

technical point of view it is possible to reduce or eliminate this impact. This continued until the mid-1970s, when experts found numerous data showing strong anthropogenic pressure on the climate system, which posed the threat of a global catastrophe with uncontrolled growth in energy consumption. Since then, no other scientific problem has attracted as much attention as the problem of current and especially future climate change.

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PROBLEMS OF MARKETING. (TARGETING)

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У статті розглядаються теоретичні та методологічні аспекти формування та розвитку маркетингу взаємодії, виявляється зміст категорії «взаємодія», дається економічна інтерпретація ефекту взаємодії систем управління в забезпеченні єдності інтересів між усіма учасниками розвитку ринкових мереж.

***Ключові слова:** маркетинг, маркетинг взаємодії, ринкові мережі, ефективність, таргет.*

The interaction of the subjects of the market network, in the process of which the formation of long-term relations is carried out, the exchange of resources and information, can be viewed as a certain sequence of actions, limited in time and space. However, the process of interaction, its effectiveness depends on the overall goal of the subjects' behavior networks, situation or state of the controlled system, resource availability (potential) of the control system and the presence (level of resolution) problems, conflicting situations and the mismatch of the goals of the subjects participating in the interaction process. Interaction management on process network subjects has economic content since it acts not only as a part but also as the final integration element of the overall process of value creation. This management process may include such stages as

determination of economic needs; assessment of economic resources and reserves; distribution and use of network resources. In this regard, interaction can be viewed as an aggregate type of activity in the network, characterizing the degree, ways, and forms of mutual influence of network subjects in the process of achievement or set goals and mutual satisfaction existing needs. Interaction is impossible without action and impact. One of the initial forms of interaction between network subjects is action. Higher level and degree of knowledge control characteristics is the impact. It wears probabilistic since it is mediated by a significant number of interacting parameters in the control system interaction. Interaction unifies and integrates action and interaction and is thus a more complex form of management activities.

Interaction - complex in a hierarchical sense category, it can take place within each of the subsystem networks, between subsystems of different levels, within the entire network market actors. The peculiarities of the tasks being solved make the interaction permanent or temporary, unforeseen. For the economic interpretation of the effect of interaction between control systems, it is important to classify interaction, taking into account the process characteristics of each subject of interaction, for example: with a consumer, suppliers, customers, distributors, related competing manufacturers, transport contractors, etc. When studying the interaction of a subject and a control object in a network, it is necessary to consider the possibilities of integrating subjects and objects of management, as well as changing their place, while maintaining the unity of management and executive procedures. In this case, within the framework of the principle of hierarchy of the network management system, each subject of management becomes the object of management. And this causes the creation of chain interactions in the network, where coordination, regulation, and delegation of authority are carried out. From an economic point of view, the interaction between the subject and the object of management should contribute to the development efficiency of network processes and achievement of goals and objectives network management in a given or long-term period. Dynamic relationships between subsystems and elements of the control system itself (the subject of control) characterize an independent type of interaction. At the heart of interactions of elements of the network management system lie basic systemic provisions: the unity of goals of all elements of the network; structural integrity; alignment of interests (local, private, general) in the process of interaction. The creation of inner unity and coherence of all elements (subsystems) of the network ensures reliable, economic, and efficient network performance. The interaction research process involves a detailed study of its functional, organizational, and infrastructure support. The most important tool for interaction research in the network management system and its elements is modeling as a method of scientific knowledge. Modeling acts as a tool for finding ways to improve network management structures, streamlining functional and organizational actions. In this case,

separate modeling of interaction inside each element and outside the network may become expedient.

The dynamic of network development is based on progressiveness and innovation of both the parent (management) company and other participants, actors of the network. As a rule, the level of innovation of a network affects its structure, and therefore the volume exchange relationships. Flexibility is the ability of the network management system to promptly respond to changes in business conditions while maintaining the stability of the network and the interaction process of network actors. The flexibility of network management can be manifested in the formation of new subjects, management links, and changes in their structure, in the redistribution of functions, in the elimination of unnecessary subjects or links. Flexibility is at one with structural stability network, its control system. In this context, it is more appropriate to consider the combination of stability with flexibility.

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THE WORLD IN THE CONTEXT OF THE COVID-19 PANDEMIC IN GENERAL AND ITS IMPACT ON LIFE (СВІТ В УМОВАХ ПАНДЕМІЇ COVID-19 ТА ЇЇ ВПЛИВ ЖИТТЯ В ЦІЛОМУ)

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The article deals with the impact of the pandemic on people's lives and the economy of the countries, in general, and peoples' lives in particular. It is sated that the quarantine measures imposed by most countries of the world have significantly limited the possibilities of the international economy.

Key words: *pandemic, COVID-19, coronavirus, national economy, international economy.*