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INFORMATION SUPPORT IN SUSTAINABLE DEVELOPMENT PLANNING

The services market is characterized by high dynamism of market processes and high dynamism of supply on it. One of the main trends observed in the services market is the rapid spread of new information and communication technologies, which is the result of Ukraine's involvement in the processes of globalization and European integration. The development of information and communication technologies makes it possible to improve traditional services, due to which new ways of providing services via the Internet appear and new consumers are attracted.

Any information system works thanks to information support, therefore the effectiveness of its work depends primarily on the effectiveness of information support. Information support in sustainable development planning involves the use of information systems and technologies to collect, analyze and monitor data to make informed decisions on environmental, social and economic sustainability, allowing enterprises and states to effectively manage resources, reduce environmental impact and achieve the Sustainable Development Goals, but requires investment, training and cybersecurity.

Information support in the service sector is a regulatory tool that is responsible for the timely receipt of relevant and reliable information resources, and also contributes to the effective dissemination of information from managers to performers. The importance of information support in the process of managing service organizations is due to the need to meet the needs not only of management, but also to be able to collect, accumulate and process all information that may affect activities in the long term. The significance and role of information support in the process of marketing the organization's services is due to the variability of the external environment and the domestic economic space. The key features include:

- dynamic changes in the market environment in accordance with rapid changes in technologies, consumer preferences and competitive conditions;
- the need for data for making management decisions in the field of marketing services in conditions of information overload;
- the importance of marketing innovations for the effective implementation of new products and services;
- globalization of business in international markets;
- information support increases the efficiency of management processes, improves coordination and interaction between different departments, and helps reduce costs.

Therefore, information support is an integral part of marketing management in the service sector, which allows organizations to successfully compete, adapt to changes and ensure sustainable growth in the modern business environment. One of the conditions for stable functioning and effective implementation of organizational development is the use of principles and tools of

information support in the activities [1]. The introduction, improvement of existing and development of new information technologies for managing organizations is evolutionary: Master Planning Schedule (MPS); Material Resource Planning (MRP); Manufacturing Resource Planning (MRP II); Capacity Requirements Planning (CRP); Finance Requirements Planning (FRP); Enterprise Resource Planning (ERP); Customer Relationship Management (CRM); supply chain management (SCM); customer synchronized resource planning (CSR); enterprise resource and relationship planning (ERP II); common performance management (CPM).

Corporate systems combine structural divisions of the organization into a single circuit (customer order – production order – material purchase order – material delivery – production of finished products – delivery of finished products to the customer). Such complex systems include: ERP class systems, SAP/R3, Oracle E-Business Suite, Baan IV, Microsoft Business Solutions–Axapta and others.

In modern conditions of economic development, there is a tendency to increase consumer demand for multimedia convergent telecommunication services, machine-to-machine (M2M) services, Internet of Things (IoT) services, an increase in the number of owners of multifunctional terminal equipment with wireless access to the Internet; creating conditions for the activities of virtual operators [2].

The role of IT in achieving the Sustainable Development Goals is to reduce waste, energy efficiency, clean technologies; ensure transparency, equitable access and a healthy community, increase efficiency, innovation and green investments. Information security is a critical tool for the transition to sustainable development, ensuring transparency, efficiency and the ability to adapt to modern challenges.

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AN ESG-BASED CONCEPTUAL MODEL OF SUSTAINABLE MARKETING WITHIN FINANCIAL AND ECONOMIC DEVELOPMENT SYSTEMS

The functioning of modern economic systems takes place under conditions of increasing financial risks, heightened regulatory pressure, and the need to integrate environmental and social factors into economic decision-making processes. Under such circumstances, the search for tools capable of ensuring the alignment of strategic development goals with financial and economic efficiency becomes particularly relevant. One such tool is a conceptual model of sustainable marketing, which enables the systematic integration of market mechanisms with sustainable development goals.

This study proposes a conceptual model of sustainable marketing developed on the basis of a bibliometric analysis of contemporary scientific discourse. Unlike fragmentary approaches focused on individual marketing or socio-environmental instruments, the proposed model conceptualizes sustainable marketing as a financial and economic mechanism for supporting the development of economic systems, functioning through the interaction of strategic decisions, operational instruments, and market behavioral signals.

The architectonics of the model is based on a three-level structure comprising strategic, instrumental-process, and behavioral-value levels. This structure makes it possible to capture the