

a long life cycle, requiring minimal maintenance (to reduce its overhead costs and support customer satisfaction), optimised for recycling of parts at the end of its life cycle. For example, renting out dresses for weddings or graduations. If we look at organisations that are purely engaged in this, we can say that they have a cyclical profit margin: it is much higher in summer and spring than in winter.

**Conclusion.** To sum up, these innovative business models are relevant in our country, but as they are quite new to our market, there are difficulties in implementing them. In general, the economy is developing and the market is developing along with it, so these business models have great potential.

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#### TIME MANAGEMENT

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*Резюме – на современном этапе эффективное управление временем как ресурсом является одной из главных задач тайм-менеджмента – технологии, позволяющей невозполнимое время жизни использовать в соответствии со своими личными и бизнес-целями.*

*Resume – at the present stage, the effective management of time as a resource is one of the main tasks of time management, a technology that allows you to use the non-replaceable time of life in accordance with your personal and business goals and values.*

**Introduction.** Time management is the technology of competent distribution of time and increasing the efficiency of the use of resources. It is a certain set of techniques and methods that allow you to reduce the time spent on some tasks without loss of quality.

**Main part.** The key goal of time management is to prioritize the tasks and accomplish the most important of them.

The following techniques have long been "invented", based on the well-known Pareto rule: 20 % of all tasks produce 80 % of the results, and vice versa.

That is, the main efforts should be directed at what is within this 20 %. These are the most important ones.

The first method is considered "ABC-analysis", according to which: A-tasks are the most significant, while their implementation will require no more than 10 % of the time. The importance of A-tasks is difficult to overestimate, because their contribution to achieving the goals is evaluated as 70 %! B-tasks are tasks of average importance, they account for approximately 20 % of the time required for their implementation, and 20 % of their importance, but C-tasks require more than 70 % of time, while their usefulness in the aggregate does not exceed 10 %.

Another methodology is a combination of "importance and urgency" characteristics. After reviewing the list of cases, their relative importance and urgency should be examined. Subsequently, all cases should be assigned as follows: A – important and urgent; B – important and non-urgent; C – unimportant and urgent; D – unimportant and non-urgent. Such a sequence will inevitably force you to think. At the beginning of course it is difficult to prioritize and distribute things, but later it will be much easier, and the effort will pay off.

**Conclusion.** According to experts, today, time management is just beginning to establish itself as a special discipline in the managerial sphere of scientific and practical knowledge in order to improve the economic situation of people.

The economic function is that the rational use of time resources can significantly increase the productivity of both individuals and the collective as a whole.

The personal value of time management is that it allows a person to get as much free time and pay more attention to their health and recreation.

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### ORGANIC MARKETING AS ONE OF THE LEADING MARKETING TRENDS OF 2023

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*Резюме – основной целью данной работы является рассмотрение органического маркетинга как тренда современного маркетинга.*

*Resume – the main purpose of this work is to consider organic marketing as a trend of modern marketing.*

**Introduction.** Organic marketing is a marketing activity whose main focus is aimed at meeting the needs and requirements of the company's target audience with products, goods and services that help protect the environment. The main