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PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW

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Pidlubnyi V., Trapaidze S.**

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ABSTRACT

The agro-industrial sector is one of the locomotives of the national economy of Ukraine: the industry was growing steadily until the beginning of the full-scale war, the annual growth was 5-6%, the share of agricultural production in the GDP was 10%, and together with the processing of agricultural products – 16%. Agriculture was one of the leaders in world production of some types of food, providing trade volumes equivalent to 6% of global calorie consumption. Ukraine was the leader in international trade in sunflower oil (first place in the world), rapeseed and barley (third and fourth places, respectively) and other products. Trade in agricultural products and foodstuffs brought Ukraine about 22 billion dollars annually. USA and accounted for 41% of all exports. However, the invasion of the Russian Federation into Ukraine led to corresponding negative changes in the functioning of enterprises in the agrarian sector of the economy.

It should be noted that there have been significant changes in the economic relations between agricultural producers and processing enterprises, suppliers, and intermediaries: the system of stable relations with the processing sphere was destroyed, and the state order for agricultural products was canceled. Agricultural enterprises faced serious problems during the sale of produced products and the purchase of the necessary means of production. They were forced to independently engage in planning, pricing, study of external and internal markets, tastes and preferences of consumers, evaluation of competitors' advantages, etc. That is, there is an urgent need to introduce a new management concept that will help adapt to market conditions and ensure the competitiveness of their products on the domestic and foreign markets.

In modern enterprises, one of the most effective tools for influencing the result is the management of marketing activities. Considering the current situation in the country, it becomes necessary to improve the activities of enterprises, and in particular the marketing component to increase the competitive characteristics of their goods or services.

Despite the war and large-scale destruction, agriculture is unlikely to lose its status as one of the leading branches of the Ukrainian economy. However, today's conditions require agrarian enterprises to direct their development to the future with an orientation towards meeting the needs of consumers by more effective means than competitors. It is due to successful marketing that the necessary conditions for the sustainable development of an enterprise in the agrarian sector are created.

The results of the presented research in the monograph are made within the initiative of the Department of Agrarian Management and Marketing of Vinnytsia National Agrarian University "Development of the concept of marketing management of agricultural enterprises" state registration number: 0122U002111 for 2022–2024.

**PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN
ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW**

TABLE OF CONTENTS

1.	<p>Lohosha R.¹</p> <p>MECHANISMS OF STRATEGIC MANAGEMENT OF MARKETING ACTIVITIES OF AGRIBUSINESS ENTITIES UNDER MARTIAL LAW</p> <p>¹ Head of the Department of Agricultural Management and Marketing Vinnitsa National Agrarian University</p>	7
2.	<p>Mazur K.¹, Aliksieieva O.²</p> <p>DEVELOPMENT OF ECOLOGICAL MARKETING IN THE SPHERE OF PRODUCTION OF BIOFERTILIZERS</p> <p>¹ Department of Agrarian Management and Marketing, Vinnytsia National Agrarian University ² Vinnytsia National Agrarian University</p>	30
3.	<p>Babyna O.¹, Babyn I.²</p> <p>PROSPECTS AND ASSESSMENT OF THE DEVELOPMENT OF MARKETING ACTIVITY OF AGRICULTURAL ENTERPRISES OF UKRAINE</p> <p>¹ Department of Agrarian Management and Marketing, Vinnytsia National Agrarian University, Vinnytsia, Ukraine ² Department of machinery and equipment for agricultural production of Vinnytsia National Agrarian University, Vinnytsia, Ukraine</p>	49
4.	<p>Belkin I.¹</p> <p>MARKETING ACTIVITIES OF UKRAINIAN COMPANIES IN TODAY'S CONDITIONS</p> <p>¹ Department of Agricultural Management and Marketing, Vinnytsia National Agrarian University, Vinnytsia, Ukraine</p>	86
5.	<p>Germaniuk N.¹</p> <p>FEATURES OF ORGANIZATIONAL SUPPORT OF MANAGEMENT OF COMPETITIVENESS OF AN ENTERPRISE</p> <p>¹ Department of Agricultural Management and Marketing, Vinnitsa National Agrarian University</p>	121
6.	<p>Gontaruk Y.¹</p> <p>MANAGEMENT OF THE PROCESSING AND SALE OF SOLID HOUSEHOLD WASTE AS A DIRECTION OF ENSURING ECOLOGICALLY EFFECTIVE DEVELOPMENT OF TERRITORIAL COMMUNITIES</p> <p>¹ Department of Agrarian Management and Marketing, Vinnytsia National Agrarian University</p>	153

**PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN
ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW**

7.	<p>Harbar Z.¹, Kubai O.¹</p> <p>FEATURES OF SALES SYSTEM MANAGEMENT IN ENTERPRISES OF AGRICULTURE</p> <p>¹ Department of Agrarian Management and Marketing, Vinnytsia National Agrarian University</p>	177
8.	<p>Koval O.¹</p> <p>FORMATION OF A MARKETING STRATEGY FOR THE SALE OF PRODUCTS OF AN AGRICULTURAL ENTERPRISE</p> <p>¹ Vinnytsia National Agrarian University</p>	202
9.	<p>Pidlubnyi V.¹</p> <p>MANAGEMENT OF MARKETING INFORMATION CYBER SECURITY IN THE CONDITIONS OF MARTIAL LAW</p> <p>¹ Department of Computer Science and Economic Cybernetics, Vinnitsa National Agrarian University</p>	210
10.	<p>Trapaidze S.¹</p> <p>DIRECTIONS FOR IMPROVING MARKETING MANAGEMENT OF AGRO-INDUSTRIAL PRODUCTION IN THE REGION</p> <p>¹ Department of Agricultural Management and Marketing, Vinnitsa National Agrarian University</p>	227
	REFERENCES	243

9. Management of marketing information cyber security in the conditions of martial law

In the civilized world, a person adheres to a certain framework of limits and norms of behavior, activity and personal hygiene, or in other words, creating favorable conditions for his body and protecting it from bacteria and viruses. The information environment combined with the digital environment also needs «hygiene» and «protection». Regarding the protection of digital information, there is a term «cyber security».

Cybersecurity is a set of processes, practical advice and technological solutions that help protect critical systems and networks from cyberattacks. As the volume of data increases and more users work and communicate from anywhere, cybercriminals are developing sophisticated methods to gain access to resources, steal data, sabotage businesses or extort money. Every year, the number of attacks increases, and attackers develop new methods to avoid detection. An effective cybersecurity program includes professionals, processes, and technology solutions that work together to reduce the risk of business interruption, financial loss, and reputational damage from attacks.

Cybersecurity is critical in a state of war, as the use of cyberattacks can have a significant impact on the outcome of military operations and national security as a whole.

In wartime, cybercriminals, cyberspies and cyberterrorists can use a variety of techniques and technologies to attack computer systems and networks. Such attacks can have serious consequences, such as the destruction of critical infrastructure facilities, destruction of data, shutdown of transport systems, telecommunications and other life support systems [165, p. 43].

One of the main strategies for combating cyber aggression is to ensure cyber security by ensuring a high level of protection of information systems, as well as ensuring high timeliness of detection, analysis and response to cyber attacks. National cyber security should be part of the overall security of the country.

PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW

Martial law conditions can also lead to an increase in cyber attacks, so it is important to have cyber attack recovery plans and procedures in place to help restore damaged systems and networks.

In addition, cybersecurity education and training for military and civilian personnel must be provided so that they can effectively protect the nation's information infrastructure in wartime.

Marketing, like other areas of activity, has its own characteristics and components, after analyzing which you can focus on information protection and cyber security.

Marketing information is any information that is used to promote a product or service in the market. It can be information about product features, price, promotions, discounts, as well as any information that attracts the attention of potential buyers and forces them to make a purchase.

Marketing information can be presented in various formats, such as advertisements, brochures, booklets, catalogs, videos, press releases and others. It is important that this information is accurate, correct and corresponds to the real state of affairs, since any inaccurate information can cause a negative reaction from buyers and affect the company's reputation.

Marketing information can be used to promote a product or service at various stages of sales – from attracting the attention of potential buyers to the end of the purchase and sale transaction. Also, marketing information can be used to study the market and competitors in order to improve the effectiveness of the company's marketing strategy.

There are many types of marketing information that are used to promote products or services in the market. Here are some of them [166, p. 56]:

1. Advertising: it can be banners on websites, advertisements in magazines and newspapers, advertisements on radio and television, direct mails, etc.

2. Brochures, booklets and catalogs: These materials contain information about the products or services that the company offers, their features, benefits and other details.

PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW

3. Videos: These can be used on company websites, social media, conferences, exhibitions and other events.

4. Press releases: these materials are used for public information about news and events related to the company or its products.

5. Social media: This can be posts on Facebook, Twitter, Instagram, LinkedIn, etc.

6. Email marketing: it can be direct email mailings, newsletters, mailings with offers, and others.

7. Sponsorship: These can be sponsored events such as sports matches, concerts, etc., which are used to promote products or services.

8. Online advertising: These can be search engine ads, website banners, YouTube ads, etc.

These types of marketing information can be used individually or in combination, depending on the company's marketing strategy and its target audience.

The last points of marketing information are components of digital marketing.

Digital marketing is marketing that provides interaction with customers and business partners using digital information and communication technologies and electronic devices, in a broader sense, it is the implementation of marketing activities using digital information and communication technologies.

Digital marketing is the use of all possible forms of digital channels to promote a company and its product. Television, radio, internet, social media are all digital marketing tools. Digital marketing is closely intertwined with Internet marketing, but it has already developed a number of techniques that allow you to reach your target audience even in an offline environment. It solves the following tasks [167, p. 72]:

- 1) support of the brand image;
- 2) support for bringing a new brand or product to the market;
- 3) increasing recognition;
- 4) sales promotion.

Digital marketing uses the following basic techniques, each with a set of terms.

PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW

1. SEO (English search engines optimization) — site optimization in search engines, promotion of the site to the first page of search engine results for key queries;
2. SMM (eng. social media marketing) — social media marketing, media advertising in the form of static or animated pictures placed on website pages for the purpose of product promotion;
3. SMO (eng. social media optimization) — optimization for social networks, advertising in social networks: blogs, forums, online diaries;
4. Big Data technology — research of large data arrays;
5. Marketing of games — promotion of games, including the process from creating a game to selling the game and making profit from the game;
6. SEM (English search engine marketing) — marketing activity in search engines aimed at increasing website traffic;
7. Remarketing (eng. retargeting) — retargeting, repeated display of previously viewed Internet advertising;
8. Mobile marketing — marketing activity using mobile devices;
9. E-mail marketing — text messages of an advertising nature sent by e-mail;
10. Web analytics — analytics in the field of digital marketing
11. Contextual advertising of Google Adwords, Yandex Direct;
12. RTB (English real time bidding) – bidding in real time.

These techniques are used to attract new customers and provide services to existing customers that help develop customer relationships through CRM systems. Customer Relationship Management (CRM) – the use of digital communication technologies to increase sales to existing customers and encourage continued use of online services through methods such as databases, personalized web messages, customer service, chatbots, email and marketing in social networks. However, for digital marketing to be successful, there is still a need to integrate these methods with traditional media such as print, television, direct mail and sales and PR as part of multi-channel marketing communications.

The rating of the frequency of use of digital marketing methods is as follows:

PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW

- first place – SEO (site optimization in search engines) – this method is used by 90% of enterprises;
- second place – SMM (social media marketing) and SMO (optimization for social networks) – 65% of enterprises;
- third place – contextual advertising 60% – of enterprises;
- fourth place – SEM (search marketing) – 33% of enterprises.

The first place of search optimization is explained by the fact that 70-90% of consumers, depending on the type of market (B2C, B2B), start their search for a product from search engines. This is the basis of the paradigm and concept of digital marketing, which is manifested in the philosophy: «Cooperate with those who want it». This approach is a priori the most effective.

When a user turns to a search engine, his request is fixed, and thus the needs of consumers are determined. Further, with the help of other digital marketing tools, he is offered alternative options for meeting demand.

The second place of marketing activity in social networks is due to the popularity of social networks and a high level of trust in the recommendations of acquaintances and friends. Social networks are an artificial platform for realizing the biosocial propensity of people to communicate. This is facilitated by unlimited interactive communications, direct participation of users in the generation and relaying of media content, a high degree of involvement in the communication process, maximum feedback speed, and user personalization. Meanwhile, in addition to social networks, there are other types of social media that also allow influencing the position of consumers: Internet forums, blogs, photo and video hosting, virtual worlds, communities for the production of joint content, joint projects, geosocial services, event communication communities, dating sites, social aggregators. That is why the methods of SMM and SMO are so important, which allow you to form and consolidate a positive image of the company among the network community due to the organization of media sites and attracting the target audience to them, placing advertising or PR content in places of concentration of the target audience, creating

PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW

and managing blogs, cooperation with bloggers, creation or sponsorship of additional software products, holding contests.

An additional tool for social networks is viral marketing, which is effective under the condition of harmonizing the content of commercial information and the form of its illustration. Mobile marketing is not yet among the leaders of digital marketing, but it is rapidly gaining momentum and its share in the total volume of advertising should be expected to increase in the near future. The increasing potential of mobile devices, the growing number of GPS devices and various mobile applications will lead to a restructuring of digital marketing in favor of mobile marketing. Mobile marketing is 2-5 times more effective than internet marketing.

Creating effective digital programs that strengthen the product involves understanding the target audience, the customer profile and proactively developing digital solutions to solve the company's problems. The company should provide answers to the following questions [167, p. 75]:

1. Is the offer limited by issues of reach, understanding, trust or loyalty?
2. Are there problematic issues with important customer touch points?
3. If there are gaps in brand perception, how can digital marketing tools close or bridge them?

Taking this into account, the effective operation of the company is achieved by the synergy of the actions of Internet marketers and employees of other departments, in particular the marketing department, since digital marketing should not function in a reactive mode. Digital marketing comes into play at the planning and design stage of marketing programs, and its application should not be delayed. For example, Starbucks reinforces its offline value proposition with an app that lets you take advantage of quick checkout, tip, earn stars, find stores, choose personalized offers, and more. Such a strategy is aimed at obtaining a sustainable advantage in the future, which is supported by the application of innovations and an aggressive brand strategy. Consequently, staff involved in the development and promotion of R&D, design, manufacturing and marketing proposals will need to collaborate with the digital team.

The rapid development of digitization of technology and its large-scale integration

PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW

into all spheres of human activity contribute to the development of such a phenomenon as digital transformation.

Digital transformation is the introduction of modern technologies into the enterprise's business processes. This approach involves not only the installation of modern equipment or software, but also fundamental changes in management approaches, corporate culture, and external communications. As a result, the productivity of each employee and the level of customer satisfaction increase, and the company gains the reputation of a progressive and modern organization.

Digitization of processes is relevant not only at the level of individual enterprises: entire industries choose this path of development as the only opportunity to meet the rapidly changing conditions of the surrounding world. Thanks to this, the digital transformation of industry, retail trade, the public sector and other areas is already changing the life of every person and every company today.

The use of digital media, data and technology to support marketing activities has given rise to a wide range of terms proposed by practitioners and academics alike. – digital marketing, Internet marketing, electronic marketing and web marketing. Digital marketing is the evolution of internet marketing.

The digital economy is a global network of economic and social activity that is accessible through such platforms as the Internet, mobile and sensor networks. Since the digital economy is, on the one hand, a derivative of the electronic economy, and on the other, the next stage of development, the identification of fundamental differences in marketing in the digital economy is unresolved.

The new phenomena that give the digital economy independence and specificity are:

- mobile technologies;
- cloud technologies;
- business analytics based on digital technologies;
- social media.

Mobile technologies significantly change business models, as various actions with information can be carried out remotely. Smartphones are personified multifunctional

PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW

network devices that have a wide range of applications, video cameras, still cameras, allow you to connect with all devices on the Internet, with other people.

The higher the economic growth rate, the faster the number of smartphones increases. Currently, China's economy has reached the first place in the world in terms of growth rates, accordingly, China ranks first in the world in terms of the number of smartphone owners. In second place is the US economy – the US ranks second in the number of smartphone owners.

Cloud technologies allow processing large arrays of unsystematized information, systematizing it. It certainly makes marketing decisions easier. Therefore, the costs of implementing cloud services are increasing in the world.

Currently, 60% of the information collected in the world is stored in the cloud. National programs for the development of cloud services have been adopted in the USA and EU countries: in the USA, the «Federal Strategy for Cloud Computing»; in the EU – «Unlocking the potential of cloud computing in Europe» (2.5 million additional jobs, 160 billion euros in annual additional income).

Business analytics on the basis of digital technologies changes the traditional, time-stretched scheme of analytical work: information was collected for a certain time, and then analyzed. Nowadays, automatic network analysis of the flow of undocumented data, directly or indirectly related to the enterprise, is important. Business analytics tools are: business analytics platforms (business intelligence, BI), performance management tools (corporate performance management, CPM), advanced analytical applications. The largest specialized manufacturers are SAP and Microsoft.

Social media harmonize the cross-functional coordination of business divisions and communication with consumers and partners. The recent growth of social networks is due to two factors: the increase in the number of people who connect to the Internet through mobile phones, and the growth of the audience of social networks at the expense of people of older age categories (Table 1).

Techniques have already been developed that allow you to influence the target audience even in an offline environment (phone applications, SMS/MMS, advertising displays on the streets). This is the latest type of marketing, which is based on the use

PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN
ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW

of data in digital form and devices that process them (computers, phones, smartphones).

Table 1

Parameters of the main social networks

The name of the social network	Number of visitors per day, million people	Number of unique visitors per month, million people	Characteristics of the audience
Facebook	665	900	The fastest growing segment is people aged 45-54
Twitter	35	500	The fastest growing segment is people aged 55-64
YouTube	-	1000	The fastest growing segment is 18-34 year olds
Google+	120	359	The fastest growing segment is people aged 45-54
LinkedIn	9	200	The world's largest professional network

Digital marketing is broader than Internet marketing by:

1) new possibilities of mobile communication:

- text messages (SMS);
- automatic voice menu (IVR);
- multimedia messages (MMS);
- local radio communication between communication devices (Bluetooth);
- wireless data transfer protocol (WAP);
- Mobicode – a combination of numbers that makes it possible to make payments or receive discounts;
- QR code – a picture on printed products that allows a quick transition to the virtual environment;
- technologies Click To, Flash SMS, Location Based Services (LBS) – technologies for convenient downloading of software products;

2) new possibilities of television:

- technology of augmented reality (Augmented Reality) – technology of reproduction of virtual elements in reality;

3) new possibilities of interactive screens:

PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW

– 3D-projections (3D-mapping) — the technology of projecting an image onto an object in the environment;

4) new possibilities of POS terminals, video cameras:

- biometric technologies – the technology of automated identification of consumers based on physiological (fingerprints, facial recognition, DNA, iris pattern, palm or ear shape, smell) or behavioral (handwriting or keyboard handwriting, voice) characteristics.

5) new e-mail features:

- sending electronic advertising messages in the form of sms to mobile devices, i.e. telephone marketing is combined with postal mailing.

Advantages of digital marketing:

– interactivity – active involvement of the consumer in interaction with the brand;
- absence of territorial restrictions during the implementation of marketing ideas;
– ease of access to the resource (web and wap resources);

– significant spread of the Internet and mobile communication ensures active involvement of the target audience;

- possibility of operational evaluation of campaign measures and management of events in real time.

Digital marketing is divided into:

1. Pull form: the consumer independently selects the information (content) he needs and turns to the brand himself. In this case, the audience uses what is offered to them.

2. Push-form (pushing): the consumer, regardless of his desire, receives information (sms, spam, etc.). This form has a significant drawback - the information obtained in this way is often not paid enough attention, and therefore such efforts are sometimes useless.

Today, the most relevant types of marketing information are precisely those related to the Internet resource and computer technology.

The problem of information protection began to gain relevance with the spread of computer technologies and the increase in the volume of information processing and

PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW

storage. Historically, the problem of information protection was associated with the military sphere and espionage, which is extremely important at the moment in Ukraine, but with the development of information technologies and the spread of the Internet, this problem has become relevant for all spheres of activity, including business, science and personal life. , the loss of data confidentiality to the benefit of the enemy can also lead to undesirable economic consequences in the country and disruption of economic stability.

One of the biggest reasons for the problem of information protection is the increase in the number of criminal acts related to the theft and theft of information. These crimes can result in loss of confidential information, loss of financial assets and damage to reputation.

Another reason for the problem of information protection is the increase in the volume of stored and processed information. The increase in the amount of data that is stored on computers and on the Internet creates more opportunities for criminals who can break the information protection system and use the obtained information for their own purposes.

In addition, the increasing number of devices and systems connecting to the Internet creates more access points for criminals. Not all of these devices and systems are adequately protected, which can lead to information security breaches.

Ukraine has a European direction of development, including in the field of information technologies, which, for example, in the course taken by Ukraine to enter the European space (supported by the Decree of the President of Ukraine On the Cybersecurity Strategy of Ukraine dated January 27, 2016 [168]).

In the conditions of martial law, the protection of marketing information becomes an extremely important task for any company. Unfortunately, in such periods, the number of threats related to the misuse of marketing information increases, so it is necessary to take additional measures to ensure its security.

Basic measures that can be taken to protect marketing information in martial law include the following:

Storage of information on secure servers and computers with storage of backups

PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW

on secure disks. It is important that the company has access to secure servers where marketing information is stored during martial law.

Use of encryption for marketing information. All data must be encrypted to avoid unauthorized access to information.

Limiting access to marketing information to only those employees who have the right to do so. Companies must establish access rules and control visits to individual pages of the site that contain marketing information.

Ensuring security when sending marketing information by e-mail. Marketing information should only be sent via e-mail with a secure data transmission channel.

Increased control over external service providers. Companies must monitor their external suppliers.

Data protection in marketing is important because companies collect and process large amounts of personal data about their customers. This data may include name, address, email, telephone number, purchase information and other personal data. Illegal access to this data can lead to a violation of customer privacy and cause serious business consequences.

Here are some guidelines for protecting information in marketing that are especially important in martial law [169, p. 178]:

1. Ensure data security: Apply technical and organizational measures to protect data. Use strong passwords, encryption and virus protection to prevent unauthorized access to data.

2. Tell customers about the collection and use of their data: Tell your customers what data you collect about them and how you collect and use it. Provide an option to opt out of receiving promotional messages.

3. Comply with data protection legislation: Comply with the requirements of the Personal Data Protection Act and other relevant regulations governing the collection and processing of personal data.

4. Restrict access to data: Restrict access to data to only those employees who need to have access to it, and ensure strong identification and authentication.

5. Protect data in transit: Protect data in transit between computers and other

PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW

devices.

A separate item should be the protection of servers on which information is directly stored.

The protection of servers in Ukraine under martial law requires increased security measures and consideration of additional protection options. Some of these opportunities may include:

Ensuring physical security of servers – server rooms must be equipped with access control devices, such as access control systems with cards, door locks with electronic keys and video surveillance systems.

Ensuring cryptographic protection of data - data transmitted over the network must be encrypted to prevent its interception and use by unauthorized persons.

Use of security software – servers must be protected by software that detects and blocks malicious programs, including viruses and spyware.

Data Backup – To prevent data loss as a result of military operations, data should be backed up on a regular basis and stored in secure locations.

Staff training and education – staff who work with servers must be trained in security measures and protocols for behavior in dangerous situations.

Cooperation with security services - in the event of a threat to the security of servers, you should cooperate with security services and take the necessary measures to protect information.

In general, the protection of servers in a state of war requires a comprehensive approach and constant monitoring of the protection to prevent any unauthorized interference.

In accordance with the beginning of the full-scale invasion of the aggressor country on our territory on February 22, 2023, the Law of Ukraine «On Amendments to Certain Laws of Ukraine Regarding Ensuring the Functioning of Information and Communication Systems, Electronic Communication Systems, and Public Electronic Registers» was adopted, which made it possible to improve the protection information and make information systems of Ukraine more resistant to hacker attacks [170].

Actually, the threat to information security can be accidental (failures, errors, side

PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW

effects, etc.) or intentional (criminal actions of society).

Analyzing the activity and goals of hacker attacks on servers and websites of Ukraine during 2022-2023, we can come to the conclusion that with the beginning of a full-scale invasion, cyber attacks have become a tool for conducting hostilities rather than a means of putting pressure on individuals and their private data. The majority of cyberattacks were directed at the public sector. Their total number has increased tenfold.

Figure 1 shows an example of the formation of stages and directions of information security:

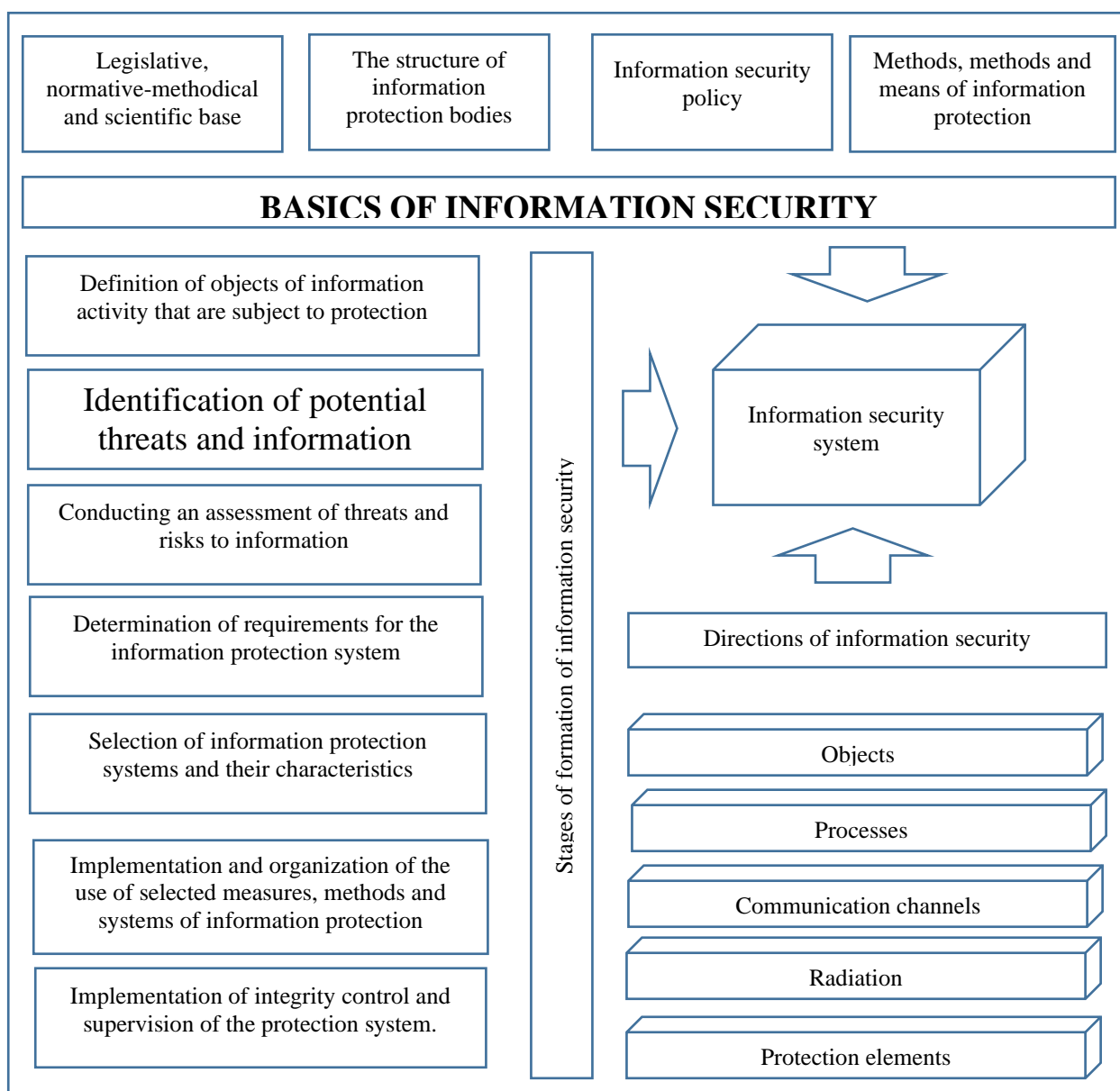


Fig. 1. Basics, stages and directions of formation of information security

PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW

According to the State Special Communications Service, the main cyberattacks since February 24 occurred on

- state and local authorities;
- information resources of the security and defense sector;
- energy sector;
- financial sector;
- commercial sector;
- telecom sector and developers;
- transport industry.

When a hacker interferes with the work of the financial sector, it can result in the theft of money, which is our taxes, pensions, wages, subsidies, etc.

The work of the energy sector, logistics hubs, and transport depends on information support and information exchange, so a hacker attack (even a successful one) can paralyze the operation of the system and the availability of services for users.

The State Intelligence Service emphasizes that before the full-scale invasion, cybercriminals focused on attacks on the central government, the media, and the military, and since February 24, they have taken up their usual business: terrorizing civilians. In particular, trying to destroy the operation of strategic infrastructure (energy, transport, communication), without which people cannot live normally.

The statistics provided by the State Intelligence Service in response to the request of the NGO «Human Rights Platform» are telling. If in February (from February 1 to 23), about 143 thousand attacks were carried out on the public sector, then in the following months this number increased rapidly:

3.2 million attacks in two decades of April,

42.7 million attacks in May,

27.7 million – in June,

32.3 million attacks in July,

28.7 million attacks in August,

25.1 million in September.

The most common type of cyberattack is scanning, that is, the collection of

PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW

information about the system and networks by malicious software. This is the reading of passwords, correspondence, installed applications with access, activity on the network and visiting sites: everything that should be both a private matter of the user and a trade secret of an enterprise or institution. Other forms of cyberattacks are spam, malicious connections, exploits, authorization attempts, and DDoS attacks.

This is how, for example, the distribution of cyberattacks on state bodies in September looked like by category [170]:

- scanning (collection of information about systems or networks) – 24,308,395 attacks;

- attempts to exploit a vulnerability (intrusion attempts using a vulnerability in a system, component or network) – 639,806 cases;

- malicious connection (attempts to connect from/to IP/URL – addresses associated with known malware, such as C2C or a distribution resource of components associated with the activity of a certain botnet) – 151,597 attempts;

- attempts to authorize or enter the system (attempt to enter services or access mechanisms, unsuccessful attempt to select authentication data or use previously compromised data that is no longer relevant) – 63,089 cases;

- DoS/DDoS denial-of-service attacks (influence on the normal operation of a system or service, which is achieved by directing requests from one or more sources to the target resource to oversaturate bandwidth or system resources) – 1,791 attacks;

- spam (sending unwanted messages or a large number of messages) – 708 cases.

Let's not forget about phishing (sending e-mails/messages with malicious software, opening which or following the attached link risks data loss, virus infection, transfer of personal data (including passwords and bank card data), loss of network access), which also happens often. In September 2022, the State Service for Special Communications and Information Protection recorded 1,060,939 phishing attacks on the public sector, in August – 977,785, and in June – 1,312,401 attacks.

Who exactly and how is being attacked – official information and information with closed access, writes the State Special Communications Service in response to a request from the Human Rights Platform NGO. But separate descriptions of cyber

PECULIARITIES OF MARKETING ACTIVITIES OF AGRARIAN ENTERPRISES IN THE CONDITIONS OF MARTIAL LAW

attacks in the public space make it possible to understand the picture of threats and know what to watch out for.

For example, in September, UAC-0098, a group linked to the Russian hacking group Conti, carried out a series of cyberattacks on Ukrainian and European organizations using phishing emails impersonating the Cyber Police of Ukraine, representatives of Starlink, Microsoft, and an Indian hotel chain [171]. This was reported by The Verge with reference to a report by the Threat Analysis Group, a division of Google that monitors state-sponsored cyber activities/

Conclusions. Taking into account the growing role of information technologies in the life of modern society and the threats they pose, the problem of information security is becoming more and more urgent and requires a comprehensive approach to its solution. Assessment of threats to information security is a necessary component of this approach, in particular when conducting a study of threats to the organization. This research should cover actions before, during, and after an attack, with particular attention to internal and external threats to ODI. Analysis of the parameters associated with these threats will allow to determine the probability of their implementation, as well as understanding the possible consequences of their implementation.

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