

That is, the main efforts should be directed at what is within this 20 %. These are the most important ones.

The first method is considered "ABC-analysis", according to which: A-tasks are the most significant, while their implementation will require no more than 10 % of the time. The importance of A-tasks is difficult to overestimate, because their contribution to achieving the goals is evaluated as 70 %! B-tasks are tasks of average importance, they account for approximately 20 % of the time required for their implementation, and 20 % of their importance, but C-tasks require more than 70 % of time, while their usefulness in the aggregate does not exceed 10 %.

Another methodology is a combination of "importance and urgency" characteristics. After reviewing the list of cases, their relative importance and urgency should be examined. Subsequently, all cases should be assigned as follows: A – important and urgent; B – important and non-urgent; C – unimportant and urgent; D – unimportant and non-urgent. Such a sequence will inevitably force you to think. At the beginning of course it is difficult to prioritize and distribute things, but later it will be much easier, and the effort will pay off.

Conclusion. According to experts, today, time management is just beginning to establish itself as a special discipline in the managerial sphere of scientific and practical knowledge in order to improve the economic situation of people.

The economic function is that the rational use of time resources can significantly increase the productivity of both individuals and the collective as a whole.

The personal value of time management is that it allows a person to get as much free time and pay more attention to their health and recreation.

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ORGANIC MARKETING AS ONE OF THE LEADING MARKETING TRENDS OF 2023

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Резюме – основной целью данной работы является рассмотрение органического маркетинга как тренда современного маркетинга.

Resume – the main purpose of this work is to consider organic marketing as a trend of modern marketing.

Introduction. Organic marketing is a marketing activity whose main focus is aimed at meeting the needs and requirements of the company's target audience with products, goods and services that help protect the environment. The main

purpose of this activity is the distribution of organic safe products and responsible consumption by consumers, which is acquired through the dissemination of information about practical methods aimed at protecting the environment.

The main part. The goal of organic marketing is to make environmentally friendly products a part of people's daily lives. Thus, organic marketing faces the following tasks:

- dissemination of practically applicable information to increase environmental awareness of consumers;
- development, promotion, control over the disposal of organically safe products;
- distribution of organic products and services on the market for a large segment of people;
- organization of the production of environmental products and goods.

Every year the role of organic marketing increases, more and more companies use it in their activities. Despite the fact that the main goal of any commercial enterprise is to make a profit, environmental marketing is not just a trend of recent years that allows you to increase sales and revenue of the company. It is also a way to protect the environment and its health from the harmful effects of human activity on it. It is impossible to completely protect it from this, but it is still possible to reduce the harm caused.

Environmental marketing is also used to create a positive image in the field of public relations and companies. In order for a business to look environmentally sensitive in the eyes of consumers, it is necessary to be open, think through positions, take into account advertising and how the company interacts with the target audience. Today, this behavior is also called green PR.

Organic marketing has an impact on increasing customer loyalty. To this end, companies are developing various ways to solve environmental problems that attract potential customers and strengthen brand confidence. This is important not only to increase the sales force of the company, but also to instill the habit of customers to take care of the environment. The creation of new environmentally friendly products and services is the main driving force of organic marketing. This approach demonstrates the company's serious approach to environmental problems and demonstrates its responsible attitude.

Choosing the path of environmental marketing and green PR, the company has the opportunity to attract influential people. Today, buyers trust the reviews of influential people more than advertising. They prefer to buy not from a company, but from a person. Thus, collaboration with famous people, ambassadors, and work with influencers help not only increase the demand for organic products, but also create a community of consumers who care about the environment.

One of the main methods of organic marketing is the use of safer production methods. It includes the use of biodegradable or recycled packaging, the rejection of harmful chemical components in products, the use of alternative sources of energy and fuel, reducing the cost of materials, raw materials and much more [1].

Organic marketing also helps companies achieve their strategic environmental goals. ESG stands for "environment, social sphere, management". This is the

company's growth strategy, which ensures transparency of management, care for the environment and the people with whom the company interacts. Today, more and more companies are using this general strategy. Such business behavior can be evaluated on the positive side.

On a more global scale, the ESG strategy helps to achieve the Sustainable Development Goal. This is the achievement of 17 set Sustainable Development Goals adopted in 2015 and covering the most important problems of society - from poverty and equality to climate and ecology. Today, no company can openly ignore these problems. Inaction is likely to lead to a decrease in customer trust and loyalty, a decrease in sales rates and a loss of market share. Companies should not ignore environmental and social aspects. Organic marketing in this case acts as one of the methods of achievement, as a way of highlighting these problems for a large audience.

Conclusion. Thus, using organic marketing methods, companies conduct events, take actions, create communities, support innovations and finance solutions to problems of public interest, increase consumer loyalty and self-confidence, and fulfill global environmental protection missions.

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PREVENT CAUSES, CONSEQUENCES AND WAYS TO ECONOMIC WARS

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Резюме – экономические войны становятся все более частым явлением в мире. Они возникают из-за конкуренции между странами за ресурсы и рынки, а также из-за политических разногласий. Экономические войны имеют серьезные последствия для экономики и жизни людей. В статье рассматриваются причины экономических войн и способы их предотвращения.

Summary – economic wars are becoming more and more common in the modern world. They arise due to competition between countries for resources and markets, as well as due to political differences. Economic wars have serious consequences for the economy and the lives of ordinary people. In this paper the causes of economic wars and ways to prevent them are considered.

Introduction. Economic wars are a phenomenon that can occur in any economy, regardless of its size and geographical location. They represent conflicts between States that manifest themselves in the economic sphere. And they can also take various forms, from competition in the market to sanctions and trade wars. Such wars are not only a threat to economic stability, but also to the world order