

нематеріальних активів (бренд, репутація, довіра інвесторів), що в результаті позитивно впливає на загальну вартість підприємства.

Інвестиційна привабливість підприємства є важливим чинником, що впливає на його ринкову вартість. Це концепція, яка визначає, наскільки вигідним є інвестувати в конкретне підприємство з точки зору потенційної фінансової віддачі, стабільності та ризиків. В умовах сталого розвитку інвестиційна привабливість підприємства може бути пов'язана не тільки з фінансовими показниками, а й з його соціальною, екологічною та управлінською відповідальністю.

Таким чином, сталий розвиток сприяє не тільки поліпшенню репутації підприємства, а й може бути важливим чинником підвищення його ринкової вартості, оскільки інвестори та споживачі все більше звертають увагу на соціальну та екологічну відповідальність бізнесу.

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RESPONSIBLE MARKETING IN THE CONTEXT OF INDUSTRY 5.0.

Industry 5.0 is a new stage in the evolution of industry that focuses on the integration of the human factor into automated and digital manufacturing processes, with an emphasis on ensuring sustainable development, social responsibility, and ethics. It differs from previous stages of industrialization by emphasizing the importance of interaction with society and the environment [1, p. 57]. At the same time, the development of Industry 5.0 is associated with new marketing challenges,

particularly the concept of responsible marketing. In this context, responsible marketing is viewed as a strategic approach that takes into account not only the economic interests of a company but also the social, ecological, and ethical aspects of interaction with consumers [2, p. 131]. Within the framework of Industry 5.0, companies must take responsibility for how their products or services impact the environment, society, and individuals. This means that brands should not only sell products but also contribute to positive changes in society and actively support sustainable development.

The relevance of this topic is due to the rapid development of digital technologies such as artificial intelligence (AI), big data analytics, the Internet of Things (IoT), blockchain, and others, especially in the field of online advertising campaigns. These technologies allow companies to better understand consumer needs, create more personalized marketing offers, conduct targeted advertising campaigns, and stimulate demand among their target audience [3, p. 142].

This increases the importance of responsible marketing, especially in the context of regulated industries, such as the production of tobacco and nicotine-containing products, whose activities are strictly regulated to protect the physical and financial well-being of the population. Despite existing regulatory restrictions, numerous methods of circumventing these restrictions in advertising practices allow companies to continue manipulating demand for their products. Therefore, an important component of responsible marketing is not only interaction with government regulations but also an understanding of the ethical aspects of consumer influence.

Companies operating in the tobacco sector employ a range of innovative approaches to stimulate demand, including brand development and integrating consumers into the ecosystem of digital platforms to create personalized marketing offers [4]. A well-known example is the IQOS brand [5], which, unlike traditional cigarettes, communicates its product not through smoking but through the device itself as an elite accessory. Using modern technologies, companies are able to collect large volumes of data about their consumers, which allows them to conduct targeted advertising campaigns with a high level of personalization, thus creating new ways to influence users' consciousness. Another example is the VELO brand [6], which offers nicotine-containing pouches as an alternative to traditional smoking. The company positions the product as a less harmful alternative to cigarettes, actively communicating this through global marketing campaigns. At the same time, the company refuses to increase the nicotine concentration in its product, despite having the technological capability to do so, which reflects an ethical approach to responsible marketing and consumption.

The need to integrate elements of responsible marketing into companies' strategic plans is especially critical in the context of omnichannelity and

personalization, which ensure more accurate mechanisms for data analysis, decision-making, and brand promotion. In formulating marketing strategies, companies should not only focus on economic indicators but also take into account the social consequences of the impact of their products, which should be the main guideline for ensuring sustainable development and ethical interaction with the public.

Responsible marketing in the context of Industry 5.0 is an important tool for achieving a balance between a company's economic goals and social responsibility. The inclusion of cutting-edge technologies, human potential, and ethical principles in marketing strategies helps not only to ensure the sustainable development of the business but also to create a positive impact on society. Therefore, companies striving to be competitive in the context of Industry 5.0 must consider not only financial benefits but also the ethical component, which is necessary for sustainable development and harmonious integration into modern society.

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УПРАВЛІННЯ КОНКУРЕНТОСПРОМОЖНІСТЮ ТОВ «ФРОГ»: СТРАТЕГІЧНО-ІННОВАЦІЙНІ НАПРЯМКИ

Стратегічно-інноваційне управління конкурентоспроможністю підприємств роздрібної торгівлі є одним із ключових напрямів забезпечення їхньої стійкості та ефективного функціонування в умовах високої динамічності сучасного ринку. ТОВ «Фрог», стикається з низкою викликів, зокрема