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ASPECTS OF MARKETING MANAGEMENT OF PUBLIC ORGANIZATIONS IN THE CONTEXT OF THE DISCIPLINE "HISTORY OF ECONOMICS AND ECONOMIC THOUGHT"

Summary

The article considers the issue of ensuring the effectiveness of domestic non-governmental organizations in terms of theoretical and practical components of management and marketing. The evolution of the principles of the "third sector" in space of "History of Economics and Economic Thought" is traced. The stages and main tendencies of civil society development in Ukraine since the 90s of the XX century to up to date are systematized. The factors of ensuring the effective operation of public organizations are analyzed - strategic planning, communication channels, project management, fundraiser, financial sustainability indicators, monitoring and transparency. Peculiarities of marketing in the field of charitable institutes and volunteering are considered. The method of managing changes in non-governmental associations of Ukraine to the conditions of martial law has been implemented. New trends in the management of public organizations are identified: adaptability of strategic planning; mobility in resource management; maximum transparency; effective internal and external feedback; digitalization; creation of networks of non-governmental organizations; introduction of project fundraising. It is generalized that in the conditions of war leaders of non-governmental organizations combine several roles: 1) a marketer who forms the requests of NGOs and makes proposals to potential donors; 2) project manager, who administers the progress of team tasks and deadlines; 3) PR-professional; 4) a strategist who adapts the capabilities of the NGO to the donor's requests; 5) a sales specialist who, as it can be said, sells NGO to the donor; 6) a financial manager who efficiently and transparently uses the resources involved; 7) a leader-manager who harmoniously combines professional and soft-skills.

Keywords: non-governmental organizations, history of economics and economic thought, NGO management, non-profit marketing, marketing management, «Information wars», media literacy, leadership.

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