For successful project management within the framework of sustainable brand development, it is important to use an integrated approach that combines the diverse interests and resources of various stakeholders - government, business, NGOs and residents. One of the most effective ways to achieve this is to create partnerships that facilitate the development of joint initiatives and their implementation, which, in turn, helps to strengthen the image of the territory.

In this context, applying the principles of sustainable management is a special aspect of ensuring the efficiency and transparency of the territory development process. Sustainable brand development ensures ongoing monitoring of achievements and assessment of the impact of activities on the economy, environment and society. This allows for timely adjustments to the strategy, adapting it to changing market conditions and community needs.

A modern approach involves creating a brand that is flexible and able to reflect the values of the local community while remaining attractive to an external audience. This includes supporting cultural initiatives, preserving traditional heritage, and creating space for new creative forms of expression. Thus, project management in the sustainable development of a territorial brand contributes not only to economic growth but also to the development of a unique identity that makes the territory recognisable and attractive on the global stage.

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OPTIMIZATION OF PROJECT DEADLINE MANAGEMENT

In the modern world, project management in design plays a crucial role in achieving high efficiency and competitiveness. Successful task management and meeting deadlines allow companies to maintain high work quality and quickly respond

XV Міжнародна науково-практична конференція, Одеса, ОДАБА, 17-18 жовтня 2024 р.

194

to market challenges. Today, the project approach has become standard in creative fields, particularly in design, where the systematization of work significantly facilitates the process of implementing ideas.

The aim of this research is to analyze and evaluate modern project management tools that help optimize workflows in the design field. The primary goal is to review the capabilities of task and deadline management software and to compare their effectiveness in various aspects of project work. Special attention is paid to programs used in large design projects.

The study examines the most common project management tools: Trello, Asana, Monday, ClickUp, and others. Each of these tools has its own features to suit different user needs.

1. Trello — a popular project management service designed for visualizing work processes using Kanban boards. It was developed to simplify task organization and reduce the complexity of project management. Features: Integration with many other services, such as Google Drive, allows users to add documents directly to tasks.

2. Asana — a flexible platform that enables teams to organize and track work in real time. It was created to improve team collaboration and task management. Features: Customizable dashboards for different projects, allowing visualization of progress and deadlines.

3. Monday — a universal platform that provides the ability to customize workflows according to the team's needs. It is oriented towards large businesses and teams working on multiple projects simultaneously. Features: Built-in templates that simplify workflow setup for new projects.

4. ClickUp — a powerful integrated solution that offers various functions for optimizing workflows. This platform provides tools for task management, time tracking, and collaboration. Features: The ability to create customizable dashboards and automatic reminders, helping to avoid missed deadlines.

In addition to the programs reviewed, it is worth mentioning other popular solutions. For example, Basecamp has a simple interface for team collaboration and

XV Міжнародна науково-практична конференція, Одеса, ОДАБА, 17-18 жовтня 2024 р.

195

task tracking. Notion combines note-taking and database functions, allowing users to customize their workspace to meet their needs. Wrike focuses on large-scale projects and provides powerful analytical capabilities for visualizing progress.

So, what is the use of these programs in large design projects? Many well-known design projects around the world utilize these platforms for task management. For example:

- Trello is widely used in projects by small design studios, such as Fjord, to organize work stages and track progress.

- Asana has been applied in large-scale projects by companies like Airbnb, where integration between teams is crucial.

- Monday is used for managing large design campaigns at L'Oréal, ensuring transparency in workflows at all stages.

- ClickUp is widely used in large creative agencies, such as Frog Design, for organizing workflows and managing tasks in UX/UI design projects.

Optimization of task and deadline management processes is a crucial element of successfully completing design projects. The choice of a specific project management tool depends on the type of project and the number of team members. Trello is suitable for small projects with fewer tasks and participants due to its simplicity and intuitive interface. Asana offers flexible process management and is ideal for medium and large projects where collaboration between multiple teams is important. Monday is becoming an essential tool for enterprise teams managing large numbers of simultaneous campaigns, while ClickUp is chosen by those who require integration and automation in their workflows.

Therefore, the choice of a project management tool should be based on the specific needs of the team and the complexity of the project. All applications presented in this study are useful in their own way and contribute to the optimization of modern management of any organization, including various creative fields.

XV Міжнародна науково-практична конференція, Одеса, ОДАБА, 17-18 жовтня 2024 р.

196

Table 1

Comparison of Task Management Applications

Application	Advantages	Disadvantages	Target Audience
Trello	Ease of use, transparency	Limited functionality	Small projects, small teams
Asana	Flexibility, scalability	Complexity for beginners	Medium and large projects, interdisciplinary teams
Monday	Wide functionality, adaptability	Expensive, complexity of setup	Corporate projects, large campaigns
ClickUp	Extensive features, integrations	Overwhelming, need for training	Projects with a large number of tasks

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STARTUP PROJECT MANAGEMENT: HOW TO CREATE NEW IN THE CRISIS IN UKRAINE

Nowadays Ukraine is going through a challenging period, significantly affecting the business environment. The question "How to create new things in a crisis?" becomes key for Ukrainian entrepreneurs and startups who want to survive

XV Міжнародна науково-практична конференція, Одеса, ОДАБА, 17-18 жовтня 2024 р.

197