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For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

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MODERN ONLINE BUSINESS TECHNOLOGIES - AS AN ENVIRONMENTAL OPPORTUNITY TO IMPROVE CUSTOMER BASE MANAGEMENT

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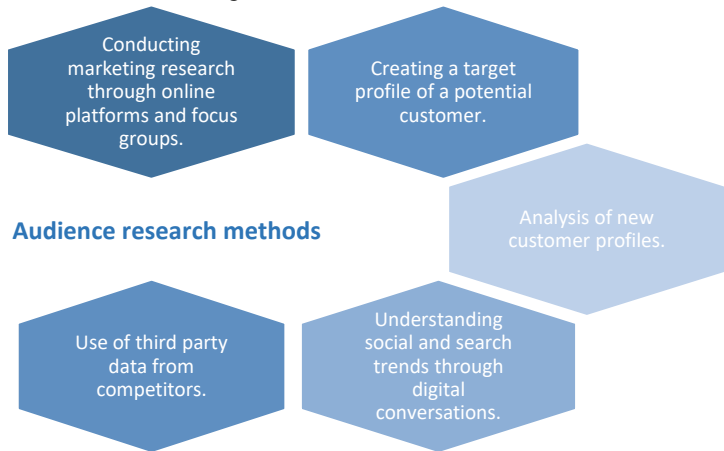
The effective functioning of entrepreneurship is possible only if its subjects follow the global development trends associated with further globalization and digitalization, activities in line with the industrial revolutions "Industry 3.0" and "Industry 4.0"[2,3,4,5,9,10,11,12,14,17,18]. It is the development of online entrepreneurship that meets these trends, because such services meet the goals of environmentally friendly sustainable development [6,7,8,13,15,16,19]. The impact of online entrepreneurship on the environment was especially evident in the pandemic, when most companies switched to online. According to an article published in the journal npj Urban Sustainability: «By intensifying teleworking to 2, 3, and 4 days a week, averaged NO₂ concentrations are reduced by 4% (-1.5 μg m⁻³), 8% (-3 μg m⁻³), and 10% (-6 μg m⁻³), respectively, while O₃ increases moderately (up to 3 μg m⁻³)»[1]

At the same time, the dynamic development of the online market in Ukraine and the intensification of competition in it forces entrepreneurs to reconsider the company's approaches and modernize the strategy to increase efficiency. At the same time, paying attention to current circumstances, the issue of maintaining a stable emotional state and relaxing the nervous system against the background of stressful and traumatic events is especially relevant for Ukrainians, which raises niches in the market's internal state.

Nevertheless, domestic entrepreneurs are losing a significant number of customers, largely due to imperfect and outdated customer base management policies, as well as the rejection of modern tools and trends in online space.

The problem with many companies is that they have an outdated strategy for attracting customers. It's easy to keep doing what you think works; however, this often results in too little money being invested in high-performance channels or, on the other hand, losing channels where potential customers are located.

At the same time, modern technologies significantly simplify and expand the possibilities of determining the audience, the brand can use different methods, including those shown in drawing 1.1.



Drawing 1.1 – Audience research methods

And instead of traditional advertising, which requires large volumes of paper, the following channels of attracting customers are becoming popular:

- Instagram: visually appealing posts and short videos.
- Facebook: live video streaming, one-on-one messaging, advertising.
- YouTube: Longer, more informative and entertaining video.
- SEO: written, long content, search engine optimized.
- Paid social advertising: short, bright ads with attractive visual elements.

But the use of modern platforms requires knowledge of trends on them, so we can point out that in paid social advertising more popular competitors use only quality photos, mostly with their own image, and test several creative options that are adapted to different sizes of advertising.

And on the examples of representatives of online schools of meditation in the Eastern European market, you can see the rules of design of site pages and the construction of its blocks:

1. Main banner:

- Name of the course;
 - Start date of the course (if the course is not recorded);
 - Buy button.
2. Points A and B of the audience
 3. Course program
 4. Tariffs
- + Reviews and a block about the author.

At the same time, Western Europe is actively using e-mails to capture the attention of customers.

Thus, online business significantly reduces air emissions and has a positive impact on the environment. And modern technologies and trends in online space allow you to more effectively build strategies to attract customers and facilitate the management and analysis of the customer base.

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ASSESSMENT OF COMPLEX EFFECTS OF GREEN ENERGY BUSINESS PROJECTS

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Renewable energy (RE) projects have a complex impact on economic entities and regional and national economies. It is expressed in improving the territories' economic, social, environmental, and political performance. However, due to the complexity of the green energy impact on local development, sometimes it is challenging to identify specific effects associated with the RE impact. Therefore, studying and classifying the various impacts of implementing green energy business projects is expedient. It helps strengthen the validity of introducing RE projects.