

Ukrainian labor market, it is necessary: – thorough analysis of the external and internal conditions of the enterprise; – development of image formation goals and substantiation of ways and means to achieve them. Based on this, the development of scientific and methodological foundations for the purposeful formation of the image policy of enterprises is objectively necessary.

To create an image they use tools such as positioning (placing the company in a market environment, taking a position that is different from competitors), manipulation (shifting attention from the main object to another), mythologizing (creating a myth in which he subconsciously wants to believe target audience and which is practically not subject to verification, as confirmed by the generally accepted "everyone thinks so") emotionalization (presentation of emotionally interesting, diverse information that will interest, encourage and be better remembered) and visualization (creation of visual image elements: trademarks), logos, colors, packaging shapes, etc.) [1].

Thus, the image is a rather complex phenomenon with intertwined essentially heterogeneous factors. The image of the organization is a factor of consumer confidence in the organization and its products, a factor in increasing the number of sales, and therefore a factor of prosperity or decline for the organization, its owners and its employees.

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## ECONOMIC PROS AND CONS OF LIVING IN GERMANY

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Germany, the most populated nation in the European Union, possesses the largest economy in the world and has seen its role in the international community grow steadily since reunification. Central European country borders with nine nations and its landscape varies from the northern plains, reaching the North and Baltic seas, to the Bavarian Alps in the South.

Germanic-speaking tribes in Northern Europe go back to antiquity, but present day German state took shape in the 19th century. Defeats in the two world wars of the 20th century left the country split, and reunification occurred in 1990 following the collapse of the East German communist state. Germany is a parliamentary democracy. The legacy of Nazism expresses itself today in the form of tough laws that address both hate speech and the denial of the Holocaust.

Germany possesses a highly skilled, affluent workforce. The country's population is aging, however, the problem of reaching the high level in spending costs for social services. Germany is one of the world's most popular migration destinations, though its open-door policy it turned to be the cause of contention in the wake of crimes committed within the country's borders recently.

If you ever wished to learn German language – it's just the time. There is no other country where learning German will be so successful and productive. Although Germany isn't the only country with German as its official language, yet only Germans speak it correctly.

Germany is a paradise for savings lovers, ironically you can spend and save a lot of money there. Food prices in Germany are already considered to be quite low, especially compared to those of neighboring countries such as France, Italy, Austria, Sweden, and Belgium, where food is much more expensive.

For young people, who are just starting their career, the western developed countries push them hard to stay focused on their job [1]. That causes them to set aside their personal life and networks because they want to maintain their spot in their preferred profession.

Most people in Germany are fairly honest and reliable. Germans do what they are say- it's in their nature and culture to be logical, punctual and trustworthy.

Sunday is Ruhetag (rest-day) in Germany. All retail shops shut down except the fuel stations and a few small outlets. For some people it can also be a positive thing, like for the staff of a supermarket, but for the most, it is an obstacle.

Be prepared to pay a lot of taxes in Germany. Luckily Germany, as well as many other countries, has treaties to prevent double-taxing expatriates' income. Therefore working in Germany you won't need to pay for other tax at home.

Despite the language barrier that might exist, living in Germany is not much different than being in the United States, the UK, Canada, or any other developed country.

In conclusion it should be noted that pros and cons of living in Germany can help you to decide if this country is right for you. As long as you can manage the living expenses and taxes, you will find enough money available to keep you comfortable while you get the opportunity to go exploring at your leisure.

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## IMPACT OF THE COVID PANDEMIC ON THE MODERN ECONOMY

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At the moment, the main problem of the modern economy is the global crisis due to the COVID-19 pandemic. The global economy will experience all the consequences: the crisis will be the worst since the Great Depression almost a century ago. The COVID-19 pandemic has more serious consequences, than just the spread of the disease and attempts by different countries to organize quarantines. In the media, the phenomenon of the influence of the disease on the life of society and its consequences are called the "coronacrisis" term. Advanced economies are expected to contract 7 percent, while emerging and developing economies will slow down by an average of 2.5 percent. Per capital incomes could fall 3.6 percent this year, putting millions of people in poverty. The hardest part will be for countries whose economies depend on international trade, tourism, export of raw materials and external financing.

The pandemic led to the closure of enterprises in countries with a high percentage of cases, to a sharp increase in demand for everyday products, to speculation in the market for certain goods: antiviral drugs, sanitary masks, disinfectants. Also, there is a significant increase in demand for food delivery services due to the reluctance of many citizens to leave their homes.

Due to the shutdown of enterprises in China, and then throughout the world, the demand for oil and oil products dropped significantly. As a result, due to a decrease in demand, leading countries could not agree on an oil-producing reduction and began a price war in the market, which ultimately led to a collapse in oil prices.

Prolonged quarantine has changed consumption priorities: demand fell for some goods, such as cars and clothing, but at the same time, demand for household goods that make household life easier,