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**“INNOVATIVE EDUCATIONAL TECHNOLOGIES:
EUROPEAN EXPERIENCE AND ITS APPLICATION
IN TRAINING IN ECONOMICS
AND MANAGEMENT”**

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VALUE-BASED MARKETING IN EDUCATION AS THE BASIS FOR INNOVATIVE EDUCATIONAL TECHNOLOGIES

Modern marketing is characterized by a number of changes associated primarily with changes in consumer perception. Marketing activity is focused on meeting the needs of consumers and the formation of new needs based on the acceptance of the values of the product that are offered to the audience of consumers. To form new needs, marketers study the motives, interests, values of consumers. Information about motives, interests, values creates an environment for a possible new incentive for the emergence of new needs. The appearance of new values of goods and services allow scientists to identify new needs that are interesting for marketers.

Values are the properties of a product to satisfy certain consumer needs. Each new generation of consumers reconsiders the importance of human and professional values, which confirms the need for constant marketing research of real and possible motives, interests and values. Value-based marketing is becoming the subject of research of such scientists as N. Hänninen, H. Karjaluoto [1], A. Payne, P. Frow, A. Eggert [2], D. Walters, G. Lancaster [3], P. Doyle [4]. However, value-based marketing in the field of educational services has not yet been sufficiently studied, which justifies the relevance of the problem.

The aim of the research is to determine the values of higher economic education in institutions of higher education in the context of a pandemic through the eyes of students based on the analysis of the degree of students' satisfaction with the distance learning process. The following tasks were set to achieve the aim: 1) to conduct a survey devoted to the degree of students' satisfaction with distance learning; 2) to determine the reasons for satisfaction with distance learning process; 3) to identify the values that are significant for students on the basis of the analysis of the reasons of satisfaction with the distance learning.

As a result of marketing research (316 students of Kharkiv universities, studying economic specialties, were interviewed in April-May 2020), data were obtained about the degree of students' satisfaction with distance learning. For example, 44.3% of students studying on a fee-paying basis and 46.2% of students studying at the expense of the state budget are satisfied with the quality of distance learning.

The reasons for satisfaction can be summarized as follows: 1) a rational approach to the organization of the students' learning process on the part of the university administration; 2) the possibility of alternative learning in a mixed mode in a pandemic; 3) stimulation for the implementation of time management of students' life; 4) prospects for expanding practical skills in professions as a result of communication with employers, participating in online seminars; 5) familiarization with the requirements for specialists who are in demand on the labor market in the process of communication with practitioners.

An analysis of the reasons of satisfaction with the educational service in the on-line mode made it possible to identify the values that are important for students in a modern university. This is, first of all: 1) the reputation of the university and the reputation of the teacher as a professional, who has not only rich theoretical knowledge, but also practical experience in the profession; 2) the comfort of learning; 3) the availability of knowledge; 4) saving time on the road; 5) the ability to focus on a future position, that is in demand on the labor market; 6) knowledge of the requirements for a person who occupies a particular position; 7) the safety of communication with teachers and other students in a pandemic; 8) the ability to improve skills of studying on different platforms.

As a conclusion it should be noted that with the introduction of distance learning, it became possible to quickly study and analyze the values of education from the point of view of both students and teachers. Previously formed values and new values that are significant from the point of view of students in obtaining education can be considered as innovative educational technologies. Such technologies should be used in organizing the educational process, which makes it possible to implement value-based marketing, attract new segments of educational service consumers and ensure that their expectations are met.

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DEVELOPMENT OF ENTERPRISE DEVELOPMENT STRATEGY

Important socio-economic changes in Ukraine require changes to the theoretical approaches to company management. Economic development requires a rapid response to factors influencing the external environment, because the accelerated pace of scientific and technological progress requires the development of strategic thinking of business leaders. Strategic management is a multidimensional process of solving and performing a set of tasks. Correct calculations will be a powerful tool for promotion, accelerate the process of achieving the goal of production.