

The economy as a synergetic system activates the behavioral economy, which uses a set of social, psychological, managerial and other components in the process of certain economic actions.

It is proposed to consider the intention to trust as a determination to act within the framework of trust. At the same time, the intention to trust performs the following functions: ensuring the growth of the efficiency and competitiveness of the economic system; contributes to the growth of the efficiency of the cybernetic system through the improvement of the level of personnel and labor resources management; forms an innovative culture of development.

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HARMONIZATION OF RESPONSIBLE CONSUMPTION AND SUSTAINABLE PRODUCTION MANAGING UNDER THE CONDITIONS OF MARTIAL LAW

Summary. *The paper considers important issues related to lean production and consumption. The author's vision of factors and initiatives of introduction of lean production and consumption is offered. Importantly, there is a division of roles of each stakeholder to implement the principles of sustainable development.*

Key words: *harmonization, industry, enterprise, sustainable production, energy efficiency, responsible consumption, sustainable production*

Introduction. The growth of the world's population with declining resources and rapid urbanization highlights the need to meet the galloping demand of the people. At the same time, the emphasis is on the economic use of water resources, agricultural land and green labor. Undoubtedly, in order to meet the expected growth in demand for water, energy and food, countries need to move to innovative approaches in responsible consumption and sustainable production at socio-economic impact of COVID-19. Today, about a third of the world's products are unusable due to various factors, while almost 690 million people are starving. If there is a prolongation of production on a regular basis, the enterprises will increase the production of goods while having a negative environmental impact. That is, the trend will lead to losses of soil, water and nutrients, greenhouse gas emissions and ecosystem degradation. This situation is unacceptable for the socio-economic development of the country and will have a growing negative effect.

Paper task. The paper provides a decoupling analysis of the responsible consumption and sustainable production managing under the conditions of martial law.

Results. In the course of our study, it was found that world consumption and production are the driving force behind global economy function. That is why it is necessary to balance the resources and the environment of their use in such a way as not to prevent the destructive impact on the planet. The separation of resources from their impact on the promotion of sustainable consumption and production patterns and the transition to a greener and socially inclusive global economy is a request of the FAO [1]. Note that the FAO is a driver of global initiatives, activities and projects to reduce food losses and waste. Ensuring sustainable consumption and production practices will inevitably lead to "respect" for the world's biophysical borders and reduce global consumption to meet the biophysical potential of ecosystem services. Relevant requests are mainstream.

Modern realities, in particular: the pandemic, the financial crisis, the war provide an opportunity for a deep rethinking of the social, economic and political state of the world economy. Relevant trends encourage the application of a systemic transition to a sustainable economy that will have a positive effect on humanity and the planet. Undoubtedly, the emergence of COVID-19 emphasized the importance of the relationship between people and nature and allowed us to identify key principles of their positive coexistence. The axiom of modernity is that needs of people are unlimited, but the planet's ability to meet them is limited. Modern scientists pay much attention trying to understand and assessing the limits of human use of natural resources until the actions may have an irreversible negative impact [2].

Identified borders should be delineated and updated at the state level to avoid the destruction not only of the economy but also of the country as a whole. Economic and social progress over the last century has been accompanied by environmental degradation, which threatens the ecosystems on which our future development depends. For a clearer presentation, we will consider in more detail the negative factors of lean production and consumption, *fig. 1*.

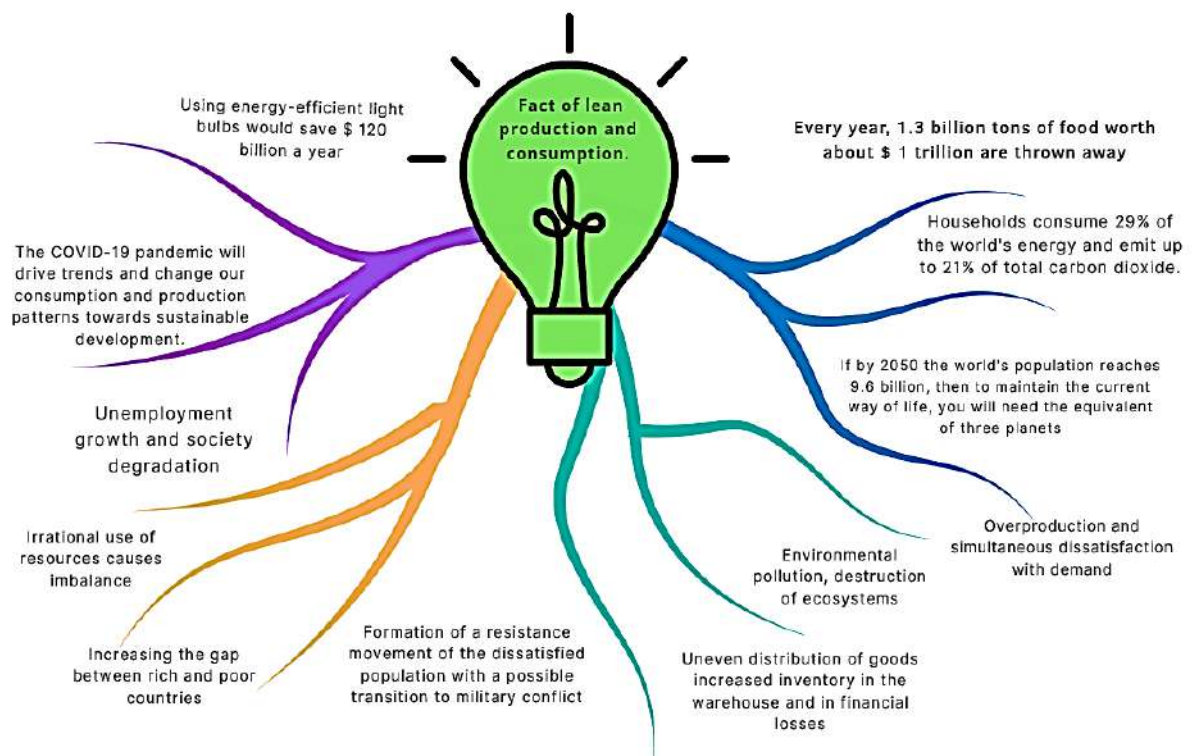


Figure 1. Facts and implications of lean production and consumption
Source: Formed by author

As excessive consumption and production lead to irrational consumption of natural resources, contribute to environmental pollution, increase greenhouse gas emissions and cause related environmental problems, as well as social costs, it is necessary to start streamlining the process of "production-consumption" [3]. Note that responsible consumption is a rational approach to the purchase and use of goods and services aimed at minimizing environmental damage and social costs - on the principle of "do not do what endangers the needs of future generations" [4]. Thus, responsible consumption is that buyers must make their choices based on the environmental impact at all stages of the product life cycle [5].

However, it should be noted that it is not only about buying the product or not, but also about using the product until the end of its service life. Ensuring sustainable development for agribusiness in Ukraine is the number one priority. However, it is worth noting that the measures that are specific to this area may have a positive impact on the industry may have negative consequences in other areas. There are, for example, trade-offs between facilitating small farmers' access to productive resources, credit and services, and improving soil quality and land reclamation.

Therefore, the threshold of environmental security will become even more important in the agricultural sector of Ukraine in the next period, which requires scaling solutions at each stage of the supply chain, especially where quick results can be found.

However, farmers will face a dual challenge: to reduce their impact on the environment while maintaining or increasing economically viable production during a pandemic, making the Green Way unsafe. This is not an easy task, but the impact of inaction is already being felt further down the supply chain, with around 58% of EU companies reporting that weather conditions are currently affecting their activities and inaction risks exacerbating the situation [6]. Building knowledge and developing the capacity of producers through, for example, implementing approaches that increase resilience to external factors can, in turn, reduce losses, increase reuse, recycling and sustainable consumption.

Conclusions. The results of the study revealed the following. Today's turbulent socio-economic conditions for the functioning and development of entrepreneurial activity require flexibility from these entities. Today, the issue of the transition to an inclusive and circular economy is quite acute. It should be noted that this transition is an inevitable question remains only for which decoupling factor. That is why in order to avoid shocks and unprofitable trends for business, it is necessary to focus today on the implementation of the principles of sustainable development and consumption. Consumers need to be encouraged to rationalize their needs and move to frugal consumption, with less impact on the environment. One of the most pressing issues of international organizations is the integration of environmental sustainability by separating environmental degradation from economic growth and achieving more with less resources. That is, there is an urgent need for decoupling, namely the transition to an inclusive and circular economy. However, it should be noted that the longer the process is delayed, the requirement of absolute decoupling is already put forward to ensure sustainable economic development.

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ГАРМОНІЗАЦІЯ МЕНЕДЖМЕНТУ ВІДПОВІДАЛЬНОГО СПОЖИВАННЯ ТА СТАЛОГО ВИРОБНИЦТВА В УМОВАХ ВОЄННОГО СТАНУ

Summary. У статті актуалізовано питання гармонізації менеджменту ощадливого виробництва і споживання. Окреслено важливість упровадження кваліметричних важелів економічного впливу й елементів сталого виробництва, збереження екологічної рівноваги та забезпечення сталого розвитку нашої держави, в умовах воєнного стану. У роботі розглядаються важливі питання, пов'язані з гармонізацією менеджменту ощадливого виробництва і споживання. Перспективою подальших досліджень виступає продовження аналізу економічної гармонізації як запоруки позитивних змін у шляхом гармонізації менеджменту на підприємстві.

Key words: гармонізація, промисловість, підприємство, стале виробництво, енергоефективність, відповідальне споживання, стале виробництво

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REPUTATION RISKS AS A CHALLENGE FOR MANAGEMENT IN HIGH-RISK CONTEXTS

Abstract. This study is devoted to the evaluation of reputational risks in company management in the context of high risk, in this case in continued cooperation with a country recognized as a military aggressor. It is demonstrated that successful reputation management significantly affects the success of managing the entire organization, which is especially noticeable in crisis situations.

Key words: reputation, reputation management, reputation risk, reputational benefits

Introduction. Sometimes just saving all assets without loss is the best strategy for the company, especially in a situation with risk conditions. According to research, now we operate in a reputation economy, which means that reputation not only matters but also is a significant part of the company's value. For instance, in 2015, 84% of a company value is made of intangible assets such as reputation, intellectual property and human know-how. In most industries, the