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Table of contents

Iris Yaffe

- Peculiarities of the israeli public-sector employment
and hrm management 5

Alina Yakymchuk, Victoria Yaroshchuk

- The current state of the information market of ukraine 15

Grzegorz Drozdowski, Artur Piotr Karpezo

- Theoretical interpretation of the problem of the competence
of managers 23

Taras Mykytyn

- Place of marketing of sustainable development in work of amalgamated
hromadas 35

Iris Yaffe

- Attitude of workers at public-sector towards performance appraisal
process under The conditions of reform (Case study of israel in 2015)..... 43

Janusz Soboń, Józef Adam Muszyński

- Предпринимательство как основной атрибут
компетентного руководителя..... 61

Nikolina Grozeva

- Young innovative firms and venture capital financing 73

Alina Yakymchuk, Yulia Vashay Olena Doroshenko

- Evaluation of the financial safety level in Ukraine: modern aspacets
of methodic's adaptation to the conditions of military-political state..... 83

Joanna Rogozińska-Mitrut

- Supply chain management in aspect of security - literature review 89

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Place of marketing of sustainable development in work of amalgamated hromadas

Место маркетинга устойчивых развитие в работе объединенных хромад.

Abstract

It is proposed to use in the work of joint territorial communes the marketing of sustainable development as the process of planning and implementing the conception concerning prices formation, the advancement and realization of ideas of goods and services by way of exchange which will meet the purposes of consumers and contributes to the sustainable development of society. This kind of marketing had been suggested to be used by D. Fuller in 2000. Historic stages are given of the formation of sustainable marketing and of development of this direction in Ukraine. At present in Ukraine the marketing of sustainable development is not being used.

The use of instruments of marketing of sustainable development will help joint territorial communes to use with maximum efficiency their own available resources and to achieve the maximum result taking into account the needs of commune residents.

Key words: joint territorial communes, strategy of commune development, sustainable development, ecological marketing, green marketing, marketing of sustainable development

Аннотация

Предлагается использовать в работе объединенных территориальных общин маркетинг сбалансированного развития, как процесс планирования и воплощения замысла относительно ценообразования, продвижения и реализации идей товаров и услуг путем обмена, удовлетворяющего цели потребителей и способствует сбалансированному развитию общества. Данный вид маркетинга предложил использовать D. Fuller в 2000г. Приведены исторические этапы становления сбалансированного маркетинга, и развитие данного направления в Украине. На сегодня в Украине не используют маркетинг устойчивого развития.

Использование инструментов маркетинга сбалансированного развития поможет объединенным территориальным общинам максимально эффективно использовать свой имеющийся ресурс и достичь максимального результата, учитывая потребности жителей общины.

Ключевые слова: объединенные территориальные общины, стратегия развития общины, сбалансированное развитие, экологический маркетинг, зеленый маркетинг, маркетинг устойчивого развития.

Statement of the problem in general outlook and its connection with important scientific and practical tasks.

The creation of amalgamated hromadas is directed at forming the efficient local self-government and the territorial organization of power for creating and supporting full-fledged living environment for citizens, for rendering highly qualitative and available public services, for making institutions of direct people's power, for satisfying interests of citizens in all spheres of vital functions on the corresponding territory, for coordinating interests of atate with hromadas. Hromadas develop strategies of development. Here it is important to take into account not only the interests of a hromada, bur also its possibilities for implementing its intentions considering here the impact upon environment and the efficient use of natural resources available on the territory of the hromada.

Analysis of latest research where the solution of the problem was initiated.

The question of the interrelation of marketing and environment had been considered by many foreign and native scientists, In particular, this issue had been studied by F.Kotler, K.Henion, T.Kinner, K.Pitti, J.Ottman, D.Fuller, S.Hunt, O.Sadchenko, A.Vychevych, T.Vaydanich, I.Didovych, N.Zinovchuk, A.Rashchenko, M.Malchyk, O.Martynyuk. These works consider the evolution of the development of marketing conceptio and their impact upon the environment, develop new directions of using marketing for solving ecological issues. At the same time it should be stated that native authors do not define a new kind of marketing activity which is to provide for sustainable development of the state and to contribute to the rational use of natural resources, firstly, at the local level where at present amalgamated hromadas were created which are responsible for the rational utilization of natural resources.

Aims of paper.

The main purpose of the article is the search for efficient mechanisms for implementing the conception of sustainable development of the state at the level of organs of local self-government.

Exposition of main material of research with complete substantiation of obtained scientific results.

Issues of ecology and marketing are already for a long time in the sphere of researchers. The worsening ecological situation, ecological catastrophes resulted in the fact that in 1975 K.Henion, T.Kinner published a book "Ecological marketing", who were the first to suggest the definition of the term "ecological marketing"¹. In accordance with this definition, "ecological marketing" embraces all marketing measures directed at removing the consequences of already existing ecological problems". This work may be regarded as a result of increased attention and trouble (came into effect in the 1960s) on the part of academic world to ecological problems. The book raised the question of ecological balance from the point of view of marketing and it is one of the first in this domain which signifies the birth, at least, of the absolutely new direction of marketing development. It is to be pointed out that a year before this book publication G.Fisk had published his research "Marketing and ecological crises"².

In the 90s scientific literature had begun to make use of the term "green marketing". First books were published by K.Petti³, J.Ottman⁴. In accordance with H. Baskar⁵, "Green marketing is the marketing of products which must be ecologically safe". Thus, green marketing includes a wide spectre of measures including goods modification, changes in the manufacturing process, packages. Green marketing belongs to the process of goods sale or services on the basis of their ecological advantages. Such a product, or service may be ecologically clean, or their manufacture and packaging will be carried out by ecologically clean way.

The question of the rational use of limited natural resources was becoming the more so urgent for the world community. The official recognition of the idea formulated in the report "Our common future" prepared by the World Commission on Environment and Development (WCED) headed by the prime minister of Norway Gru Harlem Brundtland, had been done in 1992 at the UN International Conference on environment and development in Rio-de-Janeiro. As a result of the G.H.Brundtland Commission work a new principle of world development had been adopted which had received the name of sustainable development.a

In 2000 D. Fuller for the first time uses the term sustainable marketing and defines it as "process of planning, implementing and controlling the development, price formation and distribution of a product in such a way as to guarantee the observance of the following three criteria: satisfaction of consumer demands; the

¹ Henion, K., Kinner, T. Ecological Marketing, American Marketing Association. 1975.

² Fisk, G., Marketing and Ecological Crisis, New York, Harper&Row. 1974.

³ Peattie, K.Green Marketing/ Pitman, 1992 - 344 r.

⁴ Ottman, J Green Marketing: Opportunity for Innovation/ NTC Business Books, 1998 - 270 p.

⁵ Bhaskar, H.Green marketing: a tool for sustainable development /International Journal of Research in Commerce&Management, 2013. vol. 4, no. 06, pp. 142-145.

guarantee of achieving purposes of the organization; harmony with ecosystem”⁶.

Ukrainian researchers make use in their works of the term “ecological marketing”. This issue had been most fully elucidated in works by Sadchenko O.V.^{7 8 9}. In the opinion of Sadchenko O.V/ and Kharichkov S.K, ecological marketing - “it is not only safeguarding the maximum growth of consumption, widening consumers’ choice, consumers’ satisfaction and maximum growth of life quality, but also the support for stable, sustainable development of territories and the preservation of high quality of natural environment”⁹. Here authors consider ecological marketing via “the prism of a determined system of its conceptions, each of which puts an accent on one of key factors of ecological marketing”⁹.

We suggest to use the term “sustainable marketing”. We consider it as a separate direction of marketing activity on the basis of which is the arrangement of a distinct interaction between consumers of economics and ecology¹⁰. The marketing of sustainable development is a process of planning and implementation of idea concerning price formation, advancement and realization of goods and services ideas by way of exchange which meets aims of consumers and contributes to the sustainable development of society. Here it is important to point out that marketing of sustainable development has a clearly defined territorial character, that is, its main tasks lie in providing conditions for the rational use and preservation of natural resources of a particular territory. For this it is necessary to create ecologically clean industries (decreased harmful emissions), to develop organic production of food stuff (green marketing), to contribute to the preservation and development of natural reserve territories (marketing of nature reserve territories)¹¹.

Let us consider how this new type of marketing activity is used by organs of local self-government. Approved by the decree of Cabinet of Ministers of Ukraine No 333-p the Conception of reforming local self-government and territorial organization of power is the first actual step on the way of achieving the main aim of Ukraine - to become a full-fledged competitive partner of the European Union. The administrative-territorial reform of 2015 and the Law of Ukraine “On voluntary unification of territorial hromadas” resulted in the creation of a new subject - a territorial hromada. Today at the state level a number of measures are carried out of normative-legislative, organizational-methodical, informational, financial character, which contribute to

⁶ Fuller, D. A., Sustainable Marketing: Managerial-Ecological Issues, Sage, Thousand Oaks, California.2000.

⁷ Sadchenko E.V., Kharychkov S.K. Ekolohycheskyi marketynh: poniattia, teoriya, praktyka y perspektyvy rozvytyia. – Odessa, YPRƏY NAN Ukrayny, 2001. – 146 s.

⁸ Sadchenko E.V. Pryntsypy i kontseptsyy ekolohycheskoho marketynha: Monohrafiya. – Odessa: Astroprint, 2002. – 400 s.

⁹ Sadchenko O.V. Kontseptsii ekolohichnoho marketynhu// Ekonomichnyi visnyk NHU. –Dnipropetrovsk. -2009 № 3, s. 71-79.

¹⁰ Shershun M.Kh., Mykytyn T.M. Marketynh zbalansovanoho rozvytku yak instrument ratsionalnoho vykorystannia pryrodnykh resursiv Ukrainy //Zbalansovane pryrodokorystuvannia. Naukovo-praktychnyi zhurnal.№1/2017. – K, 2017. S. 10-13.

¹¹ Herasymchuk Z.V., Mykytyn T.M., Yakymchuk A.Iu. Marketynh pryrodno-zapovidnykh terytorii. Monohrafiia. Lutsk: LNTU, 2012. -245s.

achieving the purpose of the Conception - the definition of directions, mechanisms and terms of forming the efficient local self-government and the territorial organization of power for creating and supporting full-fledged living environment for citizens, for rendering highly qualified and available public services, for organizing institutions of direct people's power, for satisfying the interests of citizens in all spheres of life activity on a corresponding territory, for coordinating interests of the state with amalgamated hromadas¹².

Hromadas have become responsible for economic development, attraction of investments, arrangement of foreign economic activity, implementation of rights in the sphere of building, architecture, communal economy, land relations, ecology and nature protection.

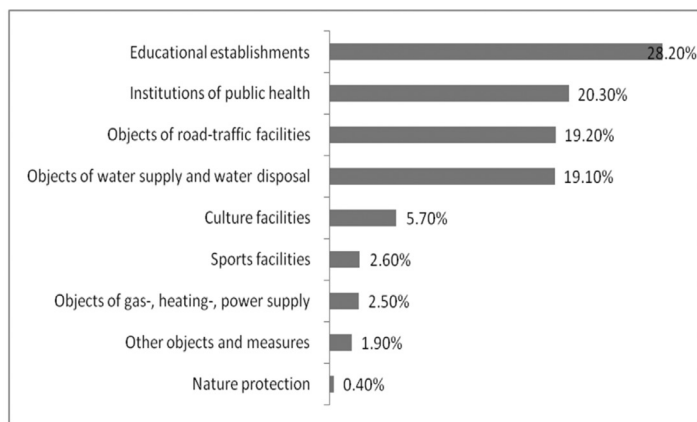
To implement its authorities AH received a number of financial mechanisms, in particular from 2016 a State fund of regional development started its work, amalgamated hromadas since 2016 obtain the subvention for developing its infrastructure.

We had conducted the analysis of utilizing finances of the State fund of regional development (fig.1). In 2016 for nature protection there had been spent from the Fund 0,4%¹³

In 2017 for finance of SFRD in Ukraine 803 projects had been implemented, of which only 3 - projects of ecological direction.

An important constituent in the development of amalgamated hromadas is the subvention for developing the infrastructure. We carried out the analysis of utilizing subvention costs in Rivne region which is shown in fig.2.

Fig.1. Distribution of finances among projects of SFRD in 2016. Sum of 3 billion hrn.¹³



¹² Pro skhvalennia Kontseptsii reformuvannia mistsevoho samovriaduvannia ta terytorialnoi orhanizatsii vlady v Ukraini: Rozporiadzhennia Kabinetu Ministriv Ukrainy vid 1 kvitnia 2014 r. № 333-r [Elektronnyi resurs] / Verkhovna Rada Ukrainy: ofitsiinyi veb-portal. – Rezhym dostupu: <http://zakon4.rada.gov.ua/laws/show/333-2014-%D1%80>

¹³ Elektronnyi resurs <http://dfr.minregion.gov.ua/Projects-list>

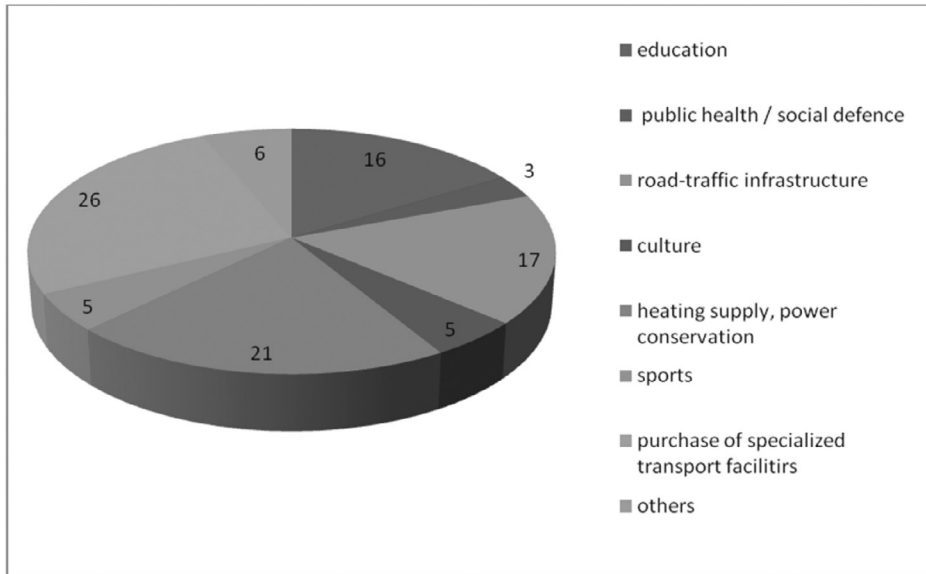


Fig.2. Distribution of projects in % of total value for obtaining subvention for developing infrastructure by AH in 2017

As is seen from presented results for projects in nature protection no costs distributed on competitive basis had practically been allocated. It is possible to draw the conclusion that organs of local self-government in the first place pay attention to the most urgent issues which had not been paid attention earlier. Regretfully, questions of nature protection, of ecology are not priority ones, notwithstanding the fact Rivne region in particular has polluted territories after the catastrophe at Chernobyl APS, has a problem in recultivating soils from the illegal extraction of amber, there are also questions concerning the quality of drinking water, the condition of agricultural lands and the produce from the excessive chemicalization of soils.

The growth of profits into the budget of hromadas renders the possibility to solve a lot of issues. It is important here to take into account the balance of interests and possibilities of hromadas. That is, the question of the sustainable development of a hromada must be as the basis of drawing strategic plans in developing the hromada¹⁴. It is pressing in such cases to use the marketing of sustainable development.

Not less important at the state level is to advance ecological programs, to establish quotas in distributing finances of the state budget for implementing nature protection measures. The implementation of such steps will help to pay attention to ecological issues and solve them at a high level.

¹⁴ Stratehichne planuvannya u hromadi (navchalnyi modul) / Anatolii Tkachuk, Vasyi Kashevskiy, Petro Mavko. – K. : IKTs «Lehalnyi status», 2016. – 96 s.

Conclusions.

1. It is proposed to actively use in the work of hromadas the marketing of sustainable development as one of the efficient mechanisms which meets the aims of consumers and contributes to the sustainable development of society.
2. Amalgamated hromadas which are fullfledged owners on their territory pay little attention to questions of nature protection and environment preservation.
3. It is important to take into account the conception of sustainable development while developing the strategy of amalgamated hromada development in order later with the help of marketing instruments to achieve its implementation.

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