaigns remain effective and accessible to all consumer groups.

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OPTIMISATION OF THE COMPANY'S BUSINESS MANAGEMENT SYSTEM

Keywords: management system, commercial activity, enterprise, optimisation, digital technologies, marketing.

The commercial activity management system is an important element of any enterprise. Effective management of this area allows not only to increase revenues but also to create competitive advantages in a dynamic market. This article discusses the main approaches to the formation and optimisation of the commercial activity management system and offers recommendations for improving the processes.

Commercial activities cover a wide range of functions, including marketing, sales, customer relationship management, logistics and procurement. The effectiveness of managing these processes depends on the correct organisation, choice of tools and adaptation to market conditions [1].

For the successful operation of an enterprise, it is necessary to build a comprehensive system that includes:

1. Strategic planning - setting goals and key performance indicators (KPIs).
2. Organisational structure - a clear division of functions between departments and employees.
3. Automation tools - implementation of CRM systems, ERP platforms, and analytical tools.
4. Marketing activities - market analysis, brand building, development of effective advertising campaigns [2].
5. Human resources management - training and motivation of employees aimed at achieving commercial goals.

As digital technologies evolve, many companies are implementing automated solutions that facilitate data analysis and management of commercial processes. The main trends include:

- using artificial intelligence to forecast demand and analyse consumer behaviour;
- implementation of Big Data to make informed management decisions;
- integration of an omnichannel sales strategy to ensure a seamless customer experience[3].

Businesses face numerous challenges, such as intense competition, volatile markets, changing consumer preferences and innovative breakthroughs. Effective management requires flexibility, quick response to changes and continuous improvement of internal processes [4].

Improving the management system requires

- performance evaluation - regular analysis of key performance indicators.

- Customer focus - building long-term relationships with customers through a personalised approach.

- Staff training - improving the skills of employees with the use of new tools.

- Strategy adaptation - prompt adjustment of plans in line with changes in the market environment [5].

Thus, the formation of a business management system is a multifaceted process that requires clear planning, implementation of modern technologies and engagement of competent specialists. Focusing on innovation and continuous improvement will allow companies to remain competitive and achieve sustainable growth.

To successfully achieve commercial goals, it is necessary to integrate strategic approaches with operational processes, ensuring a balance between the company's interests and customer expectations.

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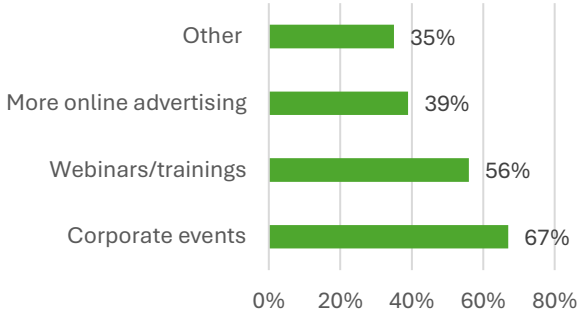
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MANAGEMENT OF CORPORATE BRAND PROMOTION IN THE REGIONAL MARKETS OF FUELS AND LUBRICANTS

Key words: corporate branding, regional markets, lubricants, B2B promotion, marketing strategy

To investigate the strategies for managing corporate brand promotion, the enterprise LLC “Maslo Trade” was selected. The company operates as a distributor of lubricants under the globally recognized Mobil brand in Ukraine. The focus is placed on the challenges and opportunities for enhancing corporate branding within regional B2B markets, particularly in the fuel and lubricants industry. The theoretical foundations of brand promotion are supported by domestic and international experts such as P. Kotler, D. Aaker, S. S. Garkavenko, S. M. Ilyashenko, O.V. Zozulov and others. The enterprise branding strategy requires a thorough understanding of market behavior, customer needs, and the competitive environment within regional markets [1, 2].

The study highlights that LLC “Maslo Trade” currently demonstrates high operational efficiency but faces challenges in marketing communication and brand awareness among regional partners. Through an analysis of survey data conducted among the company’s B2B partners, key insights were obtained regarding customer preferences and expectations. Respondents expressed strong support for enhancing marketing initiatives, including corporate events (67%), webinars/training sessions (56%), and updates to the company's digital presence and it can be seen on the picture 1.1.



Picture 1.1 - Request for additional promotion methods

A critical component of the study is the EFAS-analysis of the enterprise's external environment, which identified key opportunities such as increased demand for premium-quality lubricants and technological advancements in the industry. Simultaneously, external threats like economic instability and fluctuations in exchange rates were recognized, necessitating adaptive strategies. To address these challenges and leverage opportunities, a comprehensive strategy was proposed, including:

1. Modernization of brand promotion tools (corporate events, webinars, digital platforms).
2. Upgrading the company's website with SEO optimization and user-friendly navigation to attract partners and improve visibility.
3. Reinforcing the brand's presence through consistent branding across physical (office design, promotional materials) and digital spaces.

The research outcomes demonstrate that improving brand promotion activities will positively influence key performance indicators (KPIs) such as partner satisfaction, client retention rates, and overall market share [3]. For instance, enhanced brand visibility and marketing communication are projected to increase client loyalty by 15–20%, contributing to long-term business growth.

The implementation of these recommendations is justified by the growing competitiveness of the lubricants market and the need to establish a strong and recognizable corporate identity, particularly in regional markets. The proposed strategies provide a systematic approach to managing brand promotion and improving the company's positioning as a leading distributor of lubricants in Ukraine.

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DISCUSSION OF INNOVATIVE APPROACHES IN MARKETING THAT CONTRIBUTE TO THE ACHIEVEMENT OF SUSTAINABLE DEVELOPMENT GOALS.

Keywords: marketing of sustainable development,economic efficiency,environmental responsibility,social justice

At the current stage of development of economic relations, the marketing paradigm is undergoing a fundamental transformation under the influence of the concept of sustainable development. It changes the traditional approach to business, prioritizing harmony between economic efficiency, environmental responsibility and social justice. This allows companies not only to meet the needs of consumers but also to contribute to the preservation of natural and human capital for future generations [1].

The theoretical basis for this transformation is the Triple Bottom Line concept, which takes into account the economic, environmental and social aspects of business. This approach is gradually being implemented in marketing strategies, in particular through innovative methods of marketing mix management. For example, companies are increasingly adopting the principles of eco-design and circular economy, creating products that reduce the environmental impact at all stages of their life cycle. From the choice of materials to design and recycling methods, all these aspects are becoming an integral part of the modern marketing approach.

One of the key trends is the digitalization of marketing processes. The use of artificial intelligence and big data technologies allows businesses not only to better understand consumers but also to optimize the use of resources. For example, AI allows to plan logistics more efficiently. According to McKinsey, such approaches help to reduce the ecological footprint of enterprises by 15-20%. In addition, the personalization of marketing communications through artificial intelligence algorithms allows creating individualized recommendations that promote a more conscious choice among consumers [2].

In addition, modern marketing is increasingly focused on fair pricing that takes into account environmental and social aspects. Consumers are willing to pay more for products that comply with the principles of sustainable development [3]. Research shows that more than 66%

of customers support brands that demonstrate environmental and social responsibility. This approach also builds trust among customers, creating long-term relationships between brands and consumers.

Supply chain optimization is an important part of innovative approaches. By implementing circular economy principles, companies can reduce their environmental footprint by 30-40%. For example, creating closed supply cycles, when waste from one production process becomes raw material for another, can significantly reduce costs and minimize environmental impact. This is especially important in the context of the global drive to reduce waste and cut down on the consumption of non-renewable resources.

At the same time, socially responsible marketing is gaining new importance. For example, the Ukrainian chains Epicenter K and Fora are actively implementing programs to support local producers and provide employment for socially vulnerable groups. Such initiatives help to build a positive brand image and increase their competitiveness. In addition, the expansion of corporate social responsibility programs allows businesses to participate in solving pressing social problems [4].

Equally important is the development of systems for monitoring and evaluating the effectiveness of marketing activities in the context of sustainable development [5]. Modern methodologies allow assessing not only financial results but also social and environmental impact. For example, the Marketing Sustainability Index system includes 17 key indicators, which enables companies to better understand how their activities affect sustainable development. This approach allows businesses to adapt their strategies to meet new challenges and the needs of society.

Innovations also involve technology. The use of blockchain for supply chain transparency helps consumers to ensure that products comply with the principles of sustainable development [6]. Successful examples are already being implemented by both international players such as Walmart and Ukrainian companies such as Silpo. This technology makes it possible to track products at all stages of production and logistics, which increases consumer confidence.

Personalization of marketing communications is also gaining new meaning in the context of sustainable development. The use of AI algorithms allows creating individualized recommendations for eco-friendly consumption. Eva has launched a personalized program called Conscious Choice, which recommends eco-friendly alternatives to common products.

A promising area is the introduction of sharing economy principles into marketing strategies. This creates conditions for the emergence of new business models based on sharing and exchange [7].

Therefore, the introduction of innovative approaches to sustainability marketing allows businesses to adapt to the challenges of today, while maintaining competitiveness and contributing to the sustainable development of society. This is not just a trend, but a necessity that opens up new opportunities for growth and the formation of long-term partnerships with consumers. Sustainability marketing is becoming a key tool for achieving balanced business growth in the face of global challenges. It helps to harmoniously integrate economic, environmental and social goals, creating value for both consumers and society as a whole. Innovations in technologies, products, and strategies allow companies not only to reduce their environmental footprint but also to build sustainable business models. Thanks to this, companies are able to improve their reputation, increase customer loyalty and open new markets. Thus, sustainable marketing is becoming not only a response to current problems, but also a driving force for future development.

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DEVELOPING VETERAN CUSTOMER EXPERIENCES AND BRANDS

Key words: marketing, service design, customer experience, veteran business, brand

After nearly a decade of war initiated by the Russian Federation against Ukraine, the importance of developing a culture of interaction with veterans and creating effective mechanisms for their reintegration into civilian life, considering aspects of social adaptation, physical and psychological rehabilitation, and community integration, has become a priority for the strategic development of the state. According to forecasts by the Minveterans, after the full-scale war ends, the number of veterans, their family members, persons with disabilities due to the war, and families of deceased military personnel may increase to 4 million people, which will constitute about 10% of the pre-war population of Ukraine [1].

The negative impact of the war on the Ukrainian economy, including inflation, decreased investment attractiveness, and the outflow of small and medium-sized businesses, leads to significant losses in the workforce and a decline in its quality. Therefore, the issues of education and employment for veterans must become a priority for both the public and private sectors of the economy and society. According to preliminary research, education and employment for veterans, along with medical care and rehabilitation, are key factors that contribute to their successful return to peaceful life amidst existing political and economic challenges.

In the context of war, the increasing scale of its negative consequences and the number of affected Ukrainian citizens highlight the need for strategic and systemic changes, which have long been demanded by society, particularly in the state sector's support for veterans' reintegration into civilian life. However, Ukraine currently lacks a comprehensive and effective strategy for the reintegration of veterans into civilian life, education, and the labor market, which would create the prerequisites for the effective integration of efforts by all stakeholder groups, taking into account contemporary Ukrainian realities and the best domestic and international practices. Research results indicate that the level of satisfaction with services and the organization of support for the reintegration of veterans into civilian life has not

significantly changed, with 57% of veterans negatively evaluating their experience with state assistance services.

Effective implementation of service design marketing and digital technologies will simultaneously significantly enrich and simplify interactions with veterans. Qualitative transformations and improvements in the support system for veterans' return and integration into education and the workforce should be based on the results of regular research across the entire spectrum of effectiveness evaluation, contact point audits, and processing of requests for consultation and assistance, which can provide valuable analytics based on modern and accessible CRM systems [2].

It is also important for the professional community to develop recommendations and mechanisms to assist veterans in promoting their brands in the domestic market and abroad within the framework of the "Ukrainian Veteran Business" brand and as part of the "Made in Ukraine" project.

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MODERN TRENDS IN DIGITAL MARKETING

Keywords: digital marketing, AI marketing, short-form video ads, personalization

In December 1995, the number of Internet users was only 16 million. However, in 2024, the number grew to 5.61 billion, which is more than two-thirds of the world's total population [1]. Before that, COViD-19 brought about significant changes: every business had to be sufficiently visible online to be successful. In such circumstances, it is not surprising that companies are starting to move from outdoor advertising to digital marketing [2]. And as we know, the technology sector is characterised by constant change, so let us take a look at what trends are becoming more widespread.

One of the main achievements over the past few years has been the strong development and spread of artificial intelligence (AI). In 2022, the use of AI among marketing professionals increased significantly compared to the previous year. The survey found that 87% of marketing professionals used AI to bridge the gap between online and offline experiences. Some 87% of marketing professionals have used artificial intelligence to effectively identify customer personas. In addition, the survey highlighted that 88% of marketing professionals have used AI capabilities to automate various processes, including reporting. Therefore, thanks to the power of AI driving analytics, learning about your target audience, identifying trends, predicting behaviour, and optimising marketing campaigns has become faster and more accurate than without AI [3].

In December 2022, the number of short video app users in China reached 1012 million, accounting for 90.5% of all Chinese internet users. The huge volume of user traffic has prompted many businesses to dedicate their marketing resources to advertising their products through these platforms. The success of short videos is due to the fast-paced nature of online consumption. As attention spans are now quite short, content that is quickly engaging and easy to digest is more likely to capture and retain viewers' interest. Short videos cater to this by delivering content in small chunks, making it easier for users to consume and enjoy content [4].

In recent years, the industry has focused on how to create the most personalised experience possible. When customers feel important and valued, they are more likely to remain loyal to a particular business or brand. An important part of personalised marketing is the

mechanism of individual recommendations. When an app recommends products specifically selected based on the user's preferences and previous activity, it often encourages people to make additional purchases [5].

The rapid development of technology has turned marketing into a dynamic area of digital advertising. Digital marketing is now an adaptive process through which firms collaborate with customers and partners to co-create, communicate, deliver and sustain value for all stakeholders.

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CROSS-CULTURAL MARKETING FOR THE EXPORT OF UKRAINIAN GOODS

Keywords: cross-cultural marketing, export, business, cultural differences

Cross-cultural marketing is an important tool for promoting Ukrainian goods in international markets. Today, in a globalized world, the success of exports largely depends on understanding the cultural characteristics of target markets and adapting marketing strategies to their needs. Cross-cultural marketing involves integrating cultural factors into all stages of product promotion, from product development to advertising and customer service. The export of Ukrainian goods is an important component of the country's economic development, especially in the context of global integration. Cross-cultural marketing helps to consider the cultural and social characteristics of importing countries, creating opportunities for adapting goods to the needs of local markets. The importance of this approach increases in conditions of war, which limits resources and increases the need to optimize export strategies.

Different cultures have specific preferences, values, and behavioral patterns influencing consumer choices. For example, in Arab countries, it is more important to emphasize the quality and prestige of the product, while in Southeast Asian countries the emphasis is on harmony and long-term relationships with the brand. As a rule, European markets are oriented towards the environmental friendliness of products and the social responsibility of companies. To successfully enter these markets, Ukrainian manufacturers must take these factors into account in their strategies. For example, Ukrainian agro-industrial companies that export organic products to the EU actively use certification and labeling that meet European standards, and also adapt packaging design to local preferences. In addition, marketing communication must take into account language, cultural symbols, colors and even fonts used in advertising.

In recent years, there has been a gradual increase in the export of Ukrainian goods, although this process is accompanied by several challenges, of course, martial law in the country has a special impact. As of January 2024, Ukraine is actively exporting goods to different countries in the world. According to official data, the main importers of Ukrainian products are Poland (334254,9 thousand USD), Spain (323989,1 thousand USD) and China (305393,7 thousand USD). A significant share of exports is also accounted for by deliveries to Romania (220287,5 thousand USD), Turkey (211228,7 thousand USD), Germany (189151,8

thousand USD), Italy (161442,8 thousand USD), Egypt (155298,8 thousand USD) and the Netherlands (152613,1 thousand USD). Exports to other countries reached 1246182,3 thousand USD, which indicates a wide geography of deliveries of Ukrainian products.

The total volume of exports in January 2024 amounted to 3400037,9 thousand USD, demonstrating stable growth compared to previous years (Fig. 1), which confirms the positive dynamics of exports, which reflects the growth of the competitiveness of Ukrainian goods in the international market. The largest share of exports is occupied by products of the agro-industrial complex, metallurgy and mechanical engineering.

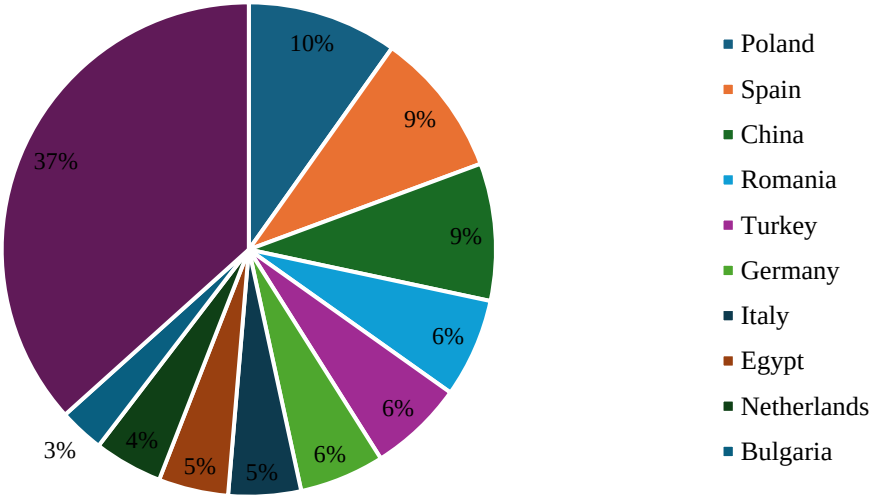


Figure 1 – Geographical structure of Ukraine's foreign trade in goods (January 2024) [1]

Exports in January 2024 demonstrated the following dynamics: Poland remains the leader among importers, which indicates close economic relations; China ranks third, demonstrating high demand for Ukrainian agricultural and industrial goods; the total volume of exports to the EU exceeds 50% of total exports, which indicates Ukraine's integration into the European market.

Let's consider the main challenges and opportunities of cross-cultural marketing:

1. Understanding cultural differences – for effective promotion of goods, it is necessary to take into account the specific preferences and habits of consumers in different countries. For example, in Poland, product quality is of great importance, while in China the emphasis is on brand and innovation.

2. Product localization, for example, in Spain Ukrainian food products that meet Mediterranean tastes may be popular, and in Germany – products made from sustainable materials that meet environmental standards.

3. Communication strategies – in Turkey, success can be achieved through cooperation with local partners and active use of social networks, while in Egypt, an emphasis on religious and cultural values will be important.

Over the past few years, the dynamics of exports of Ukrainian goods has been steadily growing (fig. 2), this is explained by: the diversification of sales markets – Ukraine is gradually reducing dependence on individual regions, opening new markets in Asia, Africa and South America: innovations in production – improving technologies allows you to increase the quality of products, which makes them more attractive to foreign buyers: infrastructure development – improving transport logistics contributes to increase exports.

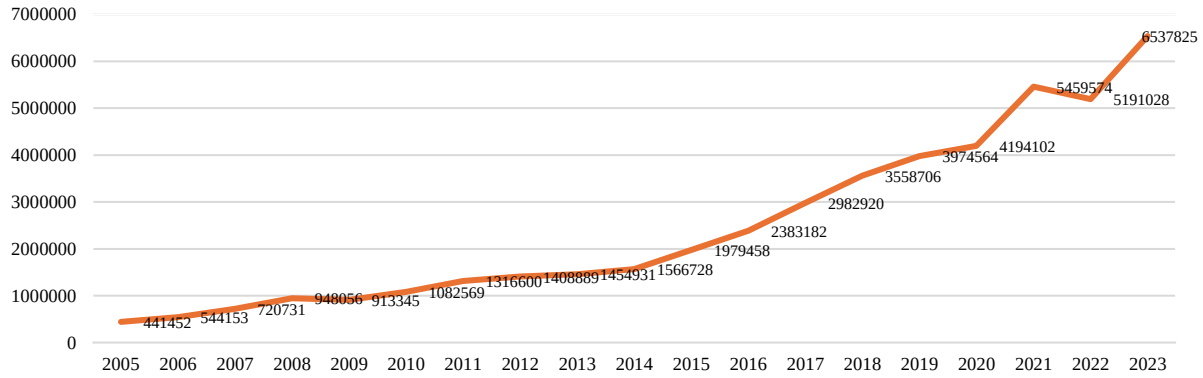


Figure 1 – Dynamics of Ukrainian exports for 2005-2023 [1]

Cross-cultural marketing allows you to reduce the risks associated with misunderstanding local market characteristics. For example, adapting Ukrainian goods to the markets of the Middle East involves compliance with halal standards and the use of local languages in advertising campaigns. In Asian markets, it is important to take into account trends towards innovation and technology, which can be used to promote Ukrainian IT products or industrial developments.

In conclusion, it should be noted that cross-cultural marketing is a strategically important tool for developing the export of Ukrainian goods. Analysis of export dynamics shows that Ukraine has significant potential for increasing the volume of supplies to international markets. However, to achieve success, it is necessary to implement adapted marketing strategies that take into account the cultural characteristics of target markets, as well as increase the competitiveness of products through quality, innovation, and environmental friendliness.

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THE EVOLUTION OF MARKETING PRACTICES IN A DIGITALLY-DEPENDENT WORLD: INSIGHTS FROM THE TRENDS OF 2023–2024

Keywords: sustainable development, marketing trends, innovation, digital technologies, customer loyalty

Let us consider modern marketing trends, particularly the integration of sustainability, inclusivity, and the use of cutting-edge technologies in global practices. We will provide examples of successful strategy implementations by brands focused on consumers and their expectations.

1. Sustainability in Marketing. Over 40% of companies incorporated sustainability metrics into their strategies by 2023. For example, brands implementing environmental initiatives gain additional consumer trust, positively affecting financial performance [1].
2. Attention Measurement Technologies. AI, facial coding, and eye-tracking are revolutionizing approaches to analyzing consumer attention, enhancing the effectiveness of advertising campaigns [1, 2].
3. Utilizing Big Data and Innovations. Artificial intelligence and machine learning aid in predicting consumer behavior and personalizing content [1, 2].
4. Inclusivity and Consumer Experience. Inclusivity in brand communications fosters consumer loyalty, particularly on digital platforms [2].
5. The Role of Challenger Brands. Smaller brands actively adopt innovations, enabling them to outperform competitors in traditional markets through a tailored approach to their audience [1].

Humans receive most information visually; thus, the effectiveness of marketing strategies largely depends on visual communication. In today's world, the design of marketing campaigns should meet consumer expectations, evoke emotions, and build trust.

1. Inclusivity and Emotional Engagement. Campaigns focused on inclusivity create a positive perception of a brand among diverse consumer groups. Visual content that evokes emotions increases trust in the brand and audience engagement.
2. The Role of Micro-Influencers. Micro-influencers with small but dedicated audiences can create authenticity and strengthen trust in a product. Successful collaboration with

them involves developing niche campaigns with clear messaging.

3. Short-Form Video Technologies. The short video format is becoming key in promoting products. Such videos quickly capture attention and deliver high ROI for companies using TikTok or Instagram Reels.
4. Profile Design and Aesthetics. Key elements include naturalness, quality, style harmony, and creativity. A visually appealing design increases the likelihood of consumer interaction with the brand.

The discussed trends emphasize the importance of integrating sustainability, innovation, and personalization into modern marketing practices. The development of marketing practices in 2023–2024 requires adaptation to the rapidly changing expectations of consumers who value sustainability, inclusivity, and innovation. By focusing on these principles, brands can ensure successful audience engagement and sustainable growth.

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Majesty of Marketing: Materials of the XX International conference for the students and junior research staff. Ukraine, Dnipro : Dnipro University of Technology, 2024. 206 p.

Materials of the XX
International conferencefor the
students and junior research
staff **“Majesty of Marketing”**

19th of December 2024
Centre of Marketing Digital Technologies of the Dnipro University of Technology

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