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TABLE OF CONTENTS

<i>Tetiana Vasilyeva, Olha Kuzmenko, Evgenia Bondarenko, Tetiana Dotsenko</i>	RELATIONSHIPS' FORMALIZATION OF THE AML RELEVANT FACTORS' DYNAMIC STABILITY: VAR-ANALYSIS	5
<i>Nalini Mishra, Shubhangi Sharma</i>	CORPORATE SOCIAL RESPONSIBILITY (CSR) AND SOCIAL ENTREPRENEURSHIP IS A NEED OF HOUR	11
<i>Tetyana Mayboroda, Daniela Chumakova</i>	ETHICAL LEADERSHIP AND BUSINESS COMMUNICATIONS	13
<i>Kashpur Sofiia, Myroshnychenko</i>	REGIONAL ENVIRONMENTAL GOVERNANCE: TRENDS AND KEY CHALLENGES	17
<i>Nataliia Bulavinova</i>	THE WAY TO ACHIEVE CARBON-FREE ECONOMY: CLUSTER ANALYSIS	21
<i>Khomutenko Ludmila, Malovaniy Maksim</i>	CURRENT GLOBAL TRENDS AND FEATURES OF THEIR IMPACT ON THE COMPETITIVENESS OF UKRAINE OVER THE NEXT FEW YEARS	26
<i>Rymar Viktoriia</i>	HARMONIZATION OF STAKEHOLDER'S INTERESTS AND EFFECTIVE COOPERATION IN TIMES OF INNOVATIONS AND BUSINESS TRANSFORMATION	28
<i>Zhang Heng</i>	CONSUMER PROTECTION IN THE CONTEXT OF ECONOMIC DIGITIZATION- EU	31
<i>Katarzyna Ziembowicz</i>	MOTIVATION OF EMPLOYEES IN THE ORGANIZATIONAL CHANGE MANAGEMENT	35
<i>Svitlana Chorna</i>	BASICS OF BEHAVIORAL ECONOMICS – INFLUENCING ECONOMIC DECISIONS	38
<i>Yevheniia Lavryk</i>	THE MAIN ASPECTS OF CUSTOMER- ORIENTED ENTERPRISE MANAGEMENT	42
<i>Tetyana Mayboroda, Anastasiia Kursenko</i>	CORPORATE SOCIAL RESPONSIBILITY IN UKRAINE: CURRENT STAGE AND CARLSBERG'S CASE STUDY OVERVIEW	46
<i>Valeriia Burnakova, Viktoriia Shcherbachenko</i>	CORPORATE SOCIAL RESPONSIBILITY	51

<i>Kateryna Miroshnychenko, Viktoriia Shcherbachenko</i>	CHILD LABOR AS AN OBSTACLE TO EDUCATION	56
<i>Maksym Usok, Yana Us, Tetyana Pimonenko, Olexii Lyulyov, Aleksy Kwilinski</i>	THE ROLE OF MODERN INFORMATION TECHNOLOGIES IN THE ENTERPRISE MARKETING ACTIVITY	60
<i>Yevhen Nikitchenko, Larysa Hrytsenko</i>	ORGANIZATIONAL AND ECONOMIC SUPPORT FOR THE FOREIGN TRADE ACTIVITIES DEVELOPMENT OF UKRAINE BUSINESS STRUCTURES	66
<i>Yevheniia Ziabina</i>	CORPORATE SOCIAL RESPONSIBILITY IN HUMAN RESOURCES MANAGEMENT: BIBLIOMETRIC ANALYSIS	70
<i>Viktoriia Shkola, Maryna Domashenko</i>	GLOBAL INNOVATION PERFORMANCES AND TRENDS	74
<i>Victoria Bozhenko Karina Petrenko</i>	INFORMATION TECHNOLOGIES AND ARTIFICIAL INTELLIGENCE AS TOOLS TO COMBAT CORRUPTION	79
<i>Anjali Boyramboli</i>	MANAGEMENT OF HUMAN RESOURCES, MANAGEMENT, LEADERSHIP PSYCHOLOGY, ORGANIZATIONAL CULTURE, MOTIVATION, PROFESSIONAL ETHICS	84
<i>Anna Vorontsova, Limor Dahari</i>	PARADIGM OF INCLUSIVE EDUCATION AS SUSTAINABLE PHILOSOPHY OF SOCIAL CHANGE	86

THE MAIN ASPECTS OF CUSTOMER-ORIENTED ENTERPRISE MANAGEMENT

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One of the most important tasks of any enterprise is to ensure its success and loyalty to customers for further effective development. Poor service delivery is a problem that can and should be solved. Consumers who are dissatisfied with the quality or provision of incomplete services begin to go to competitors. And in this case, the company loses the customer and profits.

Research has shown that in practice the success of the formation and development of market potential of modern enterprises depends on a number of trends: the use of innovation and investment programs, updating the range, technological, financial, material resources and implementation of customer-oriented marketing policy. It is important not just to be able to produce a certain number of products or provide services, but to be able to sell them (Roberts-Phelps, G., 2003; Pimonenko et al., 2021; Pimonenko et al., 2021; Ziabina et al., 2020; Novikov, 2021a; Biewendt et al., 2021; Niftiyev et al., 2021).

Customer-oriented approach has recently become significantly relevant and for successful businesses is becoming a leading concept of doing business. The main advantages of the customer-oriented approach as a paradigm of modern business:

- unique competitive advantages are quite difficult to create due to new technologies, range, increase of operational efficiency and decrease of prices, because these elements are copied rather quickly;
- the attitude to the client cannot be created "under the copier", it is developed over the years and acts as an integral part of corporate culture.

The customer-oriented approach emerged as a product of the evolution of the concept of interaction marketing and marketing management, because this type of marketing combines the main features and characteristics of concepts, complemented by an understanding of the specifics of their implementation in customer (consumer) orientation.

Customer focus should lead to increased productivity and development of the company. If there is no additional income from quality service, then there is no customer focus. Failure to understand this fact leads to inefficient use of resources, ie additional costs (Anderson, K., Kerr, C., 2002). The main entity that implements a customer-oriented approach in the organization is its staff. Customer-oriented staff is a set of knowledge, skills, abilities, which due to the appropriate motivation, values, guidelines and personal qualities of employees contribute to the formation of certain behaviors, establishing and maintaining relationships with customers to obtain the desired result (Bouchetara et al., 2020; Zolkover and Georgiev, 2020;

Nemmiche et al., 2019; Moskovicz, 2019; Kaya, 2020; Starchenko et al., 2021; Zainea et al., 2020;).

Consideration of the customer-oriented approach involves the transition to marketing based on customer-oriented. Customer-oriented marketing is a part of marketing, the main task of which is to focus on the most loyal customers who are able to make a profit for the company and trust it more than competitors. It is to such buyers that it is advisable to use tools and methods that strengthen the customer's positive attitude towards the company (Ruvenny I., 2015).

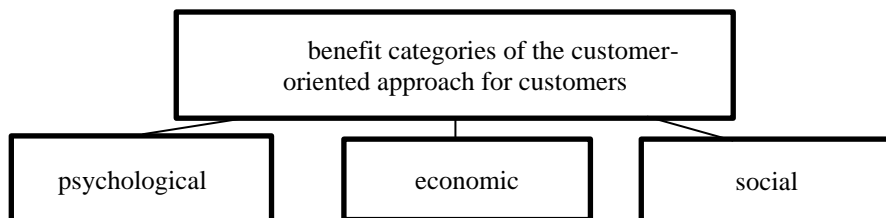


Figure 1 – Benefit categories of the customer-oriented approach for customers

There are three categories of benefits of a customer-oriented approach for the customers themselves, namely:

- psychological - close communication with the company;
- social - friendly relations with staff;
- economic - receiving discounts, various bonuses, individual service and goods that are tailored to a particular consumer.

The benefits of a customer-oriented approach for companies should also be highlighted, in addition to gaining competitive advantages, additional profits and market success (Greco and Matta, 2021; Khaliq et al., 2021; Novikov, 2021b; Dzwigol, 2020; Shkarlet et al., 2019; Fila et al., 2020; Kordos, 2019; Partlova et al., 2020; Us et al., 2020; Letunovska et al., 2020; Prudnikov and Nazarenko, 2021; Antonyuk et al., 2021; Tiutiunyk et al., 2021). Establishing long-term trust with customers allows you to reduce transaction costs of market transactions: information retrieval, contracting, measuring product quality, protection of property rights and protection against dumping and aggressive behavior of firms and customers. The application of a customer-oriented approach in the activities of Ukrainian enterprises is the key to strengthening their competitive position, which is achieved through the stabilization and expansion of the customer base. Qualified application of the client-oriented approach gives the chance to provide qualitative efficiency, quantitative efficiency, profitability and economy of administrative activity.

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