

Matej Bel University in Banská Bystrica
Faculty of Economics

And

Donetsk National University of Economics and Trade
Named After M. Tugan-Baranovsky



MARKETING MANAGEMENT IN PRACTICE

Banská Bystrica

2012

Matej Bel University in Banská Bystrica
Faculty of Economics
And
Donetsk National University of Economics and Trade Named After
M. Tugan-Baranovsky



Jaroslav Ďaďo – Zdenka Musová

MARKETING MANAGEMENT IN PRACTICE

Papers from International Scientific Conference
“Marketing On the International Markets of Commodities and Services:
Global Aspects”

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MARKETING MANAGEMENT IN PRACTICE

Papers from International Scientific Conference III International Scientific-practical conference of teachers, post-graduate students and students "Marketing On the International Markets of Commodities and Services: Global Aspects", February 2012 Banská Bystrica

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Text was not reviewed by language corrector. For language correction are responsible authors.

ISBN 987-80-557-0392-3



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Contents

Shubin A.A., Doctor of Sciences (Economics), Professor Kryvonis A., Assistant Donetsk National University of Economics and Trade named after M. Tugan-Baranovskyi Donetsk, Ukraine	13
STUDY OF BRANDS BASED ON MARKETING RESEARCH AND JUVENILE TARGET GROUP SEGMENTATION	
Jaroslav Dado, Professor Paula Pechova, Ing. Assistant Matej Bel University Faculty of Economics Banská Bystrica, Slovakia	20
SLOVAKS ARE TRADICIONALISTS	
Azaryan E.M., Doctor of Sciences (Economics), professor Iusifova E.R., post-graduate student Donetsk National University of Economics and Trade named after M. Tugan-Baranovskyi Donetsk, Ukraine	32
NEUROMARKETING - MASS MANAGEMENT CONSUMER AWARENESS	
Beljakova O., Ph.D. (Economics) Donetsk National University of Economics and Trade named after M. Tugan-Baranovskyi Solooha D., Ph. D. (Economics) Donetsk State University of Management Donetsk, Ukraine	40
IDENTIFICATION OF INNOVATION-INVESTMENT VECTORS FOR ECOLOGIZING THE BACKBONE ENTERPRISES OF AN	

INDUSTRIAL REGION

Bilik V.V., senior teacher of department of management of Cherkassy branch of the «European university»
Cherkassy, Ukraine

DEVELOPMENT OF SMALL AND MIDDLE BUSINESS IN UKRAINE

Burkovetskaya A.S., Assistant of chair of Marketing and Commercial Activity
Donetsk National University of Economics and Trade named after M.Tugan-Baranovsky
Donetsk, Ukraine

MERCHANDISING AS A MARKETING TECHNOLOGY

Gutkevych S., Doctor of Sciences (Economics), Professor
Head of department of international economy
National university of food technologies
Kiev, Ukraine

THE MOTIVATION OF FOREIGN INVESTMENT

Dunda S., Candidate of economic science
Department of management
National university of food technologies
Kiev, Ukraine

EVALUATION OF DEVELOPMENT OF BAKERIES OF CRIMEA

Kasyanova N.V., Doctor of Sciences (Economics)
Donetsk national technical university
Donetsk, Ukraine

INDUSTRIAL ENTERPRISES DEVELOPMENT EVALUATION

50 Ladislav Klement, Ing., PhD.
Faculty of Economics Matej Bel University
Banská Bystrica, Slovakia

CORPORATE SOCIAL RESPONSIBILITY IN SLOVAK SMALL AND MEDIUM SIZED ENTERPRISES

53 Vladimíra Klementová, Ing., PhD.
Faculty of Economics Matej Bel University
Banská Bystrica, Slovakia

GLOBAL ECONOMIC CRISIS IN BUSINESS PRACTICE OF SLOVAK ENTERPRISES

60 Kniazevych A., Candidate of economic science
Docent of Department of management
Rivne State Humanitarian University
Rivne, Ukraine

INVESTMENT ACTIVITY AGRICULTURAL ENTERPRISES ON THE MELIORATIVE LAND

71 Kolomytsev Elena V., Ph.D., Associate Professor
head of "Economics, Accounting and Auditing"
" Cherkassy Branch of PVNZ "European University"
Cherkassy, Ukraine

FORMATION OF THE MECHANISM OF EFFICIENT AND SUSTAINABLE DEVELOPMENT OF ENGINEERING COMPANIES

76 Kolotii V.A.
Donetsk National University of Economics and Trade named after M. Tugan-Baranovsky
Donetsk, Ukraine

SUSTAINABLE DEVELOPMENT STRATEGY FOR THE TRADE

84

98

107

114

119

**ENTERPRISE IN THE CONSTRUCTION PRODUCTS MARKET.
ECONOMIC-ORGANIZING ASPECT**

Korinko M., Doctor of Sciences (Economics), Professor
Head of department of audit
National academy of statistics
Kiev, Ukraine

**ECONOMIC MECHANISM OF MANAGEMENT OF INNOVATIVE
DEVELOPMENT**

Krikovtsev A., post-graduate student
Azaryan E.M., Doctor of Sciences (Economics), professor
Donetsk National University of Economics and Trade
named after M. Tugan-Baranovskyi
Donetsk, Ukraine

**THE MARKETING TERRITORIES SOCIAL AND ECONOMIC
DEVELOPMENT PROBLEMS**

O. Kuzhylyeva, Ph.D.
D. Fayvishenko, Ph.D.
Donetsk National University of Economics and Trade
named after M. Tugan-Baranovskyi
Donetsk, Ukraine

**FUNCTIONAL ANALYSIS OF PROPERTY INTERNATIONAL
BRAND**

Denisa Lipnicka, PhD. student
Matej Bel University Faculty of Economics
Banska Bystrica, Slovakia

**MARKETING AUDIT - WAY OF UNDERSTANDING COMPANY'S
OPPORTUNITIES AND THREATS ARISING OUT OF
MACROECONOMIC ENVIRONMENT**

Lutay A.P., Candidate of Economic Sciences, docent
Donetsk National University of Economics and Trade
named after M. Tugan-Baranovskyi
Donetsk, Ukraine

149

126

**MODERN SYSTEMS OF AUTOMATION OF MANAGEMENT IN
HOTEL BUSINESS OF UKRAINE**

Marov I.V., P.G. student
Donetsk State University of Management
Donetsk, Ukraine

156

130

ANALYSIS OF WORK OF TRANSPORT COMPLEX OF UKRAINE

Zdenka Musová, Ing. PhD.
Matej Bel University, Faculty of Economics
Banská Bystrica, Slovakia

161

**CORPORATE SOCIAL RESPONSIBILITY AND STAKEHOLDERS
RELATIONSHIP MANAGEMENT**

Hussam Musa, Ass. Professor
Matej Bel University, Faculty of Economics
Banská Bystrica, Slovakia

171

136

TRENDS IN BANKING BUSINESS - ISLAMIC BANKING

Poznyakova O.O., Senior Lecturer
Morozova N.L., Candidate of Economic Sciences
Donetsk National University of Economics and Trade
named after M. Tugan-Baranovsky
Donetsk, Ukraine

182

143

**IMPLEMENTATION OF THE INNOVATION DEVELOPMENT
STRATEGY**

Pugachov Mykola, Professor, Doctor in Economics,
deputy Director of National Scientific Center "Institute of Agrarian
Economics"
Kiev, Ukraine

**STRUCTURE OF AGRICULTURAL PRODUCERS IN UKRAINE
AND DEVELOPMENT OF THEIR RELATIONS WITH EUROPEAN
UNION**

O.V. Rodionov, Doctor of Sciences (Economics), Professor
Lugansk national agrarian University
Lugansk, Ukraine

**CONSULTING OF ENVIRONMENTAL
MANAGEMENT IN UKRAINIAN ENTERPRISES**

Sokolik M. P., Ph.D. (Economics)
Institute for Economics and Forecasting,
Ukrainian National Academy of Sciences
Kiev, Ukraine

**MACROECONOMIC ASSESSMENT OF DOMESTIC CONSUMER
MARKET DEVELOPMENT IN UKRAINE**

Janka Tábovecká-Petrovičová, Assco. Prof.
Klaudia Kurajdová, Assistant
Daniela Zajková, PhD student
Matej Bel University Faculty of Economics
Banska Bystrica, Slovakia

**FAMILY LIFE CYCLE AS DETERMINANT OF PURCHASE
DECISIONS**

187 Tokaryeva Dar'ya 225
Donetsk State University of Management
Donetsk, Ukraine
**THE ROLE OF SMALL PROJECTS IN DEVELOPING
PUBLIC-PRIVATE PARTNERSHIPS AT THE REGIONAL LEVEL**

L.M. Khudoliy, Professor 228
National University of Life and
Environmental Science of Ukraine
194 Kiev, Ukraine

**FINANSICAL AND ECONOMICAL MECHANISMS OF
AGRICULTURAL AND ENVIRONMENTAL DEVELOPMENT OF
UKRAINE UNDER THE CONDITIONS OF GLOBALIZATION**

Shpilevoy V., Ph.D (Economics), docent 231
202 Cherkassy branch "European University"
Cherkassy, Ukraine

**MECHANISM OF SUPPORT OF ANTI-CRISIS OF FINANCIAL
MANAGEMENT IN ENGINEERING ENTERPRISES**

Shpylyova V.A., Ph.D., Assoc. 234
218 Cherkassy Branch "European University"
Cherkassy, Ukraine

IMPROVEMENT OF LOGISTICS FLOW MANAGEMENT

Kniazevych A., Candidate of economic science

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INVESTMENT ACTIVITY AGRICULTURAL ENTERPRISES ON THE MELIORATIVE LAND

The article considers major problems and international experience in the formation of mechanisms for the management of innovative development of agricultural enterprises that carry out their activities on meliorated lands.

Keywords: innovative development, innovation process, the concept of sustainable development of natural resources, agricultural enterprises on meliorated lands.

Strategic management of agricultural enterprises associated with the innovative development, which aims at efficient use of resources agroecosystem as the level of their productivity, preservation of soil fertility and self-sufficiency of agriculture. The innovative transformation of the economy and the need for unleashing the potential of the agricultural sector lead to the need for relevant research on development of the enterprise sector.

The activity of agricultural enterprises, including farm, depends on many factors, primarily agroclimatic that decisive impact on the orientation activities. Location Ukraine on the brink of different natural zones in the temperate climatic zone, a significant extension of its territory leads to differences in climatic conditions of regions, rainfall and soil moisture conditions. Therefore, reclamation is a major factor in agricultural production, providing a reliable food security and increasing opportunities for exports of agricultural products.

We have investigated the amount and use of land suitable for agriculture, according to the State Land Cadastre. The priority of agricultural land use involves primarily for agricultural needs. Research of the dynamics the distribution of land area, including agricultural land, reflecting the tendency to reduce the area of agricultural land and their transition to other categories of users. The total area of agricultural land owned enterprises and farms as of 2007 are 36754.7 thousand hectares. In 2000, the share of agricultural land in total land resources of the country amounted to 68% in

2007 - already 63% of agricultural use were extracted 2593.1 thousand hectares of land.

One of the main factors increasing the efficiency of agricultural production is to improve the natural and climatic conditions through continuous monitoring of agricultural lands and timely reclamation works, ie irrigation in the area of low and unstable wetting or drying in the areas of wetlands.

In the Volyn and Rivne regions of melioration of drainage of agricultural lands were held since the days of bourgeois Poland and in Ukraine at that time there were 17 thousand hectares of irrigated lands. Large-scale melioration work started in Ukraine after 1945 with the construction of dams on the Dnieper.

The largest amount of melioration works carried out since 1965 Drained area of 416.6 thousand hectares, including: closed drainage, using pottery pipes - 236 thousand hectares, and the system of pumping water - nearly 50 hectares. This indicates a high level of engineering and technical melioration of Ukraine, who supported the established traditions of a culture of agriculture. For comparison it should be noted that while the largest area of meliorated land in the U.S. amounted to 44 million hectares in China - 17.3 million hectares in Great Britain - 9.8 million hectares in Italy - 3 million hectares. Thanks hydrotechnical melioration Netherlands, Belgium, Britain, Denmark became the leading producers of agricultural products. In 50-70s of the twentieth century in Ukraine were built such large irrigation systems as Ingulets (63 hectares) and Chervonoznamenska (96.7 hectares). At the beginning of 1976 the area of irrigated land in Ukraine amounted to 1550 thousand hectares, drained - 2050 thousand hectares. The period of intensive construction of irrigation systems in Ukraine took place in the 1950 - 1986's, when the pace of introduction of irrigated area amounted to 100 thousand hectares per year.

Important feature activity of agricultural enterprises on meliorated lands is their dual subordination. At the macro level of control is carried out both the Ministry of Agrarian Policy of Ukraine and State Committee of Ukraine for Water Management, regional level represented the Department of Agricultural Development at the Regional state administrations and Regional management of land reclamation and water management.

Potential meliorated lands is not yet fully involved and at the appropriate level of service and use can be the basis for further development production of quality agricultural products. When the effective exploitation irrigation systems, timely meliorative measures and crop rotations yield on meliorated lands in the 2-3 times higher than beauharnais lands.

Experience in Western Europe confirms that non state melioration network exploited and maintained in good condition landowners at their own expense. Thus, in Poland established public associations of peasants - landowners, who farms on reclaimed land and take care of proper state hydrotechnical structures.

The condition of most rural households characterized by low economic and technological indicators, which is why there is a need for public financial support of agricultural enterprises, the implementation of their activities on the basis of investment and innovative development model. Material and technical base, including melioration equipment, machinery, mostly morally and physically obsolete and can not fully ensure meliorative needs of enterprises. Further development of agricultural enterprises on the meliorated lands requires the use of modern machinery and technology.

The farms that grow products on meliorated land have a close relationship with the enterprises of water management. Water management melioration system makes efficient use, management and protection of water resources of Ukraine and their distribution between major regions.

Area of meliorated land of the country is 5.5 million hectares, of which 2.2 million hectares - and irrigated 3.3 million hectares - drained. These lands, which occupy only about 13% of the total area of agricultural land, can produce a quarter of all crop production. To ensure stable operation of the network state melioration water management organizations exploited 48.3 thousand km of canals, 4.5 thousand km of pipelines, 47.9 thousand km of collector-drainage network, pumping stations, 2.4 thousand, 51.5 thousand waterworks, 331 full reservoir capacity of 5.3 billion m³ of water, 3.6 thousand km of water control dams balance sheet total of more than 10 billion.

Analyzing the impact of agricultural enterprises that are active on meliorated land, the environment should be noted that melioration is optimized for Ukraine is essential because it is an insurance fund our risky agriculture, and where reclamation system designed, constructed and

operated on scientifically justified basis, there were no environmental problems and no. Wholesale land melioration defames people, far from the case, caused much damage the economy and agro-industrial complex in particular.

Adaptation approach to farm management on meliorated lands must be carried out in two ways. First, by adjusting strategies of nature and establish a mechanism for making operational decisions in accordance with changing conditions and anticipated. Second, environmental policy should itself actively to influence the formation of favorable conditions for its development by increasing the environmental education community, increase environmental capacity.

During the research found that the activities of agricultural enterprises on meliorated lands play an increasingly important role in the development of intensive agricultural sector. This should improve the productivity of agricultural production, adverse agroclimatic conditions in many agricultural areas and the need for conservation of soil fertility. Thus, during the melioration works should be considered responsible for damage to the natural environment.

Investment and innovation policy of the state aimed at modernization and reconstruction of priority industries. Innovative conversion processes of enterprises almost always need to attract investment funds. That is why research of investment attractiveness in agriculture and agricultural enterprises on meliorated lands, taking into account the peculiarities of different regions is relevant.

Methods of assessing the investment attractiveness of the Rivne region, including agricultural enterprises on meliorated lands, which are based on analysis of statistical data, expert estimations and generalized synthetic indicators of efficiency of investment and innovative projects may include: economic development region, the development of information infrastructure, investment risks, development market relations; demographic situation in the region.

Further development of the agricultural enterprises of the Rivne region needs to focus on the implementation of investment and innovative model of operation, to facilitate implementation of the agricultural potential of Ukraine in agricultural production on meliorated lands.

The factors that determine the investment attractiveness of agriculture

Rivne region include: natural and climatic conditions are favorable for growing the majority of crops, a high level of development of land suitable for agricultural production, the presence of large livestock and poultry, saturation on 100 hectares of agricultural land livestock and poultry above the average for Ukraine, the presence of roads to the vast majority of agricultural enterprises, the presence in the region in western Ukraine's largest producer of mineral fertilizers - JSC "Rivneazot" and LLC "Ukrtechnofos" the possibility of renting farm, including the meliorated land that are not used.

Despite the overall growth of agribusiness investments in the Rivne region, enterprises, leading economic activity in the meliorated lands are not sufficient investments, and thus carry out meliorative measures for residual principle.

The main ways of increasing investment activity of agricultural enterprises on meliorated lands can be formulated based on its primary objective (Table 1).

Priority directions of investment in agroindustrial complex Rivne region is getting under planting crops of arable land that has not been processed, the introduction of intensive technologies of cultivation of crops needed to obtain stable yields no compromises with regard to potential soil fertility, increase the area of competitive crops, including cereals and cereal crops, canola, refill machine and tractor fleet highly effective technique.

Attracting domestic and foreign investors should be the leading direction of activity enterprises of agroindustrial complex of the Rivne region. With the increase of investment attractiveness of the priority directions for updating and providing innovative sustainable agricultural development on meliorated land is to the reform and improvement management of implementation of the melioration works, conservation and rational use of water and land resources, to maintain in working condition drained land, improving soil fertility.

The main strategic direction of use of agricultural land meliorated Rivne region is a comprehensive reconstruction and improvement of existing melioration systems, melioration measures to bring the optimum level, improvement of soil properties and increase their fertility in order to ensure high and stable crop yields.

Tab. 1. The main ways of intensification investment in farm lands meliorated

The main objective	The basic ways to implement main objective
Providing investment enterprise development in current and future periods	Providing guaranteed investment support of enterprises of agroindustrial complex.
	Providing the highest possible level of self return and profitability of agricultural enterprises on meliorated lands
	Ensuring the formation sufficient volume investment resources
	Provide maximum liquidity of investments
	Providing minimization of investment risk
	The formation mechanisms of the development of innovative agricultural enterprises on meliorated lands

Based on the analysis of investment activity of agricultural enterprises in the meliorated lands of the Rivne region we have developed an innovative mechanism management of their development (Fig. 1).

In order to enhance investment performance and favorable investment climate in the Rivne region with the support of the Project Coordinator for Security and Cooperation in Europe operates the agency «Invest In Rivne», founded by local authorities. Agency aims to provide professional services to foreign and domestic companies on profitable investments in companies in Rivne region. Attracting investment capital in the activities of agricultural enterprises on land meliorated by the agency «Invest In Rivne» will allow a mechanism of management of innovation development at regional level.

To increase investment agricultural enterprises Rivne region, with operations on meliorated lands to create a special fund savings through deductions from state and local budgets and funds agricultural enterprises to ensure proper operation of drainage systems. Interfarm melioration network serviced Rivne regional Department of Melioration and Water Management for public funds, while the farm network, operated by the residual principle.

Accumulation fund must have a designated purpose, and its funds used exclusively for farm service network Rivne regional Department of Melioration and Water Management commissioned by the owners of drained agricultural land.

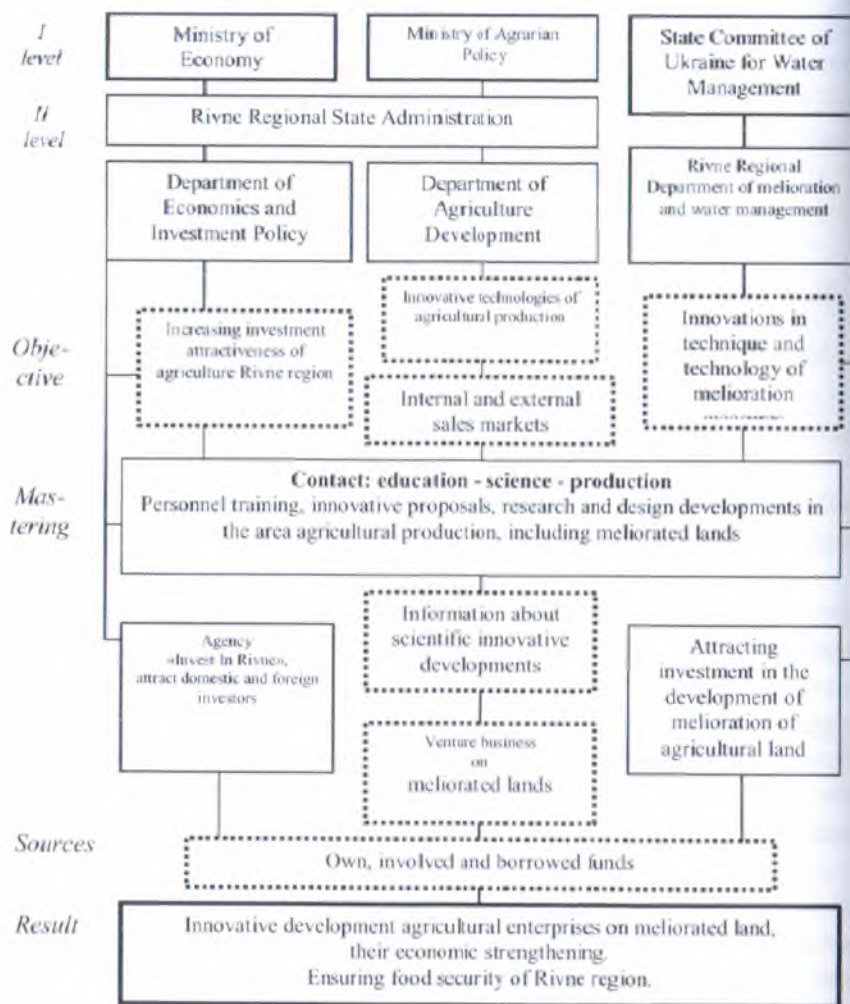


Fig.1. The mechanism of management of innovative development agricultural enterprises on meliorated lands of the Rivne region

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FORMATION OF THE MECHANISM OF EFFICIENT AND SUSTAINABLE DEVELOPMENT OF ENGINEERING COMPANIES

The paper considers the formation mechanism of areas of sustainable development of machine-building enterprises

Keywords: development, sustainability, functional and resource diagnostics.

Mechanical Engineering is one of the leading industries. Therefore, the rate of innovation processes in machine-building industry is the main driving force behind technological developments of individual industries as well as national economy of Ukraine in general. After all, this industry creates an active part of fixed assets - tools that provide the level of competitiveness in world markets [1].

The effectiveness of methods for sustainable development of machine-building industry have been studied by many scientists, including PG break Mehovych SA, SV Kolesov, V. Sytnichenko, D. Malashchuk and others. But given the current requirements, analysis, research and implementation of effective measures to increase competitiveness of the industry require further study.

The article aims to develop a mechanism for sustainable development, which should contain a set of elements that enable it to function effectively. For a clear definition of its elements and the nature of the relationship between them, it is necessary to approach the mechanism for sustainable development of an engineering company from two perspectives: organizational and economic.

Using models to bring the resource-component system in the best condition and constant monitoring of the system used by modern machine-building enterprises in conjunction with the introduction of strategic management program, enables to form a mechanism for sustainable development as a complex relationship and interaction between organizational structure and management of decision-making processes with

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Author: Prof. Ing. Jaroslav Ďaďo, PhD.
Ing. Zdenka Musová, PhD.
Title: Marketing Management in practice
Issue: 300 pcs.
No of pages: 295
Format: A5
Publisher: Matej Bel University, Faculty of Economics Banská
Bystrica, Slovakia

ISBN 987-80-557-0392-3

Підписано до друку 08.11.2012 р. Формат 60x84 1/16.
Ум. друк. арк. 15,00. Друк лазерний. Зам. № 631. Накл. 100 прим.

Надруковано в ТОВ «Цифрова типографія»
Адреса: м. Донецьк, вул. Челюскінців, 291а, тел.: (062) 388-07-31, 388-07-30