

**Strategies for sustainable
socio-economic development
and mechanisms their
implementation in the global
dimension**

**Collective monograph edited by
M. Bezpartochnyi**

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The authors of the book have come to the conclusion that it is necessary to effectively use modern approaches to developing and implementation strategies of sustainable socio-economic development in order to increase efficiency and competitiveness of economic entities. Basic research focuses on analysis of formation and development of entrepreneurial activity, logistics management, environmental and economic management of the enterprise, formation of competitive advantages, study the nature of digitalization. The research results have been implemented in the different models and strategies of economic development of the national and world economy, improving the strategic management system, development labor potential, the public finance system, managing the enterprise's competitive behavior, social and digital marketing, improving the educational process. The results of the study can be used in decision-making at the level the economic entities in different areas of activity and organizational-legal forms of ownership, ministries and departments that promote of development the economic entities on the basis of models and strategies for sustainable socio-economic development. The results can also be used by students and young scientists in modern concepts and mechanisms for management of sustainable socio-economic development of economic entities in the condition of global economic transformations and challenges.

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**SCIENTIFIC-
METHODICAL
APPROACHES TO THE
APPLICATION OF
INTERNATIONAL
MARKETING
RESEARCH IN THE
PROCESS OF
MARKETING
MANAGEMENT
ACTIVITY OF
ENTERPRISES IN
INTERNATIONAL
MARKETS**

The term “marketing research” has a broad meaning and relates to all aspects of marketing. In international marketing research activities used by all types of organizations to solve a variety of problems: small businesses, large corporations, international organizations, companies engaged in the field of technology, online shopping, politicians in the service sector (lawyers) and non-profit organizations.

Research by international marketing focuses on identifying and studying market demand, the needs and requirements of specific customers to the products to justify the production and marketing activities of the enterprise on them, and therefore is the basis of enterprise activity on foreign markets and involves the analysis of all the components that can affect the efficiency of the dissemination policy.

Differences between the process of implementation of marketing research for internal and external market. In both cases, the used methods and principles of research which suggest that the peculiarities of the relevant market.

For a clearer understanding of the differences between marketing research of domestic and international markets, it is necessary to clarify the essence of the concept, characteristic differences of markets because international markets specify higher requirements for products, their

consumer properties, appearance, quality indicators, terms of consumption of service. Based on the above characteristics, due to the intense competition between sellers, while satisfying the demand for them, it is advisable to define different views on the definition of the essence of marketing research of international markets [1, p. 56].

Exploring and generalizing scientific works of scientists, and given the current practice of conducting marketing research of international markets, it should be noted that in Russian literature, dedicated to the marketing, not always studied the issues related to marketing research of international markets.

Consider the most typical definition of marketing research. Thus, F. Kotler defines marketing research as “the systematic identification range of data required in connection with the marketing situation facing the firm, their collection, analysis and report on the results” [2, p. 118].

A. I. Kovalev, and V. V. Volenko define marketing research as the collection, processing and analysis of data on market, competitors, consumers, prices, the internal potential of the enterprise in order to reduce the uncertainty related to the adoption of marketing decisions [3, sec. 48].

Ukrainian specialist in the field of marketing As A. O. Starostina gives a definition of marketing research: “Marketing research is the systematic process of setting goals research, identify, scope, collection, analysis, objective market information and develop recommendations for adoption of specific management decisions on all elements of a market-product strategies of firms and methods of their implementation to deliver bottom line results in the company’s activity under the conditions of the existing marketing environment” [4, p. 9].

According to the code of the international organization ESOMAR marketing research is the systematic collection and objective recording, classification, analysis and presentation of data on the behavior, needs, attitudes, opinions, motivations, individuals and organizations (businesses, state institutions etc.) in the context of their economic, social, political and everyday activities. The purpose of this code, the term “marketing research” also includes the concept of “social studies”, because they use the same techniques and methods to study the phenomena and problems not directly related to the marketing of goods and services [5, 6].

As you can see, the code ESOMAR directly involves social research (i.e. the sociological, psychological) to the category of marketing and proclaims the adequacy of the methods used in marketing and

sociological research.

According to representatives of the Ukrainian school of marketing A. V. Voychak, the marketing research process is a logical sequence of actions that must be implemented to achieve the goals [7, sec. 146-147].

Based on detailed studies of A.V. Fedorchenko, we can agree with the proposed approach to the definition that “Marketing research is always a specific project of practical value and a time-bound and other resource frames (financial, human, informational, infrastructural, spatial, etc.), which is implemented in order to solve a specific marketing problem to management content. Therefore, marketing research can be conducted continuously, simultaneously can only be performed a certain number of marketing research projects, which aim to increase the level information and analytical support of managerial decision-making in uncertain market conditions” [8, p. 192].

The results of the retrospective study analysis of conceptual and categorical apparatus of “marketing research” allowed to claim that representatives of the Ukrainian school of marketing carried out a significant breakthrough in marketing science detailing the issues associated with marketing research.

In their scientific works, Kotler also notes that the business determines whether the company to do international marketing, some are pushing to the meager possibilities of the domestic market, attracting other opportunities abroad. Given the risks inherent in activities in international markets, businesses need to approach the decision-making consistently and comprehensively. It is impossible not to agree with the author that the responsibility for the future performance in international markets lies with the firm, since they need to understand how to trade constraints and opportunities inherent in the international trading system of the relevant market [2, p. 555].

According to Philip Kotler, an international marketing research are the special marketing studies, which determine the country's readiness to perceive certain goods and services, evaluation of its market attractiveness for foreign firms, which depend on existing economic, political, legal and cultural environment [2, p. 555].

To the scope of international marketing research is a traditionally referred risk reduction decision about the international activity of the firm. According to T. M. Tsygankova, minimizing the risk of business enterprises in international markets is achieved through the use of findings of international marketing research in decision-making, that is, the process of systematization of information on the status and possible

options for entering foreign markets object of study [9, p. 60].

A few more functional painting of this category receives Russian scholar S. S. Garkavenko, which specifies that the feature of international marketing research is more complex processes than on the national market, and in order to avoid the most serious mistakes while conducting international marketing research is necessary to determine the profile of its target consumers or customers, conduct interviews with representatives of target segments, to understand how these segments correspond to the notions, to employ local people who know what research methods are applied in this country and the costs they require you to use several different methods in order to have a clear idea about the potential markets, analyze the results and determine what actions of the enterprise on the foreign market should be different from the actions in the internal market [8, p. 355].

The results of the study N. And. Perovskogo give grounds to argue that international marketing research is the systematic collection and analysis of data on business activities of the company or organizations on foreign markets, during which it is necessary to remember the significant differences of foreign markets [10, sec. 140].

Agree with the opinion. N. I. Perovskogo, especially it should be noted that such differences are observed between markets in the US, Western Europe, Russia, Japan, China, and the special is the European Union market.

The same idea we meet in N. I. Anistratenko: "Marketing research in the international environment represent a systematic search, collection, processing and description information associated with the problems marketing of goods and services abroad", which notes that the structure of the marketing research process in the international sphere, little different from marketing research national environmental environment. However, an increased risk of foreign business and the volume of necessary information for the implementation of this business require knowledge and consideration of peculiarities, tasks and subject of international marketing studies [11, p. 13]

These features N. I. Anistratenko defines three main factors: environmental conditions; the relationships of market participants (competitors, buyers, intermediaries) and the ambiguity of the action of used tools of marketing in the constantly changing conditions on the markets of different countries. The main objective of international marketing research considers the analysis of chances and risks in markets abroad. And therefore, determining N. I. Anistratenko is

particularly relevant for Ukrainian companies, because of the research of the internal market of those countries where they plan to enter on the successful consolidation of positions enterprise to them [11, p. 13].

However, most fully integrated approach to the understanding of the category of international marketing research revealed domestic scientist-marketer V. Lypchuk: “International marketing research is the systematic collection and analysis of data for marketing activities of enterprises or organizations in foreign markets that, if necessary, special studies of specific marketing problems whose role is to assess needs, consumer demand, creating a program to meet them, identify and define both problems and opportunities for firms to implement and evaluate their international marketing activities. The goal of marketing research is to assess the ability of the company to occupy a competitive position in a particular foreign market, to reduce the degree of uncertainty and risk, increase the likelihood of success of marketing activities” [12, p. 124].

Exploring and generalizing scientific works of foreign and domestic scientists, and also considering the fact that marketing research in foreign markets for functional loads is no different from marketing research in the domestic market, we offer you to identify the attribute features that distinguish the concept of “international marketing research” from “marketing research” (Fig. 1.4) [13, p. 119, 14, sec.56].

It is obvious that some features of the concept of international marketing research has already been considered in the scientific works of fellow scientists, however, consider it appropriate to add the classification of the sources and types marketing information about convergence (similarity) of the system of planning and organization of activities of enterprises in certain international markets. That is, the proposed process of marketing research international markets to strengthen further study the degree of approximation of the economy studying the international market that will act as a specific indicator of the willingness of importing countries to cooperate.

Y. G. Kozak notes that one of the most important elements of successful business conduct in global markets is a specific functional manifestations of international marketing activities to the needs of the modern conceptual foundations of international marketing that makes use of the fundamental provisions of the General marketing concept in the process of implementing individual management activities of the international marketing, in particular [15, p. 245]: an integrated marketing researches of the world market, above all changes in social

needs; use market information to develop new products that can meet the needs of the world market, which dynamically changes; a study of the optimal exit methods and organizational forms of the company's presence abroad and create business alliances for effective expansion of foreign markets; adaptation of the “home” of the marketing strategy to the conditions of the foreign market environment, in particular the organization of production and sales in the international division of labor, specialization and cooperation with the aim of achieving maximum commercial effectiveness [15, p. 245].

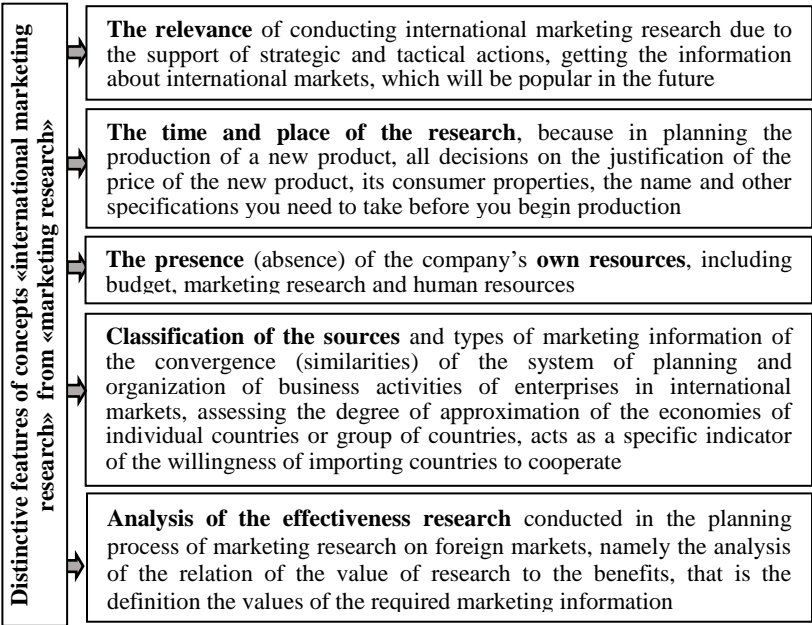


Figure 1.4 The distinctive features of the concepts of “international marketing research” from “marketing research”

Source: developed by the author based on [13, p. 119, 14, sec.56]

On the basis of these distinguishing features, it is worth noticing that although the important component in the system of international marketing research is the information, however, for the solution of marketing problems the process of collecting and information processing is an integral part.

In accordance with the theory and practice of international marketing the purpose of marketing research is the consideration of market requirements in the process of modernization of production that is available. Therefore, the main objective marketing research of international markets is the study of the market, which is opening new opportunities for the development of domestic exports (Fig. 1.5) [16].

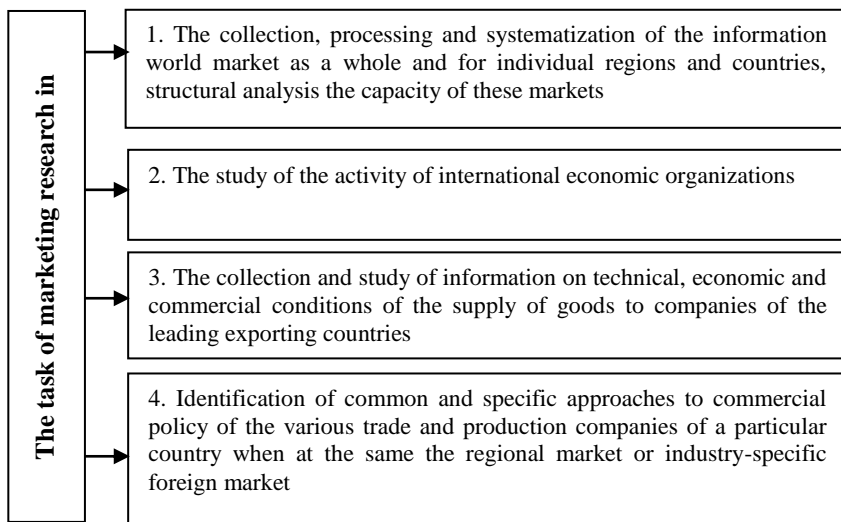


Figure 1.5 The task of marketing research in international markets

Source: developed by the author based on [16]

Summarizing, we can conclude that an important task marketing research of international markets is to identify strategic fields of activity of the enterprise, that is, the aggregate target market and designed for him of the goods of the company. The identification of strategic fields the activities of the enterprise also includes the markets that are suitable for the achievement of the goals of the company and ensure the necessary adaptability it product. On the correct choice depends on the effectiveness of all subsequent marketing events and activities of the enterprise as a whole.

Exploring and generalizing scientific works of scientists, as well as despite the fact that the directions of marketing researches can fluctuate we propose to determine the factors influencing the formation of areas of international marketing research: the size of the company, its industry feature stages of the life cycle of products, the system of the

organization marketing management, personnel qualifications, the presence of foreign markets, the number and size of markets for firms. At the same time not to exclude the possibility of classification of services in marketing research as the use of components of the marketing mix.

Consider that should be taken into account in the classification of areas is the possibility of obtaining quantitative and qualitative indicators to evaluate the marketing activities of the firm. With respect to the direction of the international marketing researches, in the literature there is no uniform classification, however, the relevance of individual areas of marketing research may change in time. Different views the authors have given the steps of marketing research and their elements.

E. P. Golubkov considers that the study of market conditions involves determining the capacity and market potential of individual regions, countries and territories in the context of certain types of products, industries and firms, the analysis of the correlation of demand and supply, consumer behavior of individual types of products based on the industry and specific manufacturers. Proposed by E. P. Golubkova areas of international marketing research are areas like marketing research, however, is distinctive about them is that the organization of enterprise activity on foreign markets is especially important to explore the possible prospects for the development of each foreign market [17, p. 87] (Fig. 1.6).

Study international marketing environment, according to the theory of E. P. Golubkova, involves primarily the study of competitors and middlemen, opportunities of access to foreign market, taking into account the legal framework the implementation of foreign economic activity of the company, and studying foreign market, should be weighed prospects for the firm with the possibility of their use in economic activities. It is necessary to conduct analysis of production and commercial activities of the company, to determine the level of competitiveness of products and businesses and evaluate opportunities in foreign markets that studied [17, p. 87].

In this vision, agree with the scientific view of E. P. Golubkova, and we believe that such analysis should be carried out at the appropriate level in order to identify strengths and weaknesses of the firm in the country, as well as to identify opportunities and threats in the international marketing environment.

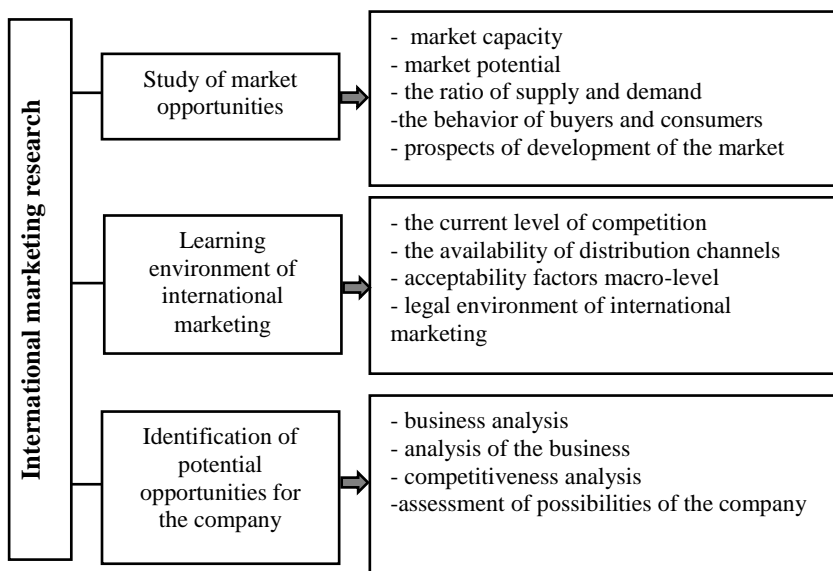


Figure 1.6 International marketing research

Source: developed by the author based on [17, p. 87]

Developing the ideas Z. Kendzor, K. Karch, during the implementation of international marketing research it is necessary to perform certain activities of the company, that is to characterize the conditions under which the work will be the enterprise on the foreign market, explore the marketing mix as a tool to influence the market and evaluate the performance of the enterprise as a whole with the vision of scientists can agree, and to distinguish three main areas for international marketing research (Table 1.2) [18, p.45].

Summarizing the results of the research of various scholars, E. P. Golubkov, K. Karch, Z. Kendzer can agree with existing approaches to classification of marketing research directions.

A. V. Fedorchenko in their scientific works determines that marketing research impossible to carry out spontaneously, because the market equilibrium is at its essence represents a specific scientific abstraction. Therefore, the basis for the marketing research considers the process approach, which allows to analyse market processes in the dynamics and relationships between their individual factors and it is one of the main principles of marketing studies [19, p. 69].

Table 1.2

International marketing research

Directions		
The study of the conditions the activities of the enterprise in the foreign market	Research complex marketing as tool influence the market	Research results activities of the enterprise in foreign market
1. Analysis of demand and description of the market	1. Analysis of commodity policy	1. The analysis of sales
2. Analysis of the competitive environment	2. The analysis of price policy	2. The study of the share market
3. The analysis of the external environment	3. Policy analysis distribution	3. Analysis of the level familiarization with marketing communications
4. Analysis of internal environment	4. Policy analysis promotion	4. A study of image

Source: developed by the author based on [18, p. 45]

A. M. Skibitsky defines the classic principles of marketing research: consistency, complexity, regularity, objectivity, precision, economy, efficiency [20, sec. 453], which contradicts scientific the views of A. V. Fedorchenko, about the need to adhere to consistency and regularity in the conduct of international marketing research. Agreeing with this, we believe that the effectiveness principle should be the primary, because the efficiency of conducting international marketing research has a direct impact on the process of making decisions about entering new foreign markets.

N. K. Moiseev believes that the transformation of the business in the market instability requires the creation of new views on the organization international marketing research and highlights the principles marketing research of international markets: the flexibility of the elements the marketing complex, systematic in the study of the limitations of reference business, the complexity of the learning information (see Fig. 1.7) [21, p.27].

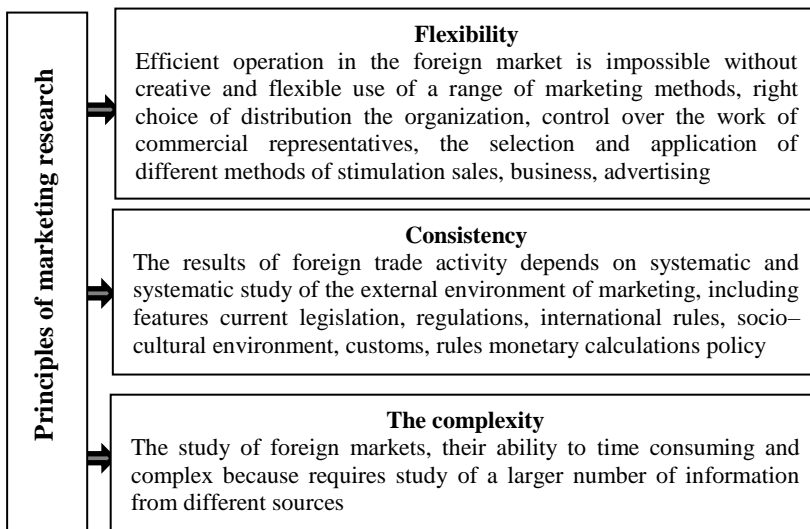


Figure 1.7 The basic principles of marketing research of international markets

Source: developed by the author based on [21, p. 27]

For a more clear understanding of the characteristics of international marketing research and further practical application, we summarize the approaches of scientists proposed the use of the system approach to conducting international marketing research structure and the peculiarities of the foreign market, providing conducting marketing analysis of the environment, demand, competition, mediators (Fig. 1.8).

In this vision, the marketing analysis of the environment begins with identifying priority areas of information gathering, legislative and administrative sphere.

Through analysis of demand, marketing experts take into account first of all, especially the purchase of the means of production and objects consumption. In this case, the objective of marketing research during the demand analysis is the identification of the main reference points for workers that will directly to enter the market of the country.

Competition analysis may be more difficult due to the lack of reliable information and if it is based only on estimates clientele. It should be noted that a local competitor in the same the country may have an advantage over foreign ones, but another to be in disadvantage. This is due to the patriotism of the local buyers who keen to support local entrepreneurs.

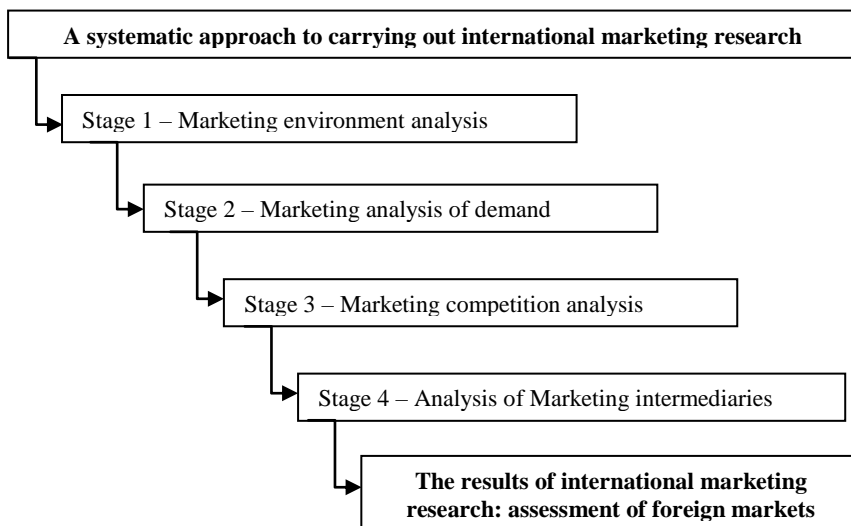


Figure 1.8 A systematic approach to international marketing research the structure and peculiarities of functioning of foreign markets

Source: own elaboration of the author

Analysis of mediators allows you to better understand the role of the activity of those who are engaged as sales of goods or services (distributors) and the development of normative-technical documentation for products and services. The number of network intermediaries varies greatly in different countries: for goods of mass demand in Japan there are 3-4, in France this number tends to 1 in the US, the role of intermediaries remains crucial [22, p. 493], from the work of intermediaries depends on the efficiency of the preparation and signing of agreements in foreign markets.

Thus, a feature of a systemic approach in international marketing research is definition of possibility the establishment of overseas branches of the company, since most of the professional international activities tend to treat foreign branches as the most a promising line of business that provides cost effective and long-term development of the enterprise.

Improved scientific and methodical approaches to the use of marketing research process marketing management enterprises in international markets, which should include the following stages:

marketing environment analysis; marketing demand analysis; marketing competition analysis; marketing analysis of intermediaries; assessment of factors influencing the formation of international destinations marketing research; formation of proposals regarding the selection target markets for the international activities of enterprises, the study possible directions of further market intervention.

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FORECASTING IN THE REGULATION OF THE ACTIVITIES OF BUSINESS ENTITIES

Trend is a stable systematic change that determines the general direction of development, the main tendency of the process for a long time. In this context, the economical and mathematical dynamic model [1], in which development of a simulated economic system is reflected through the trend of its main indicators, is called the trend model. The main purpose of creating the trend models of dynamics is to perform the forecast on their basis, concerning the development of a studied process or phenomenon for the future time period.

Forecasting based on a number of series of dynamics refers to one-dimensional forecasting methods built on extrapolation that is continuation of the past trend in the future. It is assumed that, firstly, a predicted indicator is formed under the influence of a large number of factors, which are either impossible to identify, or have no related information; accordingly, the change of this indicator is not related to the factors, but is connected with the passage of time, which is

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