

company's growth strategy, which ensures transparency of management, care for the environment and the people with whom the company interacts. Today, more and more companies are using this general strategy. Such business behavior can be evaluated on the positive side.

On a more global scale, the ESG strategy helps to achieve the Sustainable Development Goal. This is the achievement of 17 set Sustainable Development Goals adopted in 2015 and covering the most important problems of society - from poverty and equality to climate and ecology. Today, no company can openly ignore these problems. Inaction is likely to lead to a decrease in customer trust and loyalty, a decrease in sales rates and a loss of market share. Companies should not ignore environmental and social aspects. Organic marketing in this case acts as one of the methods of achievement, as a way of highlighting these problems for a large audience.

Conclusion. Thus, using organic marketing methods, companies conduct events, take actions, create communities, support innovations and finance solutions to problems of public interest, increase consumer loyalty and self-confidence, and fulfill global environmental protection missions.

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PREVENT CAUSES, CONSEQUENCES AND WAYS TO ECONOMIC WARS

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Резюме – экономические войны становятся все более частым явлением в мире. Они возникают из-за конкуренции между странами за ресурсы и рынки, а также из-за политических разногласий. Экономические войны имеют серьезные последствия для экономики и жизни людей. В статье рассматриваются причины экономических войн и способы их предотвращения.

Summary – economic wars are becoming more and more common in the modern world. They arise due to competition between countries for resources and markets, as well as due to political differences. Economic wars have serious consequences for the economy and the lives of ordinary people. In this paper the causes of economic wars and ways to prevent them are considered.

Introduction. Economic wars are a phenomenon that can occur in any economy, regardless of its size and geographical location. They represent conflicts between States that manifest themselves in the economic sphere. And they can also take various forms, from competition in the market to sanctions and trade wars. Such wars are not only a threat to economic stability, but also to the world order

as a whole. They can lead to the strengthening of nationalism, the collapse of international organizations and the deterioration of relations between countries.

Main part. One of the main causes of economic wars is differences in economic systems and inequality in trade. If one country supplies more goods and services than it imports, it can provoke outrage from other countries. Which in turn leads to the introduction of trade barriers, such as customs duties and quotas on imports of goods.

Another reason for economic wars are sanctions that can be imposed against another country in response to its actions. Sanctions can take various forms, for example, a ban on the export of certain goods, freezing of assets or a ban on entry into the country. The remaining prerequisites for conflicts are:

- competition in the global market;
- introduction of import restrictions: in this way, the country protects its producers from competition from other countries;
- national security: Countries can use economic measures, such as banning the export of goods that can be used for military purposes;
- ideological differences;
- resource conflicts: conflicts over resources such as oil, gas or water [1].

As in any other war, economic wars have their victims. They can lead to serious changes in international relations and deterioration of diplomatic ties between countries, trade barriers arise, leading to an increase in prices for goods and services, which in turn affects people's living conditions.

They also lead to increased conflicts and tensions in the international community, to the deterioration of general security. To prevent economic wars on the world market, it is necessary to create conditions for free and fair competition. This means that governments should regulate the market and fight monopolies and other forms of unfair competition, companies should take into account the interests of consumers and strive to improve the quality of goods and services, which will allow them not only to preserve their reputation, but also to increase their competitiveness in the long term [2].

It is also important to develop international cooperation through partnership and dialogue between countries, as well as the establishment of rules and norms that will regulate economic relations. This is the only way to achieve stability and prosperity in the world market and prevent economic wars that can cause serious damage to all market participants.

Conclusion. To sum up, economic wars have serious consequences for the economy and the lives of ordinary people. They arise due to competition between countries for resources and markets, as well as due to political differences. However, there are ways to prevent economic wars, such as a diplomatic approach, strengthening international institutions and cooperation between countries.

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DIRECTIONS AND PROBLEMS IN PSYCHOLOGY AS A MODERN SCIENCE

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Резюме – в статье рассматриваются направления и проблемы психологии, которые затрагивают жизнь общества.

Resume – the article deals with the directions and problems of psychology that affect the life of society.

Introduction. In recent years, psychology as a science has made a big step forward. The list of questions that psychologists of various industries began to study has increased. New research methods, disciplines and directions also began to appear. Consequently, such a positive shift contributed to the growth of problems in psychology.

The main part. Coming to a consultation with a psychologist, we do not know that there is no single science – psychology, but there are various areas with wonderful methods of work.

The first direction is psychoanalysis. This direction explores the dynamics of libido. Libido is often reduced only in sexual terms, but this is not so. These are different actions that bring pleasure to a person: creativity, work, sports, aesthetics and much more. The most important period of life is childhood, since at this time the human psyche begins to emerge and consciousness is faced with insoluble contradictions.

Psychodrama is a direction that initiated its development in the 20s. It consists in a group type of action. The problem is solved by the manifestation of the inner reality of a person in a situation of social environment.

Logotherapy is a strategy aimed at convincing that a person develops only when he begins to seek and realize himself. In the process of this direction, the task is to help a person find the meaning of life, which he cannot take from others. The solution was found in dialogue, the process of which consists of discussing personal experiences.

Coaching is a more training direction and is informal learning. This direction is considered highly effective, since a person then acquires the ability to act effectively in various conditions.

Particular attention is also given to problems in modern psychology, since without them it will be difficult to find solutions.