

control systems will increase as companies will need to upgrade polluting facilities and install emission control systems; 2) potential domestic pollution reduction legislation will legally require from companies that emit more than allowed to pay more, hurting their profitability; 3) changing prices for goods and services may be caused by increased transportation costs or higher electric rates; 4) changing weather patterns mean greater losses for insurance companies, and could make oceanic shipping more dangerous, while farming areas could become less fertile; 5) changing demand for goods, e.g. with the rise of global temperatures demand for cold weather products might decline; 6) changing public perceptions of firms – as public opinion seems to be turning against over-polluting firms, so more companies will try to promote a green image [2].

It is difficult to know exactly how dramatic the effects of climate change will be, it is hard to know how much it will affect various industries. However, some of the changes are already happening, so it is obvious that in future global warming will remain a burning issue and demand the development of a complex of measures to prevent the negative consequences.

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AREAS OF IMPROVEMENT OF THE BUDGETARY DEFICIT OF UKRAINE

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The state of the budget system can be named as the most important criterion for the economic situation in the country. In the context of financial globalization, the development of the financial system is characterized by a significant increase in the external and internal government debt of the countries of the world.

Deficit growth causes inflation, financial crisis, declining of overall profits and, as a consequence, increased property, inequality in society, a rise in borrowing capital and worsening of the socio-economic status of the society. The current financial policy of Ukraine is in a critical state, and the economic and social consequences of a long-term budget deficit require measures to be taken to overcome the budget deficit, improve living standards as a whole, as well as the country's competitiveness in the context of globalization [1].

The purpose of this article is to identify the reasons of the state's budget deficit and public debt as the main components of its financial system and to identify effective methods of managing public debt in the current state of the financial system of Ukraine. Having analyzed the impact of the budget deficit on the economic security of the country, the main problems were identified including the decline in production, reduced efficiency of functioning of individual industries, late structural changes in the economy, high military costs. Public debt management involves finding effective borrowing conditions in terms of minimizing the value of debt, preventing the inefficient and improper use of borrowed funds, ensuring full payment of principal and accrued interest,

determining the ratio between domestic and external borrowing, ensuring the stability of the exchange rate and the financial market of the country [2].

The effective directions of managing the budget deficit should include the following:

1) development of effective anti-crisis measures aimed at improving the efficiency of the economy, which will contribute to the growth of GDP, financial resources of society, and is the main source of budget revenues; 2) optimization of the relation between the state, communal and non-state sectors of the economy, improve the system of incomes and the mechanism of their mobilization; 3) optimize and restructure the spending part of the budget [3].

Thus, the main task for solving the problems of balancing the budget should be the improvement of the efficiency of social production, which will contribute to the growth of financial resources of society, which is the main source of budget revenues. Practical realization of this task is possible through economic reforms (tax, budget, pension, administrative-territorial) and implementation of anti-inflationary, open and clear society policies that will contribute to the development of economy and social sphere.

In conclusion, in order to improve the financial situation of Ukraine it is necessary to pay attention to the use of direct methods of financing, such as: use of financial derivatives, restructuring and optimization of expenditures.

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MARKETING AS A BUSINESS PHILOSOPHY

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Everyone knows that marketing is the organization of production and marketing of products, based on the study of market needs for goods and services. However, marketing is not just an important business function, it is a certain business philosophy. Marketing plays a central role in overall business strategy. A business has two main functions: marketing and innovation. Marketing and innovation bring results: the rest is costs. Accordingly, the company must determine and decide which markets and customer segments should serve and understand their needs, desires, perceptions and preferences. The marketing concept and philosophy is one of the simplest ideas in marketing, and at the same time, it is also one of the most important marketing philosophies. In general, the client and his or her satisfaction. The marketing concept and philosophy teach that the organization should strive to meet the needs and requirements of its customers while achieving the goals of the organization. Simply put, "customer is king." The marketing strategy in the price range includes: pricing for various sales channels; prices for packages provide for the simultaneous sale of several products of the company at a special price level; conducting seasonal promotions and discounts; the possibility of price discrimination [1].