

Ястремська Олеся Олександрівна, к.е.н., доцент,
професор кафедри менеджменту, бізнесу і
адміністрування Харківський національний
економічний університет імені Семена Кузнеця

Iastremska Olesia, PhD in Economics, Associate Professor,
Professor of the Department of Management, Business and
Administration, Simon Kuznets Kharkiv National University of
Economics, <https://orcid.org/0000-0003-1865-0282>

IMPRESSIONS AS A THEORETICAL AND PRACTICAL BASIS FOR THE ENTERPRISE REPUTATION ВРАЖЕННЯ ЯК ТЕОРЕТИКО-ПРАКТИЧНЕ ПІДГРУНТЯ РЕПУТАЦІЇ ПІДПРИЄМСТВ

Ястремська О. О. Враження як теоретико-практичне під-
ґрунтя репутації підприємств. *Український журнал прик-
ладної економіки та техніки*. 2025. Том 10. № 3. С. 155 – 159.

Iastremska O. Impressions as a theoretical and practical basis for
the enterprise reputation. *Ukrainian Journal of Applied Economics
and Technology*. 2025. Volume 10. № 3, pp. 155 – 159.

The relevance of the article is determined by the fact that the war period requires enterprises to search for new models of economic relations, one of which is the experience economy. Its advantages lie in basing management decisions not only on official statistical information, which is perceived as rational, but also on the subjective emotional perceptions of individuals who make decisions on the development of enterprises. Such a comprehensive approach ensures the improvement of the effectiveness of management decisions based on considering both rational and emotional impressions. Therefore, the purpose of the article is to improve the definition of impressions, their properties, functions, measurement indicators and methodological approach to usage. Based on a generalization of the basic definitions of impressions, the article proposes their interpretation as ideas, images and feelings that remain in the mind of the subject and can generate a certain influence on their behavior and actions through the formation of emotions and the presence of practical experience. The main properties (characteristics) of impressions that should be considered when forming the reputation of enterprises in the process of strategizing their development are summarized: dynamism, dominance, adaptability, bias, irrationality, ambivalence and attractiveness. The content of the functions of impressions has been expanded, highlighting the following: motivational, protective, evaluative-prognostic, informational-communicative. Taking into account the practical orientation and significance of impressions for the strategy development process, their classification has been improved according to the most practically significant feature – substantive content (patriotic, ideological, sociological, psychological, cultural), according to which a system of partial indicators has been developed, which is proposed to be determined by expert methods, combining integral indicators for each type of impression into a general integral indicator of development. Based on the proposed system of impression indicators, a methodological approach to determining the reputation of enterprises as an emotional component of strategizing their development has been developed for the first time.

Keywords: impressions, impression properties, impression functions, impressions classification, methodological approach, reputation, strategizing, emotional component.

Актуальність статті зумовлюється тим, що воєнний період вимагає від підприємств пошуку нових моделей економічних відносин, однією з яких є економіка вражень. Її переваги полягають у базуванні управлінських рішень не тільки на офіційній статистичній інформації, яка сприймається як раціональна, а й на суб'єктивних емоційних уявленнях осіб, що ухвалюють рішення з розвитку підприємств. Такий комплексний підхід забезпечує підвищення ефективності управлінських рішень на основі врахування як раціональних, так і емоційних вражень. Тому метою статті є удосконалення визначення вражень, їх властивостей, функцій, показників вимірювання та методичного підходу до використання. У статті на основі узагальнення основних визначень вражень запропоновано його тлумачення як уявлення, образу, відчуття які залишаються в свідомості суб'єкта і здатні генерувати певний вплив на його поведінку та дії завдяки формуванню емоцій та наявності практичного досвіду. Узагальнено основні властивості (характеристики) вражень, які доцільно враховувати для формування репутації підприємств в процесі стратегування їх розвитку: динамічність, домінантність, адаптивність, упередженість, ірадивність, амбівалентність, атрактивність. Розширено змістовність функцій вражень, в якості яких виділено: мотиваційну, захисну, оцінювально-прогностичну, інформаційно-комунікативну. З урахуванням практичної спрямованості і значущості вражень для процесу стратегування удосконалено їх класифікацію за найбільш практично значущою ознакою – змістовністю (патріотичні, ідеологічні, соціологічні, психологічні, культурні), за якою розроблено систему часткових показників, що запропоновано визначати експертними методами, об'єднуючи за інтегральними показниками за кожним видом вражень у загальний інтегральний показник розвитку. На основі запропонованої системи показників вражень вперше розроблено методичний підхід до визначення репутації підприємств як емоційної складової стратегування їх розвитку.

Ключові слова: враження, властивості вражень, функції вражень, класифікація вражень, методичний підхід, репутація, стратегування, емоційна складова.

Statement of the problem

The current realities of business development are characterized by military challenges to which businesses must adapt. Wartime hinders their active development, as it introduces uncertainty into the process of forming and selecting strategies and tactical management measures. Managers can no longer rely solely on rational management decisions, as partners and consumers use significant emotional information in the process of managing their behavior, which prevails due to uncertainty and the lack of sufficient official statistical information on a rational basis. In other words, there is an objective need for the comprehensive simultaneous use of both rational and emotional information, which increases the importance of the emotional component in the management and strategizing of enterprise development, i.e., there is a need to consider stakeholders' impressions of the enterprise and its capabilities. Therefore, there is a need to clarify the theoretical basis of the content of impressions to determine the aggregate characteristic of impressions – the reputation of enterprises, which has practical application in the process of making management decisions concerning the choice of enterprise strategies and determines the relevance of the article.

Scientists and practitioners, especially in the field of psychology, have paid attention to the study of impressions [1–21]. However, theoretical issues and the practical application of impressions in the process of managing activities and strategizing the development of enterprises remain insufficiently researched, considering the peculiarities of the war period course in modern realities.

The purpose of the research

Therefore, the purpose of the article is to improve the definition of impressions, their properties, functions, measurement indicators and methodological approach to their use in the conditions of modern military realities. The object of the study is the process of determining the reputation of enterprises based on the impression types according to their substantive content. The subject of the study is the theoretical basis of the impression types, their properties, functions and measurement indicators, which form the basis for developing a methodological approach to assessing the reputation of enterprises in the context of modern realities.

The main research methods are analysis and synthesis to improve the definition of the impression types and the content of their characteristics and functions in the context of strategizing, structural-logical analysis to improve the

classification of impressions and partial indicators for their assessment, multivariate factor analysis, an integral taxonomic indicator of reputation development, and the golden section method for use in a methodological approach to determining the reputation of enterprises based on the calculation of stakeholder impressions.

Presentation of the main research material

In this regard, it is advisable to define the content of this term and the nature of its use in the process of managing the activities of enterprises in general and strategizing in particular.

In the Large Explanatory Dictionary of the Ukrainian Language [1], an impression is something that remains in a person's mind from what they have seen or experienced; a feeling, a sensation; something seen or experienced; the influence of something on someone; an opinion or idea formed because of acquaintance or contact with someone or something. The dictionary [2, p. 60] defines an impression as an opinion, assessment or conclusion. In the dictionary [3], the synonym for impression, opinion, is explained as a thought on a certain topic, reasoning, belief, understanding, conclusion of a specialist, expertise, idea, and in turn, has such synonyms as judgment, impression, view, understanding, idea, concept, belief, inner voice, reputation, assessment, statement. The Universal Dictionary of the Ukrainian Language [4] focuses on and provides an interpretation of the concept of opinion, through which previous editions explained the term impression as a product of thinking; that which fills one's consciousness; assessment; judgment; impression; view; understanding; concept; belief; statement.

Comparing these concepts allows us to construct a conceptual chain: feelings, sensations, inner voice, beliefs, statements, opinions, assessments, impressions, reputation. Based on this chain, it is worth noting that impressions represent an image, the sensations of which remain in the subject's consciousness and are capable of generating a certain influence on their behavior and actions; impressions are based on emotions and practical experience, because they are explained as feelings, sensations and inner voices that arise in the case of certain actions; impressions can be assessed using expert methods, as they represent what remains in the mind from what has been seen and experienced; assessment, expert opinion, expertise; impressions are the basis of reputation, which is formed through the stereotyping of images in the minds of subjects and brings reputation closer to brand and image and explains its existence as the final state of trust in a particular object, its actions and behavior.

Since emotions are the basis of impressions, the following properties of impressions can be identified, which should be considered when using the experience economy model and impression management methods to form the types of impressions that the company seeks to form in consumers and partners:

- universality, which consists in independence from the type of subjects' needs and the specifics of the activity in which they arise;

- dynamism, which is determined by the accumulation of impressions and their transition from one type to another;

- dominance, which manifests itself in the fact that one type of impression can dominate others for a certain period, depending on the circumstances and the influence strength, which should be considered when using impression management methods to shape, grow and activate them;

- accumulation, which characterizes the ability of impressions to grow in volume and confidence and to move from a latent to a real stable state. Accumulated impressions are the basis for the emergence of a company's reputation;

- adaptation, which indicates the emergence of impressions in the subject and their gradual habituation to them, which transforms impressions into a state of everydayness and diminishes their manifestation. As soon as impressions become commonplace, they begin to diminish the reputation of the enterprise, i.e., adaptation indicates the subject's saturation with impressions and the fading of their influence on the subject's active behavior;

- bias or subjectivity characterizes the different effects of emotions on consumers and partners; moreover, the same impressions can evoke different emotions in different subjects or in the same subject depending on their needs and other factors, such as mood, stereotypes of thinking, etc.;

- contagiousness consists in the unintentional transmission of impressions by the subject to others who communicate with him;

- plasticity manifests itself in the fact that the same impression in terms of modality can evoke opposite emotions and feelings, both rational and emotional, i.e., socially oriented or positive and negative;

- memorability, which is the ability to retain impressions in memory, confirming the existence of emotional memory;

- irradiation, which consists in the spread of impressions from one subject to another or the emotions that caused them to another state or circumstances;

- transferability, i.e., impressions as a property, consists in their transfer to other objects associated with the maternal object (for example, impressions of a product can be transferred to the company that manufactures it);

- ambivalence, which consists in the ability of a subject's impressions to be both positive and negative or both rational and emotional at the same time;

- switchability, which means the possibility of one impression evoking another, synonymous, which complements and reveals new features of the previous one, or antonymous, which can contrast with the previous one, emphasizing its features;

- attractiveness, i.e., impressions can ensure and increase the subject's attraction to the object which they are associated with and cause them to want to combine their activities around or with this object, which, thanks to impressions, becomes an attractor for a certain period. And the more attractive impressions it can generate, the longer its attractiveness is preserved.

However, such a list of properties is quantitatively significant and difficult to use in the practical activities of enterprises. Therefore, based on the goal of strategizing, it is possible to identify the following properties of impressions that have a practical orientation for use in the process of strategizing the development of enterprises in the conditions of the functioning of the experience economy model. These are the following characteristics: dynamism, dominance, adaptability, bias, irradiation, ambivalence and attractiveness. Their use and consideration will positively contribute to the process of forming the reputation of business entities.

For some time, the prevailing opinion in scientific literature was that impressions and emotions interfere with rational management decisions. In the second half of the 20th century this opinion began to be considered erroneous, and another opinion was expressed – impressions and emotions allow us to improve our lives and adapt to certain events, including unpredictable ones, especially about the introduction of the experience economy model. The prevailing opinion was that it is unnecessary to contrast reason, impressions and emotions, and that the latter do not prevent a person from thinking but rather help them [7]. Since functions are a continuation and manifestation of the essence of an object or subject, considering the proposals of scientists regarding the existence of emotions [16–18], the content of the functions of impressions is mainly proposed in the following content. The reflective-evaluative function implies the existence of the possibility to evaluate the impact of impressions on subjects for making management decisions for the content of impressions and improving the reputation of enterprises to encourage partners and consumers to increase loyalty, purchase volumes and conclusion of contracts, which will ultimately contribute to an increase in the quantitative values of the

enterprise's performance indicators. The evaluation and content of impressions depend on the subjective perception of subjects, their comparison with their own preferences, needs, desires and stereotypes. Therefore, in the process of negotiations and persuasion it is advisable to use negotiation strategies that should be personalized and take these factors into account. The motivational function of impressions allows them to influence the formation of motives for cooperation with the enterprise in certain areas and to compare impressions with the existing active needs of subjects, which puts the latter in an active position and contributes to an increase in effectiveness in the process of cooperation with the enterprise. The signaling function of impressions contributes to the emergence of signals about their usefulness or inexpediency when making a management decision to take impressions into account in the process of purchasing or concluding contracts with the company. The prognostic function allows one to foresee future events that may arise under the influence of impressions and, on this basis, to develop future scenarios and strategies for the behavior of partners and consumers. The task of the enterprise is to promote the formation of a positive predictive image to maintain a high level of its own reputation. The encouraging and regulatory function consists in encouraging partners and consumers to take active actions, adjusting their behavior based on the formation of impressions about the company or its products, which can be both positive and negative. That is, impressions encourage and regulate the actions of market participants in relation to each other. The communicative function allows, thanks to impressions, to form an individual trajectory of behavior of companies towards certain priority consumers and competent partners, to develop personalized communication strategies for the development and consolidation of certain impression types that determine the formation of reputation. The communicative function of impressions is especially important in cross-cultural relations and enterprises, helping to understand and predict the future impressions of actors from different countries, cultural centers and religious views. The protective function is that impressions can protect subjects from dangerous actions, risky business decisions and unpredictable consequences of contracts.

However, the listed functions are repetitive in depth and content. Therefore, given their necessary uniqueness, it is proposed to use the following functions that impressions should perform in strategizing: motivational, protective, evaluative-prognostic, informational-communicative. The motivational function encourages stakeholders to cooperate with the enterprise, the protective function builds confidence in achieving the expected opportunities, i.e., it helps to reduce risk in the cooperation process, and the evaluative and prognostic function allows one to quantitatively determine the level of impressions and reputation of the enterprise as a whole, as well as to forecast its significance for future periods for the formation and selection of enterprise development strategies. The informational and communicative function provides content for communication and interaction in the process of preparing negotiation strategies and transmitting information about enterprise opportunities in accordance with stakeholder expectations.

When performing the above functions, impressions are characterized by their strength, duration and awareness by subjects, in this case partners and consumers, and influence their beliefs and change their behavior. As the communication model has changed under the influence of digitalization and crisis military conditions as the main factors, transforming from individual and unilateral to personalized, multi-channel and bilateral asymmetric, information interaction management has also transformed into impression management using information-communication foresight, which uses tools aimed at satisfying the needs of consumers and partners in influential impressions, interesting events, experiments, status acquisition and lucrative contracts that bring greater profits. In other words, the emotional component of strategy and enterprise management is becoming increasingly important. Therefore, every enterprise must make the best impression on consumers and partners, so that they will choose to cooperate with it.

An important part of the theoretical and practical basis for the application of impressions is the definition of their types in accordance with theoretically sound and practically significant classification criteria. Summarizing the content of impressions and their essence, the main classification criteria that are appropriate to use to clarify the impression types in the process of strategizing the development of enterprises are as follows:

- by direction of influence: positive and negative;
- by strength of influence: strong, medium, weak;
- by essence: rational, rational-emotional (empirical), emotional-rational (ethical), emotional;
- by the needs of the subjects: active (dissatisfied), latent (partially satisfied or completely satisfied);
- by content: patriotic, ideological, psychological, social, cultural.

The proposed classification is of practical importance, since its characteristics can be used to make management decisions both in the field of strategy and in other areas of planning. However, the most important for strategizing are the impression types by content, since they can be used to quantitatively determine the reputation of enterprises. Using expert methods for different focus groups, it is possible and advisable to calculate the strength of impressions. To do this, it is necessary to use expert methods and determine measurement indicators for each type of impression. To do this, it is proposed to use partial indicators for impression types, which are proposed by the author based on a generalization of scientific literature sources [20, 21] and published in material [22].

The system of partial indicators is formed according to the impression types that are relevant in the context of military conflict, which also consider strategic pitfalls and include the following types of impressions: patriotic, ideological, psychological, sociological, and cultural.

Patriotic impressions are characterized by such partial indicators as patriotic feelings in the process of consuming services or products of domestic enterprises; use of products or provision of services to achieve military goals, for the Armed Forces of Ukraine; participation in volunteer movement, assistance to the Armed Forces of Ukraine; participation in the reconstruction of territories during economic recovery; humanitarian aid to the population and displaced persons during evacuation; contribution to solving environmental problems, reducing the level of environmental pollution in accordance with the European green course.

Ideological impressions are proposed to be assessed by partial indicators; prevention of traumatic and dangerous incidents at work; compliance with modern requirements and trends in design, form and color; degree of compliance of products with the anthropometric parameters of consumers; harmless disposal of products and absence or improvement of the environmental level of production.

Psychological impressions should be determined by the following indicators: increased labor productivity; motivation of consumers, employees and partners; creativity in production and business management; growth of automated labor; improvement of employee qualifications.

Sociological impressions are characterized by the following indicators: recognition of the skills and professionalism of employees; creation of a favorable climate for employee development and an organizational culture for communication; the company's position among industry leaders, including through innovations; the company's brand awareness in the domestic market, participation in exhibitions, fairs and branding competitions; brand awareness in the foreign market, cooperation with foreign partners; support for social projects and public initiatives; brand awareness and popularity in professional circles.

Cultural impressions are distinguished by such indicators as: positive perception of the enterprise, loyalty to its activities; confidence in the competitiveness of the enterprise; recognition and reputation of the chief executive and/or owners of the enterprise in professional and political circles; recognition of the enterprise's support for artistic events, national culture festivals and actual participation in such events; the company's reputation for maintaining ongoing ties with the local community as an initiator and/or participant in events for the development of the city and region, and its actual participation in such events.

It is advisable to combine partial indicators into integral taxonomic indicators of development according to the proposed impression types and integral taxonomic indicators of development according to impression types into a general integral indicator using the arithmetic mean or geometric mean method. All integral indicators will be in the range from 0 to 1 and their final values can be compared with qualitative levels: high, medium or low in terms of overall impressions of the enterprise and its reputation. It is proposed to distribute the qualitative levels using the golden section method according to the development function of properties [23, 24].

In general, the proposals set out in the article represent a methodological approach to determining the reputation of enterprises based on impressions, which is based on the impression types in terms of content, which are quantitatively calculated according to their partial indicators. This proposal to calculate reputation based on the impression types using a system of partial and integral indicators is proposed for the first time and differs from existing ones in its validity, hierarchical structure and consideration of the peculiarities of the war period, which makes it relevant and practically significant. Generalized proposals for a methodological approach are presented in Table 1.

Table 1. Methodological approach to determining the reputation of enterprises based on a system of indicators by impression type

Stage	Method	Result
1. Formation of an initial system of partial indicators by type of impression	Monographic, structural-logical analysis, generalization of literary sources and/or expert surveys.	System of partial indicators by types of impressions (according to their content).
2. Actualization of the selected partial indicators by type of impression to consider the specific features of the activities of the enterprises under study	Multivariate factor analysis with Verimax rotation, which will allow selecting latent significant factors, cumulative variance should exceed 70%, and the factor loading of each partial indicator in the selected factors should be close to a strong influence, i.e., equal to or exceed 0.7, or characterize average influence, i.e., be within the range of 0.5 to 0.7.	The final system of partial indicators for determining the reputation of enterprises.
3. Calculation of the significance coefficients of partial indicators included in the final system of partial indicators for determining reputation	Multivariate factor analysis, based on the results of which the factor loadings of the selected partial indicators are normalized for each of the five impression types, which in total must equal 1 for each type of impression.	Normalized significance coefficients for each partial indicator of the types of impressions included in the reputation assessment system.
4. Calculation of the integral taxonomic indicator of reputation development for each of the five types of impressions (by content)	The method of the integral taxonomic indicator of reputation development, according to which integral indicators are calculated for each of the five types of impressions.	Quantitative values of the five integral indicators of types of impressions.
5. Determination of the overall integral taxonomic indicator of reputation development for each enterprise, considering all five integral indicators by type of impression regarding this enterprise	The arithmetic mean or geometric mean method applied to the five integral taxonomic indicators of reputation development by type of impression. To normalize the significance coefficients, normalized indicators for partial indicators are used.	Quantitative value of the overall integral taxonomic indicator of reputation development.
6. Determination of the qualitative level of an enterprise's reputation based on the total integral taxonomic indicator of reputation development	The golden section method based on the property development function.	Determination of the correspondence of quantitative values of general integral taxonomic indicators of reputation development for each enterprise according to their qualitative levels.
7. Determination of the most sensitive partial indicators of enterprise reputation	Multivariate factor analysis method, strategic reserves and strategic gaps method, according to which they are rated and a strategic plan of measures to improve and develop the reputation of each enterprise is designed. The higher the rating, the more sensitive the partial indicator of the reputation of enterprises is to changes. It is precisely the sensitive indicators that should be selected by managers to exert managerial influence to increase the level of reputation development.	Rating of sensitive partial reputation indicators for use as a management tool to improve and develop the reputation of each enterprise.

Source: developed by the author.

The methodological approach (Table 1) is of significant practical importance, as it forms the basis for making management decisions on the formation of enterprise development strategies, taking the reputation into account.

Conclusions and prospects for further research

Thus, the proposals outlined above allow us to broaden our understanding of the concept of "impressions", identify their characteristics and functions, improve their classification and propose a hierarchical system of indicators for the quantitative measurement of impressions, which can be used to assess the emotional component of impressions — the reputation of an enterprise, which is the basis for strategizing to determine enterprise development strategies in the experience economy.

Further research should focus on the feasibility of using the proposed system of reputation assessment indicators to predict its values, considering each type of impression, using economic and mathematical methods.

Література

1. Великий тлумачний словник сучасної української мови (з дод. і допов.) / Уклад. і голов. ред. В. Т. Бусел. Київ: Ірпінь: ВТФ «Перун», 2005. 1728 с. URL: https://archive.org/stream/velykyslovnyk/velykyslovnyk_djvu.txt.
2. Караванський С. Практичний словник синонімів української мови : близько 20 000 синонім. рядів. 4-те вид., опрац. і значно допов. Львів: БаК, 2012. 523 с.
3. Вікісловник : веб-сайт. URL: <https://uk.wiktionary.org/wiki/%D0%BE%D0%BF%D1%96%D0%BD%D1%96%D1%8F>.
4. Всесвітній словник української мови. : веб-сайт. URL: <https://uk.worldwidedictionary.org>.
5. Варій М.Й. Загальна психологія: навч. посіб. для студ. психол. і педагог. спеціальностей. Львів: Край, 2005.
6. Смоляр Л. Що таке емоційний інтелект і як він впливає на життя. URL: <https://life.pravda.com.ua/health/2017/10/15/226957/>.
7. Mayer J. D., Salovey P. The Intelligence of emotional intelligence. *Intelligence*. 1993. Vol. 17, № 4. P. 433- 442.
8. Носенко Е. Л., Коврига Н. В. Емоційний інтелект як інтегральна особистісна властивість. *Практична психологія і соціальна робота*. 2008. № 9. С. 22-27.

9. Психологічна енциклопедія / автор-упорядник О. М. Степанов. Київ : Академвидав, 2006. 423 с.
10. Ляц О.П. Емоційний інтелект як предмет психологічних досліджень. *Проблеми сучасної психології*. 2013. № 22. С. 324–335.
11. Мазахю І. Аналіз проблеми емоційного інтелекту як особистісного ресурсу. *Сучасна психологія: проблеми та перспективи*. 2020. С. 100–104. URL: http://dspace.idgu.edu.ua/xmlui/bitstream/handle/123456789/1294/%20%20%20%20%20%20_20_%20%20%20%20%20%20%20%20_20.%20%20%201.pdf?sequence=1
12. Опанасюк І. В. Психологічна сутність феномену «емоційний інтелект». Збірник наук. праць : філософія, соціологія, психологія. Івано-Франківськ : Вид-во ДВНЗ «Прикарпат. нац. ун-т ім. Василя Стефаника». 2013. Вип. 18. Ч. 1. 213 с.
13. Gardner, H. Multiple intelligences: the theory in practice. New York : Basic Books, 1993. 304p
14. Mayer J. D. Salovey P. Emotional intelligence and the construction and regulation of feelings. *Applied and Preventive Psychology*. 1995. Vol. 4. P. 197–208.
15. Leeper R. Cognitive learning theory. In: Learning: theories. N. Y., 1970. 325 p.
16. Гουλман Д. Емоційний інтелект у бізнесі. Київ: Vivat, 2021.
17. Джонсон М., Гуман П. Вплив брендів. Таємна сила нейронауки в маркетингу. Київ: Vivat, 2023.
18. Болотна О. В. Емоційний маркетинг як технологія управління поведінкою споживачів. *Ефективна економіка*. 2013. № 8. URL: <http://www.economy.nayka.com.ua/?op=1&z=2257>.
19. Економіка вражень і природокористування: принципи інклюзивності та сталості : монографія; за наук. ред. Хумарової Н.І.; НАН України, ДУ «Ін-т ринку і екон.-екол. дослідж. НАН України». Одеса : ДУ «ІРЕД НАНУ», 2021. 506 с.
20. Талер Р. Поведінкова економіка. Як емоції впливають на економічні рішення / Пер. з англ. Світлана Крикуненко. Київ : Наш формат, 2018. 464 с.
21. Ястремська О.М., Тимонін О.М., Тимонін К.О. Бренди промислових підприємств: формування та ефективність використання: монографія. Харків: Вид. ХНЕУ, 2013. 244 с.
22. Ястремська О. Види вражень та їх видирювання як результат діяльності підприємства. *Маркетингові та організаційні механізми повоенного розвитку галузі гостинності та туризму України*: зб. тез доповідей II Міжнародної наук.-практ. конф. (м. Харків, 26-27 лист. 2024 р.). Ч. I. Харків : Нац. техн. ун-т «Харків. політехн. ін-т», 2024. 680 с. С. 24 – 31. URL: <http://repository.hneu.edu.ua/handle/123456789/34722>.
23. Крупа О. М. Державна підтримка і стимулювання розвитку проблемних регіонів на основі цільових програм : автореф. дис. ... канд. екон. наук : 08.00.05. Харків, 2011. 20 с.
24. Shmatkov D., Bielikova N., Antonenko N., Shelkoviych A. Developing an environmental monitoring program based on the principles of didactic reduction. *European Journal of Geography*. 2019. Vol. 10. No 1. pp. 99-116. URL: <https://eurogeojournal.eu/index.php/ejg/article/view/65>.

References

1. Busel, V. T. (Ed.). (2005). *Velykyi tлумachnyi slovnyk suchasnoi ukrainskoi movy (z dod. i dopov.)* [Comprehensive explanatory dictionary of the modern Ukrainian language (with additions and supplements)]. Kyiv-Irpin: VTF "Perun". Available at: https://archive.org/stream/velykyislovnyk/velykyislovnyk_djvu.txt.
2. Karavanskyi, S. (2012). *Praktychnyi slovnyk synonimiv ukrainskoi movy: blyzko 20 000 synonim. riadiv* [Practical dictionary of synonyms of the Ukrainian language: about 20,000 synonymic rows] (4th ed., rev. and expanded). Lviv: BaK.
3. *Vikislovnnyk* [Wiktionary]. (n.d.). Available at: <https://uk.wiktionary.org/wiki/%D0%BE%D0%BF%D1%96%D0%BD%D1%96%D1%8F>.
4. *Vsesvitnyi slovnyk ukrainskoi movy* [Worldwide dictionary of the Ukrainian language]. (n.d.). Available at: <https://uk.worldwidedictionary.org>.
5. Varii, M. I. (2005). *Zahalna psykholohiia: navch. posib. dlia stud. psykol. i pedahoh. spetsialnostei* [General psychology: A textbook for students of psychology and pedagogy specialties]. Lviv: Krai.
6. Smoliar, L. (2017). Shcho take emotsiinyi intelekt i yak vin vplyvaie na zhyttia [What is emotional intelligence and how it affects life]. Available at: <https://life.pravda.com.ua/health/2017/10/15/226957/>.
7. Mayer, J. D., & Salovey, P. (1993). The intelligence of emotional intelligence. *Intelligence*, 17(4), 433–442.
8. Nosenko, E. L., & Kovryha, N. V. (2008). Emotsiinyi intelekt yak intebralna osobystisna vlastyvist [Emotional intelligence as an integral personality trait]. *Praktychna psykholohiia i sotsialna robota*, 9, 22–27.
9. Stepanov, O. M. (Ed.). (2006). *Psykholohichna entsyklopediia* [Psychological encyclopedia]. Kyiv: Akademvydav.
10. Liashch, O. P. (2013). Emotsiinyi intelekt yak predmet psykholohichnykh doslidzhen [Emotional intelligence as a subject of psychological research]. *Problemy suchasnoi psykholohii*, 22, 324–335.
11. Mazoha, I. (2020). Analiz problemy emotsiinoho intelektu yak osobystisnoho resursu [Analysis of the problem of emotional intelligence as a personal resource]. *Suchasna psykholohiia: problemy ta perspektyvy*, 100–104. Available at: <http://dspace.idgu.edu.ua/xmlui/bitstream/handle/123456789/1294/>.
12. Opanasiuk, I. V. (2013). Psykholohichna sutnist fenomenu "emotsiinyi intelekt" [The psychological essence of the phenomenon of "emotional intelligence"]. *Zbirnyk nauk. prats: filosofii, sotsiolohiia, psykholohiia*, 18(1). Ivano-Frankivsk: Vyd-vo DVNZ "Prykarpat. nats. un-t im. Vasylia Stefanyka".
13. Gardner, H. (1993). *Multiple intelligences: The theory in practice*. New York: Basic Books.
14. Mayer, J. D., & Salovey, P. (1995). Emotional intelligence and the construction and regulation of feelings. *Applied and Preventive Psychology*, 4, 197–208.
15. Leeper, R. (1970). Cognitive learning theory. In *Learning: Theories* (p. 325). New York.
16. Houlman, D. (2021). *Emotsiinyi intelekt u biznesi* [Emotional intelligence in business]. Kyiv: Vivat.
17. Johnson, M., & Human, P. (2023). *Vplyv brendiv. Taiamna syla neironauky v marketynhu* [The influence of brands. The secret power of neuroscience in marketing]. Kyiv: Vivat.
18. Bolotna, O. V. (2013). Emotsiinyi marketynh yak tekhnolohiia upravlinnia povedinkoiu spozhyvachiv [Emotional marketing as a technology of consumer behavior management]. *Efektivna ekonomika*, 8. Available at: <http://www.economy.nayka.com.ua/?op=1&z=2257>.
19. Khumarova, N. I. (Ed.). (2021). *Ekonomika vrazhen i pryrodokorystuvannia: pryntsypp inkluzyvnosti ta stalosti: monohrafiia* [The experience economy and environmental management: Principles of inclusiveness and sustainability: Monograph]. Odesa: DU "IREED NANU".
20. Thaler, R. (2018). *Povedinkova ekonomika. Yak emotsii vplyvaiut na ekonomichni rishennia* [Behavioral economics. How emotions affect economic decisions] [S. Krykunenko, Trans.]. Kyiv: Nash format.
21. Yastremska, O. M., Timonin, O. M., & Timonin, K. O. (2013). *Brandy promyslovykh pidpriemstv: formuvannia ta efektyvnist vykorystannia: monohrafiia* [Brands of industrial enterprises: Formation and efficiency of use: Monograph]. Kharkiv: Vyd. KhNEU.
22. Yastremska, O. (2024). Vydryv vrazhen ta yikh vymyruvannia yak rezultat diialnosti pidpriemstva [Types of impressions and their measurement as a result of enterprise activity]. In *Marketynhovi ta orhanizatsiini mekhanizmy povoiennoho rozvytku haluzi hostynnosti ta turyzmu Ukrainy: Zb. tez dopovidei II Mizhnar. nauk.-prakt. konf. (Kharkiv, 26–27 lyst. 2024 r.), Part 1* (pp. 24–31). Kharkiv: Nats. tekhn. un-t "Kharkiv. politekh. in-t". Available at: <http://repository.hneu.edu.ua/handle/123456789/34722>.
23. Krupa, O. M. (2011). *Derzhavna pidtrymka i stymuliuvannia rozvytku problemnykh rehioniv na osnovi tsilovykh prohram: avtoref. dys. kand. ekon. nauk: 08.00.05* [State support and stimulation of the development of problem regions on the basis of targeted programs: Abstract of PhD dissertation]. Kharkiv.
24. Shmatkov, D., Bielikova, N., Antonenko, N., & Shelkovyi, A. (2019). Developing an environmental monitoring program based on the principles of didactic reduction. *European Journal of Geography*, 10(1), 99–116. Available at: <https://eurogeojournal.eu/index.php/egj/article/view/65>.

Стаття надійшла до редакції 15.07.2025 р.