

UDC 338:659
JEL Classification: D9

Savko V.V.

FORMATION OF THE IMAGE OF THE SUBJECT OF THE LEGAL SERVICES MARKET IN THE DIGITAL ECONOMY

Ukrainian State University of Science and Technology, Dnipro, Ukraine

The formation of the image of a law firm or an individual lawyer has historically been the basis of the microeconomic strategy of the subject of the legal services market, because a positive image is the main and sometimes the only reason for choosing such a firm by a consumer. That is why the goal of this article is to develop an process that will allow you to manage your own image and gain additional advantages in the legal services market. At the same time, the derivation of such an process is possible by applying the methodology of comparison, synthesis and modeling, carried out on the basis of the achievements of existing scientific research and practical activities of law firms, as well as Vlanso's many years of practical experience. That is why the systematization of the experience of domestic and foreign scientific achievements in this field, as well as the derivation of the author's image formation process, will allow interested law firms and individual self-employed lawyers to implement the methods highlighted in the study, improving their positions in the fight for the legal services market. And therefore, the researcher paid special attention to deriving such an algorithm for legal services market subjects, which will allow building a more successful microeconomic strategy, which will allow law firms and self-employed lawyers to act in a modernized economy not chaotically, but in accordance with a clearly defined strategy of forming their own positive image. At the same time, before this, scientists paid attention only to the general principles of image formation, inconsistently listing possible options for the actions of economic subjects. And therefore, the scientific novelty of the research will consist in the structuring of the stages of image formation in the process, the modeling of its stages proposed by the author, as well as the introduction of own stages not previously proposed by scientists. And the implementation of the mechanisms of the process in the practical activities of law firms, as well as the improvement of positions in the market of legal services, will have practical research value for those who want to occupy better positions in the market of legal services.

Keywords: image, image formation, microeconomic strategy, digital economy, image strategy.

DOI: 10.32434/2415-3974-2024-20-2-105-114

Introduction

Service is a complex and specific object of economic relations. When making a decision to purchase a service, especially a legal one, the consumer, as a rule, cannot objectively assess its quality and obtain a guarantee of obtaining the expected result. Because the result that the consumer expects from

legal services often depends on many variables: the decision of one or another judge who is not the service provider; activity of opponents; skills of the service provider and even the case. At the same time, the subject of the legal services market achieves the goals set by the consumer with the help of various methods

© Savko V.V., 2024



This article is licensed under Creative Commons Attribution 4.0 International License (CC-BY)

Formation of the image of the subject of the legal services market in the digital economy

and his inherent professional skills: conscientiousness; the time allocated for the provision of this or that service; available experience; responsibility; oratorical art; the ability to build a strategy; persuasiveness; persistence and others.

The mentioned methods of achieving the goals set by the consumer do not provide an opportunity to demonstrate them to the buyer of legal services instantly, for example, at the time of selling the service. Because such methods and skills cannot be measured or calculated, for example, as it can be done when buying any product: a telephone or a vehicle. Therefore, in order to achieve competitive advantages in the sale of legal services, there is a need for a different method of promoting services and building a different strategy of microeconomic activity.

Such another method is the formation of the image of the subject of the legal services market. Image in today's digitized world has now become almost the only indicator and criterion by which a consumer can choose a service provider. So, if five or ten years ago, a consumer's search for a legal services provider (lawyer or attorney) was reduced to gathering information about such a subject of the legal services market among acquaintances and relatives who had one or another experience of interaction with him, currently consumers have the opportunity to collect such information and feedback from thousands of unfamiliar consumers using the Internet. At the same time, such information will be distributed regardless of the subject of the legal services market and may or may not be true. Ignoring the issue of forming a positive image of a legal services provider with the construction of a clear microeconomic strategy will, with the passage of time, lead to the loss of positions in the market or the closing of the legal business forever.

And therefore, the practical importance of the issue of image formation of the subject of the legal services market is obvious, which is closely related to the need to develop theoretical foundations of such formation that are proven in practice. After all, today, practical achievements of law firms or lawyers in the issue of promoting legal services and fighting for the consumer are often ahead of theoretical research. However, only clearly structured scientific results embodied in one or another scientific form, such as a dissertation, monograph, or scientific article, make it possible to obtain not a random result, but a clearly defined gain, which is achieved due to the implementation of one or another plan or the implementation of one or another microeconomic strategy.

Analysis and research of publications

Many foreign and domestic scientists deal with the issue of image formation and its implementation in microeconomic strategy. For example, Ryabova T.A., Voedylo N.Yu., Chupyr O.M., Zos-Kior M.V., Taran-Lala O.M., Andrusenko M.M., Shishpanova N.O., Shimko O.V. paid attention in their research to the relevance of image work and the need to define a clear strategy and image management. Trushevych G. B., Sazonova S.V., Kushyk B.S., Kovalchuka K. V., Podorozhnaya M. R. Braevska A. I., Braevsky S. AND. Burdyak O.M., Pomazan L.M., Gavrilyuk I.I. focused attention in their research on the stages of image strategy formation, while Mariutt F.G., Giralddi M.E., Truba N, Khrapatyi S. Harashchuk K., Shvets D., Proskurnia A. focused on the cause-and-effect relationship between the image and the reaction of consumers of such an image.

The purpose of the article

The purpose of the article is to derive the author's concept of image, as well as specific steps that will allow the subjects of the legal services market to effectively form an image in the digital economy and to effectively implement the highlighted gains in the microeconomic strategies of the subject of the legal services market.

Presentation of the main material

As in any complex process, in the process of forming an image strategy in the modern digital world, the subject of the legal services market cannot be avoided. An image cannot be built randomly. At the same time, a properly constructed strategy will allow you to take an active part in the allocation of resources in the market of legal services. That is why there is a need to formulate the concept of image and build a formula according to which legal services market subjects will be able to build their microeconomic strategy. In this context, it is first necessary to formulate the concept of image, and then build the stages of its formation taking into account modern digital technologies. At the same time, such a strategy must take into account the modern trends of mass digitalization, since even a well-constructed image strategy may remain invisible if it is distributed to a place where the attention of a potential consumer is no longer there.

Yes, according to Ryabov T.A. and Voedylo N.Yu., in order to successfully form and maintain a positive image of the enterprise, it is necessary to pay attention to all the little things, carefully analyzing every step and considering every decision. Forming the image of a company is an art that requires long and time-consuming work. It is important to strive to ensure that the desired image

corresponds to the real one, that the created image meets the requirements of society and demonstrates the individuality of the company. With the help of image management, it is possible to influence the emotions of consumers, which is the main value in the conditions of the modern market [1].

According to Chupyr O.M., the image of the enterprise is a factor of trust in the enterprise, its goods or services, which is purposefully created and entered into the consciousness or subconsciousness of the target audience in order to form a positive image, and is also an effective tool for internal strategic management of the enterprise in conditions of fierce competition to ensure its interests [2, p. 153].

Zos-Kior M.V., Taran-Lala O.M., Andrusenko M.M. convinced that the main function of the image is the formation of a positive attitude towards anything. It also builds trust, followed by high ratings and confident choices. It contributes to increasing prestige and, as a consequence, authority and influence. When carrying out image management, it is necessary to have a clear idea of the peculiarities of the psychological and social processes of organizational image formation and the most important directions of its formation: the formation of the “internal image” of the enterprise, which includes the culture of the enterprise itself and the socio-psychological climate of the team; forming a social image is a social activity of the enterprise; formation of «business image» (business reputation and indicators of business activity); product image formation [3, p. 22].

Shishpanova N.O. notes that the reputation and image of the business entity are taken into account by all categories of consumers. In conditions of total mistrust of most publicly available sources of information resources, the consumer can form an impression about reputation and image only on the basis of his own judgments and conclusions [4, p. 256].

Shimko O.V. generally believes that when providing a trade service, sellers should assess the buyer as a person with certain needs (material, cultural, spiritual) and traits. Competence, politeness, professionalism of the staff, the ability to reveal the opinion of buyers regarding models, styles, prices, and other product characteristics, to effectively «work» with the doubts and objections of buyers, the ability to draw the attention of buyers to the characteristic features of individual products, their ergonomic and aesthetic properties - are the main for the reasons why buyers prefer one trading company to another [5, p. 444].

And indeed, with the help of image management, you can influence emotions and, accordingly,

consumer behavior. A business entity needs to constantly work on its image. The image should not be formed by itself, due to random views and actions of the management of such an entity. Each subject of the legal services market needs a clear image formation strategy that will allow influencing the behavior of consumers. Because otherwise it will be difficult, and in today's digitized world, it will be impossible to stand out among competitors.

So, for example, traditionally in society, it is believed that a lawyer is a person who wears an expensive suit and who should not show his emotions, keeping a distance from society, maintaining the image of a member of a closed club. At the same time, in complex services such as legal services, the client cannot evaluate the quality of the service provider, because the consumer, as a rule, understands almost nothing of what the lawyer conveys to the consumer. And that is why most clients choose a lawyer solely based on internal conviction, taking into account verbal and non-verbal cues. That is why displaying the image of a member of a closed club can negatively affect the choice of a consumer who seeks to learn more about a future service provider. The situation is the same with other broadcasters - psychologists, marketers, social media and others. Therefore, the image or image that the society of «member of a closed club» requires of a lawyer does not provide an opportunity to send appropriate signals to the client, «pushing» him to choose a service provider. That is why there is a need to go beyond society's requirements for this or that profession, creating an image that will appeal to a certain category of clients, which will help distribute the resources of the legal services market in favor of this or that economic entity.

At the same time, currently modern technologies allow influencing public opinion and, as a result, the image of the subject of the legal services market in the shortest possible time. And all thanks to the speed of information dissemination in the modern world. So, for example, Elon Musk creates both a negative and a positive relationship to the image of the products to which he is related, using as a tool short messages on the Internet, first of all in his blog X (former Twitter). Thus, forcing the shares of the companies controlled by him to fluctuate by billions of dollars with such messages and thus influencing the volume of sales of the products of his productions. And this, in turn, imposes additional responsibility on the subject of economic activity in the developed strategies of image formation. After all, an incorrectly chosen strategy can at the same time destroy all efforts to create a positive image, which, as a rule, have been

built for years.

In favor of the need to form an image promotion strategy, the fact that before receiving the service it is impossible to objectively evaluate it for the consumer. The service has no material expression and cannot be evaluated using the main sense organs: sight, smell, touch. Some results of service provision are difficult to evaluate even after receiving them. And therefore, the decision to choose a service provider is made on the basis of the consumer's relationship with him, which is formed either on the basis of the experience of other people whom the future consumer trusts, or on the basis of the image of the provider, which accidentally or purposefully forms the subject of the economy through the means of communication with the consumer. And this, in turn, puts the role of the image, especially at the initial stages of economic activity or at the stage of entry of the economic entity into new markets, in the first place.

Thus, there is an opinion that the impression of the service provider is formed on the basis of one's own judgments. However, an important aspect of the formation of such judgments is the attitude of others to the service provider, which influences the opinion of the consumer. First of all, those who already had experience in receiving this or that service. Or those who may have had no experience but expressed an opinion about the desire to purchase the service.

For example, consumer behavior is often influenced by the opinions of prominent figures or bloggers. And this opens the way for the service provider to form an image strategy, as an element of the struggle for the distribution of markets. Elements of such a strategy can be the fight for positive feedback and the reduction of negative feedback from services. And also, the planning of advertising companies with the involvement of bloggers or famous people in order to provide positive reviews and thus form a positive image of the service provider and a positive image of the service itself. Which is a good strategy for image formation and microeconomic activity.

The choice of a product or service often depends not on the rules of formal logic or thanks to the analysis of the advantages of this or that product offered by this or that subject of economic activity, but on receiving positive emotions in the process of consuming a service or buying a product. Thus, when buying a service or product, the buyer becomes more confident in his choice if he receives additional attention from the seller: a cup of coffee, an air conditioner, a comfortable chair, additional information about the service, etc. This approach should be used in the strategy of image formation and brand image. This

will create additional competitive advantages. For this, certain behavior scenarios should be implemented for the staff and the manager, since such behavior cannot be formed according to the principle of situationality and requires prior training and resources. Such a strategy is especially important when providing complex services with an uncertain outcome. Such as legal services, services of a psychologist, marketer, etc. Where the consumer cannot objectively compare the external characteristics of the product, make a decision about its purchase. In this case, the consumer makes a decision only after being convinced that he trusts this or that service provider.

In such a situation, work on the consumer's trust in the service provider becomes one of the main elements of the image formation strategy and a competitive advantage when promoting services. So, previously, a limited circle of communication and communication of one or another unsatisfied consumer could find out about the purchase of a low-quality product or received low-quality service. Currently, one dissatisfied consumer can dissuade thousands, and sometimes millions, of potential buyers from buying a service or product by posting an unhappy review on social media. Because with the development of information and communication technologies, the possibility of spreading information became available not only to those who could buy advertising on television, but to anyone without any financial costs, having gained access to an audience of millions. Therefore, trust in a product or service has become the main tool and competitive advantage of one or another subject of economic activity. And work on trust, as an element of the image of the service provider, became the main element of obtaining not only a competitive advantage, but also in general the possibility of obtaining access to the distribution of resources in one or another market.

At the same time, although trust is the main factor of the image of the subject of economic activity, it cannot be claimed that the image is trust, that is, it cannot be limited exclusively to this category. The image definitely includes trust in the subject of economic activity and in its goods or services. However, when choosing an image-building strategy, the characteristics and behavior of the service provider should also be taken into account, which, in the consumer's opinion, can fulfill the task set by him, which does not directly relate to the service he consumes.

So, for example, the consumer may believe that the service provider really honestly performs the services he paid for, trusting him. However, in order

to choose such a provider, it is necessary not only to trust him, but also to be convinced of his additional qualities, which are indirectly related to the service. For example, one of the elements of the strategy of image formation can be the use of the image of a person who finds non-standard solutions to achieve the goals set by the consumer of the services. Such an element of the image is not related to trust, because both a responsible but not sophisticated lawyer and a responsible and sophisticated one will come to court and honestly perform the services paid for by the consumer. However, only a sophisticated consumer will be satisfied. Therefore, this element must be used in the construction of an image formation strategy as a competitive advantage that can influence the consumer's choice. Because the consumer needs not only a "handsome guy" or a "handsome girl", but also the result he aimed for. Therefore, the ability to achieve such results should be demonstrated through the image of the service provider.

Also, the strategy of image and the strategy of sales of goods or services should not be focused on instant sales or on instant emotional reactions. Brand image is associated with long-term and long-term relationships between buyers and sellers, especially in the service sector. The instant decision to buy can negatively affect the further image of the subject of economic activity, forcing him to think about the fallacy of the choice made. The relationship with the buyer of goods and services must be built on a long-term strategy that will make the consumer return to the seller again and again every time, without realizing that the last time the purchase was made based on an instant reaction that could have been a mistake.

Therefore, image formation is an extremely important element of the strategy of microeconomic activity, without the development and application of which the subject of the legal services market will lose its position in the market.

At the same time, in the scientific literature, you can find specific practical recommendations regarding the stages of image formation and image strategy.

Thus, according to H.B. Trushevych, the stages of creating an image strategy include: a detailed introduction and discussion of the principles of the specialist's work; honest analysis and filling out the questionnaire of the future image bearer; conducting sociological research, focus groups and mass media analysis; outline who the consumer should see the image; image goals and objectives; formation of the type of behavior of the image bearer; practical image development (appearance, thoughts, oratory skills); selection of image carrier photos or preparation and

holding of a photo session; creating a biography of the image bearer; development of "legend"; creative construction of "performance"; formation of main messages; work on a PR campaign. Ways of image promotion; protection of an already created image [6, p. 77-88].

And although the author proposed a strategy of image formation, first of all, for the sphere of politics. The proposed stages of forming an image strategy can be used in the economic activity of economic entities, and above all for those entities that build their microeconomic strategy on the basis of a personal brand.

Other scientists such as Sazonova S.V. and Kushyk B.S. believe that the stages of image formation should include; definition of the target audience, study of its age, type of occupation, etc.; development of the image concept. At the same time, the concept of image, according to the authors, is the main principles, motives and values characteristic of the company and its products, as well as significant for the consumer; formation and implementation of the company's image in the information space; fixing the image in the mind of the consumer [7, p. 32].

At the same time, although the stages of formation proposed by the author are correct and are roughly analogous to the stages that can be found in other scientific literature, the author's opinion that image formation should be concentrated by choosing a certain group with certain age characteristics or interests is particularly valuable. Because it is impossible to promote a positive image or an image that will sell to all segments of the population. Because one image for certain groups of consumers can be formed, both negative and positive. That is why at the stage of defining the target audience, it is necessary to clearly choose consumers for whom the image strategy will be formed.

According to K.V. Kovalchuk and M.R. Podorozhnaya, every company that wants to form its brand must possess the technology of creating and forming a brand. The development of such technology is based on knowledge of existing concepts, analysis of branding of companies - leaders of the world market. According to scientists, the concepts of "Brand Capital", "Brand Wheel", "Image Theories", "4-D Branding", "Maximization of Potential Markets" are active and effective concepts that offer unique technologies for positioning, forming features and competitiveness of products on the market [8, p. 401].

A.I. Braevska and S.Y. Braevska note that the technologies of purposeful formation of an individual image include the following stages: formulation of image goals; image audience analysis; drawing image

characteristics; correlation of available and desired characteristics; the direct process of image formation (work on morning appearance; business and personal qualities; improvement of competences, etc.) [9, p. 157].

Burdyak O.M., Pomazan L.M., Gavrilyuk I.I. note that the dissemination of information is not only two-stage, but also multi-stage, involving different people in many directions. It works according to the scheme: The opinion leader spreads his attitude to the brand by influencing followers. The subscriber influences his circle of relatives and acquaintances. Influencer marketing is a powerful tool in today's media space that allows brands to achieve their marketing goals through strategic collaboration with influential personalities in social networks [10].

Indeed, the use of influencers as part of an image-building strategy is the most important tool for promoting goods and services, since the focus of consumer attention has shifted from traditional mass media to blogs or microblogs. A large number of consumers of video content stopped watching the news of central television and professional TV channels. Such content was replaced by daily stories from bloggers through their demonstration in the stories of social networks Instagram or Facebook. A large number of people began to learn about the news from Telegram channels, as well as from social networks TikTok and YouTube, where you can listen not only to the news, but also to the attitude of this or that expert to it. Daily viewing of such speakers contributes to the growth of trust in such experts or bloggers. And this, in turn, allows them to promote goods and services unobtrusively, bypassing direct advertising, to sell goods and services. At the same time, taking into account the fact that the choice of a service provider, as a specific subject of market turnover, which can often be evaluated only through the experience of other people, is carried out precisely thanks to recommendations or reviews, promotion using an opinion leader is a key factor in the formation of an image strategy.

And therefore, the use of social networks allows even beginners to compete with large companies that once occupied a long-term monopoly position in the market. That is why it is important to purposefully build a strategy for the development of one's own image and brand image with the help of social networks, as one of the main mechanisms for conveying such an image to the consumer.

At the same time, in this context, the opinion of Mariutti F.G. and Giraldi ME that brand equity could add “reputation” as a driving force to brand value [11, p. 15].

But according to Truba N, Khrapatyi S. Harashchuk K., Shvets D., Proskurnia A., the attractiveness of a subject of legal services is directly dependent on his earnings, because “attractiveness” is usually used close to its original meaning as attractiveness, which helps draw the recipient's attention to the message and evoke positive emotions [12, p. 7].

And therefore, taking into account the achievements of domestic and foreign scientists in the issue of image formation, after analyzing and summarizing all the definitions of image proposed by scientists, we can come to the conclusion that the mandatory elements of each image definition are:

a) an image bearer who demonstrates through channels of communication with the outside world certain features inherent to him or features that he wants to demonstrate to others: appearance, behavior, characteristics of such a subject, etc.;

b) the subject of image perception is a person or a group of persons who are directed to demonstrate certain features with a specific purpose, using available means of communication with such a subject: vision, hearing, consciousness, etc. At the same time, unlike the bearer of an image, which may not necessarily be a person, but may be a product, an enterprise, a brand, a state, and may demonstrate certain features inherent to it with the help of a person, the subject of image perception is always a person or a group of people;

c) the result of the demonstration of the image, which is a reflection in the mind of the subject of the perception of the image of the signals demonstrated by the carrier of the image, certain features inherent in it or desirable features for the carrier.

And from the above mandatory elements of the concept, the author's own definition of image, which is the result of perception by a certain subject (person or group of persons), signals sent by the carrier of the image, which has achieved or not achieved the goal determined by the carrier, follows. And therefore, in the context of the research, the image of the subject of the legal services market is the result of the consumer's perception of the competitive advantages demonstrated by the subject of the legal services market, which have achieved the goal of such demonstration or not.

It should be noted that the demonstration of the image cannot be without reason and is always aimed at some goal. And that is why the strategy of image formation, as a key element of the microeconomic strategy – the struggle for the distribution of resources in the market of legal services – is of particular importance in this matter.

And therefore, taking into account the achievements of domestic and foreign scientists in this field, when building an image formation strategy, the author proposes his own image formation process, which includes 8 stages depicted in Fig.

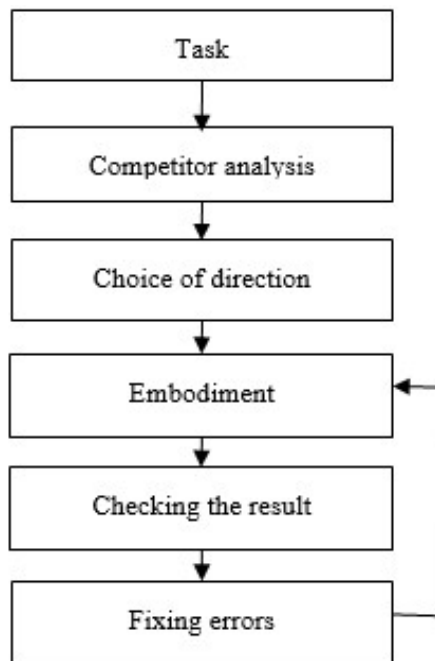


Fig. An process for forming the image of a subject of the legal services market

Source: Author development

– first, statement of the problem. This stage includes an analysis of what exactly we want to convey to the consumer, what image we want to create in his mind and what result we hope for;

– second, analysis of competitors. In this part, it is necessary to analyze whether the competitors have achieved the goals set by the subject of economic activity, which wants to achieve the previously defined goal, using this or that image or image;

– third, choosing your own image, taking into account the experience of competitors and creating your own image, which will allow you to stand out among competitors. At this stage, it is necessary to select the appearance, characteristics and inherent features that will appeal to the consumer to whom the image promotion strategy is directed and that will allow to achieve the goals set by the subject of the legal services market;

– fourth, development of an image implementation plan. At this stage, it is necessary to

select the methods of conveying the chosen image to the consumer in a direct and indirect way: through direct contact during sales; through social networks in the form of intrusive advertising, through direct advertising, etc. This stage is of particular importance, because a well-thought-out image can be left without the attention of the consumer if the wrong places for its demonstration are chosen. For example, if a law firm or an individual lawyer is focused on selling its services to the business segment, a well-thought-out image promotion strategy demonstrated in public transport will not yield results. And taking into account the fact that, even while on the street or in transport, the attention of most consumers is currently focused on digitalized means of communication, special attention should be paid to choosing the right way to demonstrate the image using digital tools;

– fifth, checking the results of the embodied image by receiving feedback from the consumer. As a rule, verification is achieved due to the analysis of reviews and surveys of customers who have purchased this or that service. Also, an indicator of a correctly chosen image or image is the feedback of consumers of the displayed content on social networks, which can be easily monitored using the tools provided by the networks themselves by counting views, subscriptions, reposts and reactions to this or that content demonstration;

– sixth, analysis of errors and development of success. At this stage, it is necessary to determine what worked in the chosen image strategy and what did not. Taking into account the acquired knowledge, abandon certain selected strategy mechanisms that did not lead to the expected results, as well as decide on successful cases;

– seventh, we embody successful cases. Taking into account the previous result and analysis of the previously implemented image demonstration strategy, we implement only successful cases, excluding image demonstration methods that do not bring results from the strategy;

– eighth, we bring the process to the ideal. Over time, after several implementations, analysis of results and screening of successful and unsuccessful cases, the best forms of image demonstration will be selected, which will lead to the selection of a successful artificially formed image, which will provide advantages in the microeconomic strategy of the subject of the legal services market.

At the same time, the process of image formation is endless, as the tasks facing the subject of the legal services market and the preferences of consumers on which the image demonstration strategy is directed change over time. And with the passage of a certain

time, it will be necessary to return to the previous stages of image formation, such as analyzing competitors, choosing a new own image and developing a new strategy for its implementation. However, the step-by-step implementation of the above mechanisms of image formation, in my opinion, and the consistent implementation of the specified stages of image formation in one's microeconomic strategy, will ultimately lead to the acquisition of competitive advantages in the digitalized world.

Conclusions

So, the proposed author's concept of image will determine the direction of work on the image of the subject of the legal services market and to realize the need to form an image strategy, especially in the conditions of digitalization of the economy. And the specific stages of image formation defined in the article are combined into a specific algorithm, which will enable law firms and lawyers to receive specific instructions for building a microeconomic strategy. At the same time, this issue requires further study and development of a more detailed action plan for active participants in the legal services market. After all, modern conditions have created new challenges and established new rules, which in the digital economy require such participants to come up with new action plans and build a new digital strategy to fight for the legal services market.

REFERENCES

- Ryabova, T. A., & Voedylo, N. Yu. (2020). Rol imidzhu u zabezpechnni rinkovogo uspihu pidpriemstva [The role of image in ensuring the market success of the enterprise]. *Efektivna ekonomika – Efficient Economy*, 12. Retrieved from <https://doi.org/10.32702/2307-2105-2020.12.107> [in Ukrainian].
- Chupyr, O.M. (2019). NeobhIdnIst formuvannya pozitivnogo ImIdzhu pIdpriEmstva yak Instrumentu vntrlshnogo strategIchnogo upravlinnya [The necessity of forming a positive image of the enterprise as a tool of internal strategic management]. *Visnik ekonomiki transportu i promislovosti – Herald of the economy of transport and industry*, 65. Retrieved from <https://doi.org/10.18664/338.47:338.45.v0i65.159743> [in Ukrainian].
- Zos-Kior, M. V., Taran-Lala, O. M. & Andrusenko, M. M. (2020). Imidzh pidpriemstva yak faktor vplivu na yogo konkurentospromozhnist [Image of the enterprise as a factor influencing its competitiveness]. *Agrosvit – Agroworld*, 7, 18-22. Retrieved from <https://doi.org/10.32702/2306-6792.2020.7.18> [in Ukrainian].
- Shishpanova, N. O. (2019). Reputatsiyno-imidzheviy pidhid v upravlinni flnansami strahovih kompaniy [Reputational and image approach in managing the finances of insurance companies]. *Modern Economics – Modern Economics*, 17, 252-257. Retrieved from [https://doi.org/10.31521/modecon.V17\(2019\)-40](https://doi.org/10.31521/modecon.V17(2019)-40) [in Ukrainian].
- Shimko, O. V. (2019). Imidzh yak instrument dosyagnennya konkurentnih perevag torgivelnogo pidpriemstva [Image as a tool for achieving competitive advantages of a commercial enterprise]. *BIZNESINFORM – BUSINESS INFORM*, 1, 440-446 [in Ukrainian].
- Trushevych, H. B. (2023). Imidzhmeyking u suchasnih politichnih tehnologiyah: UKRAYINSKIY DOSVID [Image-making in modern political technologies: UKRAINIAN EXPERIENCE]. Candidate's thesis. Odesa: NU “OYUA” [in Ukrainian].
- Sazonova, S. V., & Kushyk, B. S. (2020). Formuvannya imidzhu kompaniy [Formation of the image of the company]. *EkonomIka. Menedzhment. Biznes – Economy. Management. Business*, 2(32), 31-34. Retrieved from <https://doi.org/10.31673/2415-8089.2020.023135> [in Ukrainian].
- Kovalchuk, K. V., & Podorozhna, M. R. (2021). Kontseptualni zasadi formuvannya brendu [Conceptual principles of brand formation]. *BIZNESINFORM – BUSINESS INFORM*, 5, 396-401 [in Ukrainian].
- Braevska, A. I., & Braevskiy, S. Y. (2021). Formuvannya uspishnogo imidzhu kerivnika v distantsiynih umovh roboti [Formation of a successful image of a manager in remote working conditions]. *EkonomIchniy visnik NTUU “Kiyivskiy politehnichniy institute” – Economic Bulletin of NTUU “Kyiv Polytechnic Institute”*, 18, 153-158. Retrieved from <https://doi.org/10.20535/2307-5651.18.2021.240432> [in Ukrainian].
- Burdyak, O. M., Pomazan, L. M., & Gavrilyuk, I. I. (2024). Rol influensiriv sotsialnih merezh v zabezpechnni effektivnosti reklami [The role of social network influencers in ensuring the effectiveness of advertising]. *EKONOMIKA TA SUSPILSTVO – ECONOMY AND SOCIETY*, 60. Retrieved from <https://doi.org/10.32782/2524-0072/2024-60-125> [in Ukrainian].
- Mariutt, F. G., & Giralddi, M. E. (2020). Country Brand Equity: The Role of Image and Reputation. *BAR « Brazilian Administration Review*, 17, 3. DOI: <https://doi.org/10.1590/1807-7692bar2020180128> [in English].
- Truba N, Khrapatyi S. Harashchuk K., Shvets D., Proskurnia A., (2023). Psycholinguistic underpinnings of image formation: Suggestion and manipulation in the educational network discourse. *Thinking Skills and Creativity*, 52. DOI: <https://doi.org/10.1016/j.tsc.2024.101496> [in English].

Received 10.10.2024.

Revised 15.10.2024.

Accepted 25.10.2024.

Published 25.12.2024.

ФОРМУВАННЯ ІМІДЖУ СУБ'ЄКТА РИНКУ ЮРИДИЧНИХ ПОСЛУГ У ЦИФРОВІЙ ЕКОНОМІЦІ

Савко В.В.

Формування іміджу юридичної фірми чи окремого адвоката, було історично покладено в основу мікроекономічної стратегії суб'єкта ринку юридичних послуг, адже саме позитивний імідж є основою, а іноді і єдиною підставою обрання такої фірми споживачем. Саме тому ціллю цієї статті є розробка процесу, який і дозволить керувати власним іміджем та набути додаткові переваги на ринку юридичних послуг. При цьому, виведення такого процесу можливі шляхом застосування методології порівняння, синтезу та моделювання, здійсненне на підставі здобутків існуючих наукових досліджень та практичної діяльності юридичних фірм, а також власного багаторічного практичного досвіду. Саме тому систематизація досвіду вітчизняних та зарубіжних наукових здобутків, у цій сфері, а також виведення авторського процесу формування іміджу, дозволить зацікавленим юридичним фірмам та окремим самозайнятим адвокатом втілити висвітлені у дослідженні методики, покращивши свої позиції у боротьбі за ринок юридичних послуг. А тому у дослідженні приділена особлива увага виведенню такого процесу для суб'єктів ринку юридичних послуг, який дозволить побудувати більш успішну мікроекономічну стратегію, який дозволить діяти юридичним фірмам та самозайнятим адвокатам у цифровізованій економіці не хаотично, а відповідно до чітко визначеної стратегії формування власного позитивного іміджу. При цьому, до цього науковці приділяли увагу лише загальним принципам формування іміджу, непослідовно перераховуючи можливі варіанти дій суб'єктів економіки. А отже наукова новизна дослідження полягатиме у структурованості етапів формування іміджу у алгоритмі, моделюванні його етапів запропонованих автором, а також запровадження власних етапів, раніше не запропонованих науковцями. А втілення механізмів алгоритму у практичну діяльність юридичних фірм, а також покращення позицій на ринку юридичних послуг матиме практичну цінність дослідження для тих хто бажає зайняти кращі позиції на ринку юридичних послуг.

Ключові слова: імідж, формування іміджу, мікроекономічна стратегія, цифрова економіка, іміджева стратегія.

FORMATION OF THE IMAGE OF THE SUBJECT OF THE LEGAL SERVICES MARKET IN THE DIGITAL ECONOMY

Savko V. V.*

Ukrainian State University of Science and Technology,
Dnipro, Ukraine

*e-mail: 8867277@gmail.com

Savko V.V. ORCID: <https://orcid.org/0000-0002-8686-5624>

The formation of the image of a law firm or an individual lawyer has historically been the basis of the microeconomic strategy of the subject of the legal services market, because a positive image is the main and sometimes the only reason for choosing such a firm by a consumer. That is why the goal of this article is to develop an process that will allow you to manage your own image and gain additional advantages in the legal services market. At the same time, the derivation of such an process is possible by applying the methodology of comparison, synthesis and modeling, carried out on the basis of the achievements of existing scientific research and practical activities of law firms, as well as Vlanso's many years of practical experience. That is why the systematization of the experience of domestic and foreign scientific achievements in this field, as well as the derivation of the author's image formation process, will allow interested law firms and individual self-employed lawyers to implement the methods highlighted in the study, improving their positions in the fight for the legal services market. And therefore, the researcher paid special attention to deriving such an algorithm for legal services market subjects, which will allow building a more successful microeconomic strategy, which will allow law firms and self-employed lawyers to act in a modernized economy not chaotically, but in accordance with a clearly defined strategy of forming their own positive image. At the same time, before this, scientists paid attention only to the general principles of image formation, inconsistently listing possible options for the actions of economic subjects. And therefore, the scientific novelty of the research will consist in the structuring of the stages of image formation in the process, the modeling of its stages proposed by the author, as well as the introduction of own stages not previously proposed by scientists. And the implementation of the mechanisms of the process in the practical activities of law firms, as well as the improvement of positions in the market of legal services, will have practical research value for those who want to occupy better positions in the market of legal services.

Keywords: image, image formation, microeconomic strategy, digital economy, image strategy.

REFERENCES

1. Ryabova, T. A., & Voedylo, N. Yu. (2020). Rol imidzhu u zabezpechenni rinkovogo uspihu pidpriemstva [The role of image in ensuring the market success of the enterprise]. *Efektivna ekonomika – Efficient Economy*, 12. Retrieved from <https://doi.org/10.32702/2307-2105-2020.12.107> [in Ukrainian].
2. Chupyr, O.M. (2019). NeobhIdnIst formuvannya pozitivnogo ImIdzhu pIdpriEmstva yak Instrumentu vnutrIshnogo strategIchnogo upravlnnya [The necessity of forming a positive image of the enterprise as a tool of internal strategic management]. *Visnik ekonomiki transportu i promislivosti – Herald of the economy of transport and industry*, 65. Retrieved from <https://doi.org/10.18664/338.47:338.45.v0i65.159743> [in Ukrainian].
3. Zos-Kior, M. V., Taran-Lala, O. M. & Andrusenko, M. M. (2020). Imidzh pidpriemstva yak faktor vplivu na yogo konkurentospromozhnist [Image of the enterprise as a factor influencing its competitiveness]. *Agrosvit – Agroworld*, 7, 18-22. Retrieved from <https://doi.org/10.32702/2306-6792.2020.7.18> [in Ukrainian].
4. Shishpanova, N. O. (2019). Reputatsiyno-imidzheviy pidhid v upravlinni fInansami strahovih kompaniy [Reputational and image approach in managing the finances of insurance companies]. *Modern Economics – Modern Economics*, 17, 252-257. Retrieved from [https://doi.org/10.31521/modecon.V17\(2019\)-40](https://doi.org/10.31521/modecon.V17(2019)-40) [in Ukrainian].
5. Shimko, O. V. (2019). Imidzh yak instrument dosyagnennya konkurentnih perevag torgivelnogo pidpriemstva [Image as a tool for achieving competitive advantages of a commercial enterprise]. *BIZNESINFORM – BUSINESS INFORM*, 1, 440-446 [in Ukrainian].
6. Trushevych, H. B. (2023). Imidzhmeyking u suchasnih politichnih tehnologiyah: UKRAYINSKIY DOSVID [Image-making in modern political technologies: UKRAINIAN EXPERIENCE]. Candidate's thesis. Odesa: NU “OYUA” [in Ukrainian].
7. Sazonova, S. V., & Kushyk, B. S. (2020). Formuvannya imidzhu kompaniyi [Formation of the image of the company]. *EkonomIka. Menedzhment. Biznes – Economy. Management. Business*, 2(32), 31-34. Retrieved from <https://doi.org/10.31673/2415-8089.2020.023135> [in Ukrainian].
8. Kovalchuk, K. V., & Podorozhna, M. R. (2021). KontseptualnI zasady formuvannya brendu [Conceptual principles of brand formation]. *BIZNESINFORM – BUSINESS INFORM*, 5, 396-401 [in Ukrainian].
9. Braevska, A. I., & Braevskiy, S. Y. (2021). Formuvannya uspishnogo imidzhu kerivnika v distantsiy nih umovh roboti [Formation of a successful image of a manager in remote working conditions]. *EkonomIchniy visnik NTUU “Kiyivskiy politehni chn iy institute” – Economic Bulletin of NTUU “Kyiv Polytechnic Institute”*, 18, 153-158. Retrieved from <https://doi.org/10.20535/2307-5651.18.2021.240432> [in Ukrainian].
10. Burdyak, O. M., Pomazan, L. M., & Gavrilyuk, I. I. (2024). Rol inflyuentsiv sotsialnih merezh v zabezpechenni efektyvnosti reklami [The role of social network influencers in ensuring the effectiveness of advertising]. *EKONOMIKA TA SUSPILSTVO – ECONOMY AND SOCIETY*, 60. Retrieved from <https://doi.org/10.32782/2524-0072/2024-60-125> [in Ukrainian].
11. Mariutt, F. G., & Giral di, M. E. (2020). Country Brand Equity: The Role of Image and Reputation. *BAR « Brazilian Administration Review*, 17, 3. DOI: <https://doi.org/10.1590/1807-7692bar2020180128> [in English].
12. Truba N, Khrapatyi S, Harashchuk K., Shvets D., Proskurnia A., (2023). Psycholinguistic underpinnings of image formation: Suggestion and manipulation in the educational network discourse. *Thinking Skills and Creativity*, 52. DOI: <https://doi.org/10.1016/j.tsc.2024.101496> [in English].