

2. Laity, M., (2018) NATO and Strategic Communications. *The Three Swords Magazine* (33) Downloaded from: https://www.jwc.nato.int/images/stories/threeswords/NATO_STRATCOM_2018.pdf
3. Downloaded from: https://stratcomcoe.org/about_us/about-strategic-communications/1
4. Mahoney, J. (2011). Horizons in Strategic Communication: Theorising a Paradigm Shift. *International Journal of Strategic Communication*, 5(3), <https://doi.org/10.1080/1553118X.2011.537603>
5. Gordeladze, M., Molodini, G. (2021) What Is “Strategic Communications”? Tbilisi: Georgian National University SEU. (in English).
6. Farewell, J. (2012) Persuasion and Power: The Art of Strategic Communication. Washington: GEORGETOWN UNIVERSITY PRESS.
7. Gvenetadze, N. (2020) ეროვნული სტრატეგიული ნარატივის ჩამოყალიბება და საერთაშორისო გამოცდილება. Tbilisi: Georgian Center for Strategy and Development GSCD. (in Georgian). Downloaded from: <https://gcsd.org.ge/ge/publications/show/67>
8. Paul, C. (2011) Strategic Communication: Origins, Concepts, and Current Debates. Santa Barbara, CA: Praeger.
9. White House. (2010) National Framework for Strategic Communication. Washington. Downloaded from: <https://man.fas.org/eprint/pubdip.pdf>
10. US Department of Defence. (2008) Principles of Strategic Communication Guide.
11. Kharadze, N., Katsitadze, N., Giorgobiani, M., Dzebisauri, L., & Pirtskhalaishvili, D. (2023). The nexus of employee motivation and leadership: A study of the government employees in Georgia. *Journal of Eastern European and Central Asian Research JEECAR*, 10(7), <https://doi.org/10.15549/jeecar.v10i7.1621>
12. Харадзе, Н., Кацитадзе, Н., Пирцхалайшвили, Д., Дугладзе, Д., & Тушишвили, Н. (2024). ГРУЗИНСКИЙ СТИЛЬ УПРАВЛЕНИЯ ТА ДОСЛІДЖЕННЯ ФАКТОРІВ, ЩО ВПЛИВАЮТЬ НА ПОВЕДІНКУ ПІДЛЕГЛИХ У МІНІСТЕРСТВАХ ЕКОНОМІЧНОГО ПРОФІЛЮ. *Financial and Credit Activity Problems of Theory and Practice*, 1(54). <https://doi.org/10.55643/fcaptp.1.54.2024.4263>
13. Vesperi, W., Gagnidze, I. and Sobolieva, T. (2024), Industrial revolutions and human capital for the new normal: a cross-country analysis of the university system. *International Journal of Organizational Analysis*. <https://doi.org/10.1108/IJOA-07-2023-3838>
14. Roberts, J. (2016). Writing for Strategic Communication Industries. Ohio State University Press.
15. Nye, J. (2014). The Information Revolution and Soft Power. *Current History* (113).

Eter KHARAISHVILI,

Ph.D., Professor

Ivane Javakhishvili Tbilisi State University, Georgia

ORCID 0000-0003-4013-7354

eter.kharaishvili@tsu.ge

THE IMPACT OF CONFLICTS ON FOOD SECURITY: EMPIRICAL CHALLENGES AND OPPORTUNITIES

Abstract. Conflicts are one of the main challenges of modern times leading to negative impact on food security. The paper substantiates the results of direct and indirect impact of conflicts on food security.

Based on the assessment of the impact of the war between Russia and Ukraine on food security, the paper provides the assessments of the trends and challenges developed during the conflict. The conclusions on the results of the negative impact of conflicts on food security are made, and the recommendations on the ways to overcome the uncertainty caused by conflicts are developed.

Keywords: Conflict, Food Security, Empirical Challenge, Direct and Indirect Impacts, Future Opportunities.

Introduction. Currently, conflicts are one of the main hindering factors for achieving the goals of sustainable development of food production and food security. Conflicts lead to the reduction of the areas occupied by crops and livestock, and the disruption of supply chains. In addition, they have a negative impact on the entire ecosystem, destroy natural resources (land, water, forest), lead to an increase in product prices, inflation, and other negative consequences. Conflicts have a particularly negative impact on food security. Determining the negative impact of conflicts allows identification of the main challenges of food security, and the development of

recommendations on the future development of this very important sector and the possibilities of achieving food security for the population.

Purpose. The purpose of the research is to identify the main challenges based on the study of the impact of conflicts on food security and to develop recommendations on the ways to overcome them.

For achieving the goal, a bibliographic research was conducted, comparison, analysis, matrix, expert and other methods were used, the data from the relevant websites and databases of national and international organizations was applied.

Results. Identifying the causal link between food security and conflict is vital for reducing food insecurity and strengthening the prospects for peace. Due to the urgency of the problem, it is important to develop specific concepts of food conflict [1].

Conflicts negatively affect supply chains of agri-food products [2], utilization of natural resources (land, water), infrastructure, food production, storage and supply systems, consumption [3]. All this, in turn, results in economic recession and inflation, disrupts social networks and destroys social services. In the short term, conflict affects food security, and in the long term it has a negative impact on human development.

In the regions with intense conflicts, annual agricultural incomes per hectare, as well as investments, are much lower than in non-conflict regions. Conflicts lead to an immediate increase in production costs [4].

The analysis of the impact of conflicts on food security demonstrated that any type of conflict has a negative impact both on food security and on all the areas of public life. The number of the people in food crisis due to the conflicts clearly shows that the food crisis caused by the conflict covers the majority of the population.

Russia-Ukraine war has a negative impact on production [2]. The war would be costly for both sides and would affect the global food supply. The war between Russia and Ukraine is a conflict with a negative impact on production and food security, as Ukraine and Russia occupy important positions in the food market in terms of world production of major food crops.

It is expected that achieving the Sustainable Development Goals would become more difficult. The expansion of the conflict on an international scale will lead to significant disruptions in trade flows from these two countries, which will ultimately affect food prices [5]. When comparing the conflict period with other periods, it becomes clear that during the conflict, the prices of food products almost doubled. Speculations on the market formed due to the conflict also contributed to the increase in prices [6].

The data show that the war had a negative impact on the world economy, including business sector in Georgia. The impact is negative for 74% of the companies in Georgia, very negative for 12%, and for 33% the situation is still unstable [7].

Dependence on Russia and Ukraine for basic products creates anticipation of food shortages. The negative processes of confrontation and its impact on agro-food production are still ongoing. However, some expectations have occurred, although so far mostly pessimistic.

For reducing negative expectations and uncertainty, it is necessary to analyze the synergistic effects between sectors. First, it is needed to determine the correlation between the energy and agri-food sectors. In addition, there is one important factor that should be taken into account - trade connects national economies with the global economy. As a result, an increase in inflation in the global economy usually leads to an increase in domestic prices.

With the purpose to identify the correlation between interrelated products in Georgia, we studied the detailed consumer price indices for gasoline, bread flour and wheat bread. In terms of the detailed indices of consumer prices of gasoline, wheat bread and bread flour, the interdependence in Georgia is relatively uneven, however, the main correlation can still be observed. In order to evaluate the impact of the Russia-Ukraine war, an export-import analysis between Georgia with Russia and Ukraine was also conducted. Both countries are among the

largest trade partners of Georgia. In terms of exports, Russia ranks the 4th position (with 12.9%) and Ukraine the 5th (with 9.5%). In terms of imports, Russia holds the 2nd position (11%), while Ukraine takes the 7th position (4.3%) [8].

The Russia-Ukraine war has affected both the total volume of export and import - the export and import indicators with Ukraine have decreased, while the increase in the correspondent indicators with Russia were observed.

Conclusion. Conflicts have direct and indirect impact on food security. In order to eliminate the negative processes caused by the impact of conflicts and to achieve the goals of sustainable development of the sector in the long term, it is advisable to diversify food markets, change the priorities of government policy in accordance with the expected scenarios, and reinvest in food production.

References

1. Fiandrino et al. (2023). *Front. Sustain. Food Syst.*, Sec. Land, Livelihoods and Food Security. Volume 7
2. Kharaishvili E., and Gechbaia B. (2023). 'The Impact of Sustainable Transportation on the Development of Food Markets'. *International Scientific Journal Innovative Economics and Management*, E-ISSN:2449-2604, Vol. 10, Issue 2, pp. 129-139. Retrieved from -<https://iem.ge/ojs/index.php/journal/article/view/141/11414>
3. FAO (2019). 'Nutrition, Food Systems & Conflict'. Retrieved from - <https://www.fao.org/3/ca5222en/CA5222EN.pdf>
4. Kharaishvili E. (2023). 'Impact of Confrontation on Agro-Food Production: Uncertainties and Expectations'. Retrieved from - https://gruni.edu.ge/uploads/files/University/Conference/V_National/03_%E1%83%AE%E1%83%90%E1%83%A0%E1%83%90%E1%83%98%E1%83%A8%E1%83%95%E1%83%98%E1%83%9A%E1%83%983_36-55.pdf
5. Kharaishvili E., Lobzhanidze N. (2022). 'Preliminary Impacts of the Covid-19 Pandemic on Agri-Food Trade: Challenges and Development Scenarios (Case of Georgia)'. *Globalization and Business*. 13, 41-50.
6. Aduashvili L., (2023). 'Food Security Problems in the Context of Digital Economy Development'. *Journal of Innovative Economics and Management*, Vol. 10, No 3, DOI: <https://doi.org/10.46361/2449-2604.10.3.2023.47-57>
7. BMG (2022). Impact of the Russia-Ukraine war on the economy (BAG index). Retrieved from - <https://bm.ge/ka/article/bag-indeqsi-ruset-ukrainis-omis-gavlena-gamokitxuli-kompaniebis-74-stvis-uaryofiti-agmochnda/112106>
8. National Statistical Service of Georgia (2022). Foreign Trade of Georgia. Retrieved from - <https://www.geostat.ge/ka/single-news/2739/sakartvelos-sagareo-vachroba-2022-tseli>

Marine KOBALAVA,

Associate Professor

Ivane Javakhishvili Tbilisi State University, Georgia

ORCID 0009-0004-1572-3460

marine.kobalava@tsu.ge

MODERN TRENDS IN CONFLICT MANAGEMENT IN THE FIELD OF PUBLIC RELATIONS

Abstract. The paper analyzes the modern aspects of public relations and relevant problems related to the current situation in Georgia. The work, at the same time, reflects the latest approaches to public relations and valid trends in conflict management. The acute process of causing conflicts has taken on a destructive character and has become a norm. The issue of the real importance of conflicts was actualized and possible threats were identified in the paper.

Keywords: conflicts, conflict management, conflict situations, institutionalization, relevance, priorities, legitimacy, conflict reduction, stifling reactions, fake conflicts, fake, fake news.

Conflicts are of diverse types and arise everywhere and in all areas, from religious beliefs to multicultural society. Therefore, the main priorities of managing the conflict situation should be reflected which includes the possibility of framing them. Conflict has always existed, exists now and will exist in all stages of humanity even in the distant future. At this stage, public