

Marketing Specifics of Non-Profit Organizations in a Business-Oriented Economy

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Abstract: The specifics of marketing of non-profit organizations are described and the challenges that are emerging in a modern business-oriented digital economy are described in relation to the functioning of non-profit organizations. In response to these challenges, it is necessary to develop a certain adaptation mechanism. In this situation, marketing acts as a tool for adapting non-profit organizations to new socio-economic conditions.