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ПРИВАТНОЇ ФОРМИ ВЛАСНОСТІ

ЄВРОПЕЙСЬКИЙ УНІВЕРСИТЕТ



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- **НАУКОВО-ПРАКТИЧНІ ЕКОНОМІЧНІ КОНЦЕПЦІЇ ТА ПРОГРАМИ**
- **ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ**
- **ЕКОНОМІКА ТА УПРАВЛІННЯ ПІДПРИЄМСТВАМИ**
- **МЕНЕДЖМЕНТ: ТЕОРІЯ І ПРАКТИКА**
- **ФІНАНСИ, ГРОШОВИЙ ОБІГ І КРЕДИТ**
- **СОЦІАЛЬНО-ЕКОНОМІЧНІ ПРОБЛЕМИ**
- **ІНФОРМАЦІЙНІ ТЕХНОЛОГІЇ В ЕКОНОМІЦІ ТА УПРАВЛІННІ**
- **ЕКОНОМІКА ОСВІТИ**
- **ПЕРСПЕКТИВНІ ТЕХНОЛОГІЇ ПІДГОТОВКИ СПЕЦІАЛІСТІВ**
- **В ЄДИНОМУ ОСВІТЯНСЬКОМУ ПРОСТОРИ УКРАЇНИ**
- **СВІТОВИЙ ДОСВІД ПІДГОТОВКИ СПЕЦІАЛІСТІВ**
- **З ЕКОНОМІЧНОЇ ІСТОРІЇ УКРАЇНИ**
- **ВІСТІ З АСОЦІАЦІЇ**
- **НОРМАТИВНІ ДОКУМЕНТИ**

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# ЕКОНОМІКА І УПРАВЛІННЯ

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**НАУКОВО-ПРАКТИЧНІ ЕКОНОМІЧНІ КОНЦЕПЦІЇ ТА ПРОГРАМИ**

<i>Resler M.</i> Marketing in enterprise management system .....	5
<i>Дмитрук О.В., Круковська І.М., Шарлович З.П.</i> Компетентний менеджер медсестринства – конкурентна перевага закладу охорони здоров'я.....	13
<i>Коваленко О.В.</i> Інноваційний потенціал формування маркетингової парадигми інституціоналізації процесу розвитку та реалізації ринкових інновацій в Україні .....	20

**ЕКОНОМІКА ТА УПРАВЛІННЯ ПІДПРИЄМСТВАМИ**

<i>Грозний І.С.</i> Оцінка продуктивності діяльності промислового підприємства .....	30
<i>Андрушків Б.М.</i> Інструменти управління ресурсним забезпеченням розвитку підприємств .....	34
<i>Безчасний О.У.</i> Особливості формування варіативної стратегії управління якістю продукції.....	38
<i>Русінова О.С.</i> Оцінка постачальників, взаємності від глибини реалізації проектів розвитку промислових підприємств.....	43
<i>Кочетков В.М., Состановський Р.Д.</i> Теоретичні аспекти управління природними ресурсами підприємств бджільництва .....	51
<i>Гривківська О.В., Висоцький О.О.</i> Оцінювання складових потенціалу економічної безпеки підприємств машинобудування з урахуванням внутрішніх ризиків.....	56
<i>Мариненко Н.Ю., Крамар І.Ю., Подвірна Т.В.</i> Особливості формування спроможних територіальних громад в Україні .....	62
<i>Аллахвердян А.В.</i> Інформаційне забезпечення системи контролю на промислових підприємствах.....	68

**ФІНАНСИ, ГРОШОВИЙ ОБІГ І КРЕДИТ**

<i>Onyshchenko V.V., Tymoshenko A.O., Prokopenko K.I.</i> The essence and significance of the program-target method in providing efficiency of budgetary regulation in Ukraine .....	73
<i>Домрачев В.М., Семененко Т.О., Гусев К.О.</i> Застосування кластерного аналізу для оцінки стану банків в Україні .....	79

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*M. Resler*

## MARKETING IN ENTERPRISE MANAGEMENT SYSTEM

Стаття присвячена дослідженню проблем з управління маркетингу на підприємствах. Сьогоднішній стан розвитку світової економіки, її стрімке зростання та вплив науково-технічного прогресу і міжнародного поділу праці зумовлюють перспективи глобалізації в подальшому. Під впливом цього процесу кожне підприємство повинно застосовувати певний маркетинговий підхід, а також дотримуватися однієї з маркетингових стратегій виходу на глобальний ринок. Незважаючи на позитивні риси глобалізації, точаться суперечки щодо її сприйняття країнами з перехідною економікою, яка там тільки почала розвиватися. Глобалізація позитивно впливає на розвиток таких економічних світових «гігантів», як США, Німеччина, Японія, але на країни з перехідною економікою, наприклад на Україну, не завжди вплив глобалізації є позитивним. Адже, в таких країнах, як правило більшість галузей перебувають у стані стагнації. Процес глобалізації на економіку України впливатиме залежно від галузі господарювання. У статті визначено основні напрямки розвитку маркетингу на підприємствах. Визначені перспективні види реклами та основні шляхи вдосконалення маркетингової діяльності на вітчизняних підприємствах. Також досліджено специфічні (нетрадиційні) маркетингові підходи для управління бізнесом.

The article is dedicated to defining the global management of marketing problems in marketing activities at native enterprises. The main challenges in the development of global marketing at enterprises have been determined. Promising areas of advertising have been identified. The main ways of improving the marketing activity at native enterprises have been determined.

**Ключові слова:** маркетинг, маркетинговий аналіз, продукт, ціна, просування, місце, концепція маркетингу, маркетингове управління.

**Keywords:** marketing, marketing analysis, product, price, promotion, place, marketing concept, marketing management.

**Problem statement.** Marketing is a company's capability to market to almost all countries in the world. The request for the company's product or services is established remotely. The global company retains the capability, coverage, knowledge, staff, skills, insights, and expertise to deliver value to customers worldwide. The company is aware of the requirements to service customers locally, while applying global standard solutions or products, and therefore it makes localized version to that product, as required to maintain an optimal balance of cost, efficiency, customization and localization in a control configuration of the continuum. This is done to best meet local, national and global requirements, to present the company against or together with competitors, partners, and unions, substitutes while defending against new global and local market participants in a country, region or city. The company fixes pricing for its products appropriately worldwide, nationally and locally, and promotes access and information to its customers in the most cost-effective way. The company is also to understand, conduct researches, investigations and develop loyalty for its brand and global brand equity (remain in the brand) for the long term perspective.



At this level, global marketing and global branding are integrated. Branding activity involves a structured process of analyzing «soft» assets and «hard» assets of the company's resources. The strategic analysis and development of a brand includes customer analysis (trends, motivation, unsatisfied requirements, and examples of segmentation, competitive analysis for the brand image, strengths, strategies, vulnerabilities and self-analysis (i.e. existing brand image, brand heritage, strengths/capabilities, organizational values).

Further on, development of global brand identity is the process of establishing brands within the product range. The same goes with the company, and services, both locally and worldwide, with consideration for scope, product features, quality vs value ratio. The development also involves consumers and countries of origin; organizational features (local ones vs. global ones); personality features (genuine, energetic, rugged, and elegant) and brand-to-customer relationships (friend, advisor, authority, trusted source). Finally but still important, we use symbols, trademarks metaphors, imagery, mood, pictures and the company's brand heritage. When establishing a global brand, an offer brand (functional benefits, emotional benefits and self-expression ones are identified, while making them localized and streamlined, so as to be consistent with the current point of view at local, national, international and global levels. The ready-made product is to be authentic.

A global marketing and branding implementation are further distributed by the system to marketing assets. There are numerous ways for that: websites, social media, Google PPC, PDF files, sales collaterals, press business trips, kits, product samples, news releases, local mini-sites, fliers, posters, and hand-outs for partners and alliances, affiliate programs and content, internal communications, newsletters, investor content, promotional events and trade shows. All these help deliver an integrated, comprehensive and focused communication, access and value to the customers. Another advantage here is the ability of backtracking, so as to build loyalty, case studies and establish the company's global marketing and brand footprint in the future. Global marketing is a field of study in general business management, the one to provide valuable products, solutions and services to customers, locally, nationally, internationally and worldwide.

Besides that standard marketing approaches, strategies, tactics and processes are applied, global marketing requires to comprehend the following: operations in global finances, operations and distribution, governmental relations, global human capital management and allocation of resources distributed technology development and management, global business logics and global competitiveness, exporting, joint ventures, direct foreign investments and global risk management.

The 4 P's marketing standard is: product, price, place and promotion, all affected by the company movement through the five evolutionary stages in becoming a global company. Finally, at the global marketing level, when creating a worldwide marketing plan, the company trying to speak with one voice for all 4 P's is faced with many challenges. Unless a company holds the same position against its competitors in all markets (market leader, low cost, etc.) it is impossible to launch identical marketing plans worldwide.

Under the conditions of forming market economy, the most important factor to the successful functioning of a native enterprise is his re-orientation for the principles of marketing. Implementing marketing complex in practice gives an opportunity to form new



productive programs, to give immediate response to the changes in the market situation and win in the competitive environment.

Marketing is the process of transferring the product or service value to customers, for the purpose of selling that product or service. There are five competing concepts organizations can choose from to operate their business: the production concept, the product concept, the selling concept, the marketing concept, and the integral marketing concept. The four components of the integral marketing are relationship marketing, internal marketing, integrated marketing, and socially sensitive marketing.

One of the fundamental categories in modern marketing is a concept consisting of a set of marketing tools used together in order to influence the target market, with the purpose of achieving the desired response. In order to reduce prices, the companies should pay much more attention to such areas as product sales and distribution, profit increase and improvements in the financial situation, production management.

The state economy: the output impact. At present, in 2016, the country is recovering from the crisis, so the output can be increased.

As for the political aspect, influence can be made through various statutes, laws, while tax increases are expected, result in the production of non-profit items, and even those causing losses. We can have a positive effect with the politicians' actions promoting the development of enterprises. For example, the reduction of taxes, benefits. At the same time, there may be a negative one, when the enterprise is shut the door on, by increasing taxes, creating limitations to its activities.

Environmental factors. The product produced by our company, must meet international standards, with no environmental impact, since because the effect is considerable and interferes with the production process. Therefore, we should avoid production emissions to the environment (i.e., into water, soil, air).

Culture. The company should consider the level of consumers' cultural development and have positive influence on his habits, promote healthy lifestyles, while most belong to a class not caring about their health and well-being of others.

Marketing is the process by which companies create customers' interest in goods or services. It generates the strategy which is the basis of sales techniques, business communication, and business events. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves.

Marketing is used to identify the customer, to satisfy the customer, and to keep the customer. Since the customer is the focus of its activities, we may conclude that marketing management is one of the major components in business management. Marketing evolved to overcome the "stasis" in developing new markets caused by mature markets and overcapacities in the last 2-3 centuries. The adoption of marketing strategies requires for the businesses to shift their focus from production to the anticipated requests and wishes of their customers, so as to satisfy them in a more effective way than the competitors.

Marketing participants often employ strategic models and tools to analyze marketing decisions. At the beginning of a strategic analysis, the 3Cs can be employed, to get a broad understanding of the strategic environment. The Ansoff Matrix is also often used



to convey the company's strategic positioning. Later on, the 4P's method can be utilized to form a marketing plan to pursue a certain strategy.

There exist many companies, especially those in the Consumer Package Goods (CPG) market that have adopted the theory of running their businesses consumer-centered, as well as satisfying shopper and retailer needs. The companies' marketing departments spend lots of time looking for «Growth Opportunities» in their segments by identifying relevant insights (both mindsets and behaviors) in their target consumers, Shoppers and retail partners. These growth opportunities emerge from changes in market trends; the segment dynamics changes together with internal brand or current business challenges. The Marketing team can then prioritize these growth opportunities and begin to develop strategies to exploit the opportunities that could include new or adapted products, services as well as changes to the 7Ps.

### **Product**

A global company is one to have created a single product while having only to adjust some elements for different markets. For example, Coca-Cola uses two formulas (one with sugar, one with corn syrup) for all markets. The product packaging in every country incorporates the design of the bottle shape and the dynamic ribbon in some ways, its shapes, or forms. However, the bottle can also include the country's native language and have the same size as other beverage bottles or cans in that country.

Luxury products, high-tech products, and new innovations are the most common products in the global marketplace. They are easier to market in a standardized way than other products because there are no traditional cultural values attached to their meanings.

### **Price**

Price will always vary from market to market. It is affected by many variables: cost of product development (produced locally or imported), cost of ingredients, cost of delivery (transportation, tariffs, etc.), and many others. Additionally, the product's position in relation to the competition influences the ultimate profit margin. Whether this product is considered the high-end, an expensive choice, a low-cost choice, or something in-between – all these help determine the price point.

### **Place**

The way of product distribution is also a country-by-country decision, influenced by the way the competitors make offers to the target market. With Coca-Cola as an example again, not all nations and cultures use slot machines. In the United States, beverages are sold by the pallet via warehouse stores. In India, this is not an option. Placement decisions must also consider the product's position in the market place. For example, a high-end product would not need to be distributed via a «dollar store» in the United States. In contrast, a product promoted as the low-cost option, in France would enjoy only some limited success in a pricey boutique.

### **Promotion**

After finalizing the product research, development and creation, promotion (specifically advertising) is generally the largest line item in a global company's marketing budget. At this stage of a company's development, integrated marketing is the goal. The global corporation seeks to reduce costs, minimize redundancies in personnel and work, maximize speed of selling, and to «speak with one voice». In case the goal of a global



company is to send the same message worldwide, then delivering that message in a relevant, engaging, and cost-effective way is the challenge.

Indeed, effective global advertising techniques exist. The key is testing advertising ideas using a proven marketing research system, to provide results that can be compared across countries. The ability to identify which elements or moments of an ad are contributing to that success is the key to understand when scale economies are maximized. Market research ways, such as Flow of Attention, Flow of Emotion and branding moments provide insights into what is working in an ad in any country because the measures are based on visual, not verbal, elements of the ad.

Global debt collection trends are shifting toward more automation and greater use of mobile phones. There is also a general trend to more softly approaches to debt collection methodologies. Low risk customers are given less resources and more time to self-cure, whilst high risk customers are targeted with early intervention practices. In debt management and collection companies, building better customer relationship is being highlighted within the industry as a whole.

Many global alliances between debt collection companies have contributed to strong growth in the industry, as a whole, and in its effectiveness in recovering payments for clients. Chasing bad debts internationally used to be a difficult and often unsuccessful process, but, now, with local agents in place on the ground, many of those problems are a thing in the past. This is seeing more and more outsourcing of debt collection by businesses around the world.

Human resource is the backbone of every successful business. In the solar industry, and especially for product-oriented businesses such as a solar panel company, human resource management is critical. Proper management of a solar panel company involves getting skilled personnel to oversee the different aspects of the business. These personnel members are solar consultants, solar engineers, project managers, contractors and directors of field operations and an elite team of financial experts. The head of a solar panel business must be experienced in the field of solar energy, and must have a good grasp of sustainable construction technology.

Marketing is an indispensable facet in the proper management of any business.

When it comes to solar panels, effective marketing revolves around getting your product in the public eye of the targeted niche. Looking out for opportunities such as the development of new residential and commercial areas, it is essential to consider upgrade of both commercial facilities that are keen on going green and large scale projects by the government. Closely tied to marketing of solar panels is the need to maintain client relationships by "going the extra mile" and offering additional services such as upgrading, repairs and maintenance of solar panels.

Most developing countries have abundant renewable energy resources, including solar energy, wind power, geothermal energy, and biomass, as well as the ability to manufacture the relatively labor-intensive systems that harness these. By developing such energy sources, developing countries can reduce their dependence on oil and natural gas, creating energy portfolios that are less vulnerable to price rises. In many circumstances, these investments can be less expensive than fossil fuel energy systems.

Collectively, developing countries have more than half of global renewable power capacity. China and India are rapidly expanding markets for renewable energy. Brazil



produces most of the world's sugar-derived ethanol and has been adding new biomass and wind power plants. Many renewable markets are growing at a rapid rate, in countries such as Argentina, Costa Rica, Egypt, Indonesia, Kenya, Tanzania, Thailand, Tunisia, and Uruguay

Technology advances are opening up a huge new market for solar power: there are about 1.3 billion people around the world with no access to mains electricity. Even though they are typically very poor, these people have to pay much more for lighting than people in richer countries because they use inefficient kerosene lamps. Solar power costs are half as much as lighting with kerosene. An estimated 3 million households get power from small solar PV systems.

Micro-hydro systems configured into village-scale or county-scale mini-grids serve many areas. More than 30 million rural households get lighting and cooking from biogas made in household-scale systems. These stoves are being manufactured in factories and workshops worldwide, and more than 160 million households now use them.

Around the world, countries and companies are investing in solar generation capacity on an unprecedented scale, and, as a consequence, costs continue to fall and technologies improve. This publication gives an authoritative view of these technologies and market trends, in both advanced and developing economies, while providing examples of the best and most advanced practices. It also provides a unique guide for policy makers, industry representatives and concerned stakeholders on how best to use, combine and successfully promote the major categories of solar energy: solar heating and cooling, photovoltaic and solar thermal electricity, as well as solar fuels. Finally, in analysing the likely evolution of electricity and energy-consuming sectors – buildings, industry and transport – it explores the leading role solar energy could play in the long-term future of our energy system.

In some isolated rural areas, extension of mains electricity grids is often not economically advantageous. Off-grid renewable technologies provide a sustainable and cost-effective alternative to diesel generators that would be otherwise be deployed in such areas. Renewable technologies can also help to displace other unsustainable energy sources such as kerosene lamps and traditional biomass.

Sustainable energy technology advances with each passing day. For a solar panel company to stay afloat, it is important that modern training is incorporated into everyday business management. In this industry, Solar Energy International (SEI) is a non-profit organization that seeks to empower businesses globally by providing training in sustainable renewable solar energy. SEI organizes both training and certification, enabling solar panel companies to make strides in this sector. In addition, this helps businesses keep abreast with the latest technology, in effect contributing to effective business management.

Real-life marketing primarily revolves around the application of a great deal of common-sense; dealing with a limited number of factors, in an environment of imperfect information and limited resources complicated by uncertainty and tight timescales. Use of classical marketing techniques, in these circumstances, is inevitably partial and uneven.

Thus, for example, many new products will emerge from irrational processes and the rational development process may be used (if at all) to screen out the worst non-runners. The design of the advertising, and the packaging, will be the output of the creative minds



employed; management will then screen such ones, often by 'gut-reaction', to ensure that it is reasonable.

We have enough marketing managers and experience to analyze the complex for most of their time, and unique situations being faced. This will often be «flying by the seat of the pants», or «gut-reaction»; where the overall strategy, coupled with the knowledge of the customer which has been absorbed almost by a process of osmosis, will determine the quality of the marketing employed. This management, almost instinctive, is what is sometimes called 'coarse marketing'; to distinguish it from the refined, aesthetically pleasing, form favored by the theorists.

Marketing effectiveness is the quality of how marketers go to market with the goal of optimizing their expenditures to achieve good results for both the short-term and long-term. It is also related to Marketing ROI and ROMI (Return on Marketing Investment).

However, every business in the economic activity is a participant of competition for consumers, and an important element of the company is studying a mechanism to ensure competitiveness, development strategies of the company. The ability to overcome the survival of the enterprise in constant competition depends on the advantages and competitiveness.

Marketing Principles that increase competitiveness of the enterprise until recently have been to ensure compliance with customers' specific product requirements, and not only for their quality, technical, economic, aesthetic characteristics, but also for commercial and other conditions of its implementation (price, delivery, distribution channels, service, warranty service, advertising). The criteria of competitiveness of the goods is the stability of quality, the level of product innovation, its image, information, loss of customers for its operation. Therefore, competitiveness is one of the major characteristics of the company, determining the prospects of its further development. Therefore, improving its competitiveness on the basis of market research is one of the strategic objectives of each business structure. The adoption of a new marketing strategy to ensure the competitiveness of enterprises requires precise organization of training and in-depth research, analysis and study findings on the factors and their performance using the methods and evaluation models competitiveness. Ukraine's integration into the global economic system requires running native enterprises according to the principles of management that are used by leading foreign manufacturers, since Ukraine lags far behind advanced countries by the main indicators of competitiveness

Marketing effectiveness has four dimensions:

Corporate customers – each company operates within different bounds. These are determined by their size, their budget and their ability to make organizational change. Within these bounds marketers operate along the five factors described below.

Competitive – each company in a category operates within a similar framework as described below. In an ideal world, marketers would have perfect information on how they act as well as how their competitors act. In reality, in many categories marketers have reasonably good information through sources, such as, IRI or Nielsen. In many industries, competitive marketing information is hard to come by.

Customers/Consumers – understanding and taking advantage of how customers make purchasing decisions can help marketers improve their marketing effectiveness. Groups of consumers act in similar ways leading to the need to segment them. Based on these



segments, they make choices based on how they value the attributes of a product and the brand, in return for price paid for the product. Consumers build brand value through information. Information is received through many sources, such as, advertising, word-of-mouth and in the channel often characterized with the purchase funnel (distribution), a McKinsey & Company concept. Lately, consumers consume and make purchase decisions in certain ways.

Exogenous Factors – there are many factors, outside of our immediate control, that can impact the effectiveness of our marketing activities. These can include the weather, interest rates, government regulations and many others. Understanding the impact these factors can have on our consumers can help us to design programs that can take advantage of these factors or mitigate the risk of these factors if they take place in the middle of our marketing campaigns.

**Conclusions.** At this stage of the global economy, its rapid growth and the impact of scientific and technological progress and the international division of labor influence the prospects of globalization in the future. Under the influence of this process each global company must apply a marketing approach and follow one of the marketing strategies of entering the global market. Despite the positive features of globalization, its perception by countries with economies in transition, the ones starting their development.

No doubt, globalization has a positive effect on the development of global economic “giants” like the US, Germany, Japan, while in countries with economics in transition, such as Ukraine, the impact of globalization is not always positive. For in these countries most industries are stagnant. Therefore, globalization effect to the economy of Ukraine will depend on the area of economic activity.

To our mind, specific marketing approaches are required in management of any solar panel business, to find out whether it holds any promises. Taking into account all the influences mentioned above, we consider that in this industry entrepreneurs have the potential to develop their businesses on a large scale. With the numerous «going green» projects across the world, any business keen to invest in the solar industry is sure to reap great rewards.

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