

MARKETING, MANAGEMENT, ENTREPRENEURIAL ACTIVITY

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METHODOLOGICAL APPROACH TO FORMATION OF CRISIS MANAGEMENT OF A CHEMICAL ENTERPRISE MARKETING ACTIVITY

Objective. *Objective of this article is a substantiation study of methodological approach and necessary research instruments based on considering a number of important factors of crisis management that have an influence on efficiency of a chemical enterprise marketing activity.*

Methods. *In the research process the following methods are used: historic lookback – to characterize processes of formation and development of the chemical sector in Ukraine; analysis and synthesis – to determine the interrelation between factors of external environment and economic strategy of an enterprise; strategic analysis – to separate trends of an enterprise activity on the industrial market; formalization – to structure the process of strategy development of a chemical enterprise.*

Results. *On the grounds of conducted research a scientific-methodological approach has been propounded for crisis management related to organization and administration of a chemical enterprise activity directed at ensuring stable competitive positions under conditions of dynamic marketing environment and increasing of investment appeal.*

Academic novelty. *Propounded instruments of crisis management related to organization and administration of a chemical enterprise which in contract to existing ones are directed at conditions of dynamic marketing environment and increasing of investment appeal under conditions of ensuring stable competitive positions.*

Practical importance. *Practical importance lies in the fact that general provisions specified in the article are developed into methodological and practical recommendations and in argumentation of reasonability of crisis management instruments and concept of a chemical enterprise marketing activity.*

Key words: *crisis management, marketing, methodology, efficiency, chemical enterprise.*

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DIAGNOSIS OF POWER INTERACTION OF MARKETING BUSINESS SYSTEM

Objective. *The main purpose of writing this article is to improve the methodological*

approaches to the diagnosis of the level of interaction between the various elements of the marketing of the business. Technique. During the preparation of the materials used in article: methods of analysis and synthesis (to clarify the conceptual interpretations in «marketing business system»), expert evaluation (for the diagnosis of the sustainability of business systems, retail chains selling food), GAP-analysis (for calculation of strategic gap in perception elements of sustainability marketing business systems studied retail chains).

Results. *In the course of the research developed by the author's definition of marketing business system as a voluntary agreement between the elements of the market space, and their interaction, which includes the exchange, distribution, joint development of products, technologies, services, and implement them in a mutually beneficial long-term basis. To assess the stability of the power systems business of retail chains selling food «Amstor», «glutton», «ATB», «Brusnichka», a list of parameters that define it, and carried out an expert assessment of the elements of the list the staff and customers.*

Academic novelty. *Extending and complementing existing technical approaches to the diagnosis of the level of development of business system based on the method of expert evaluation, which is in contrast to existing diagnostic parameters involves the interaction forces in the bipolar space in accordance with the characteristic of a business system that combines both internal and external customers .*

Practical importance. *Improvement of marketing tools to control the intensity of interaction between business systems, aimed at predicting the duration and profitability of business contacts in the coordinates «firm-customer.»*

Key words: *marketing, business system, traders, interactions, and food.*

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MODERNIZATION OF THE STATE TAX SERVICE OF UKRAINE, AS A FACTOR OF SMALL BUSINESS PROMOTION

Objective. *The purpose of the article is to analyze the process of modernization of the State Tax Service of Ukraine, as a factor to promote small businesses.*

Methods. *In the study, the following methodological generalization: Arrangement of the electronic registration key dynamics analysis statistics taxpayer registration key certification center, the methods of theoretical generalization and comparative law.*

Results. *Based on the research process of modernization of the State Tax Service of Ukraine were identified key areas to promote small businesses, which are based on the basic principles of the use of ICT and e-services. Also analyzed the specificity, rules and methods of use of electronic resources STS of Ukraine, on the further development of small business.*

Academic novelty. *Improved scientific and methodical approach to evaluating the prospects for implementation of electronic resources by small businesses based on current tax legislation changes and amendments, clarified methodical approach to the use of automated databases for selecting taxpayers to be included in the plans documentary checks and implementing automated documentary audits of taxpayers.*

Practical importance. *The results are aimed at creating a competitive tax system and*

promote optimal taxpayers of small business through the use of electronic services for distance by the State Tax Service of Ukraine.

Key words: *modernization, electronic resources, tax management, small business, e-services, remote servicing small businesses.*

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INTERNATIONAL BRAND: METHODOLOGICAL REVIEW OF THE EFFECTIVENESS OF FUNCTIONAL COMPONENTS

Objective. *Purpose of this article is to determine the essence of functional component of international brand, research opportunities of methodological bases as evaluation of branding effectiveness in the international space.*

Methods. *Used during the research: principles of axiology and functionality, by means of which functional essence of international brand, principle of systemic universal relations and development, which helped to reveal dialectics of relations between methods and tools of branding, functional structure of brand and quality of relevant functions implemented by brand, have been revealed.*

Results. *Based on this research, a scientific and methodical approach to evaluation of international branding effectiveness on the basis of its functional component has been proposed.*

Academic novelty. *Improved scientific and methodological provisions on evaluation of branding effectiveness, which in contrast to the existing ones are built on the principles of functional approach, considering the level of significance and quality of functions implementation by international brand, which gives a more complete and clear picture of brand effectiveness, reveals its target content and identifies strengths and weaknesses in comparison with brands of competitors.*

Practical importance. *Practical significance is that the main provisions delivered in the article, have been brought to the level of methodological developments and practical recommendations, are expedient for implementation of functional approach, and constitute a methodological basis for evaluating effectiveness of international brand.*

Key words: *brand, branding, methodology, effectiveness of branding, functional component.*

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CONCEPT ORGANIZATIONAL AND ECONOMIC MECHANIZM

ANAGING THE ADVERTISING FOR CONSUMER GOODS AND SERVICES MARKETS

Objection. *The objection of this article is to work out the conception of organizational-economic mechanism of advertising activity management in the consumer goods and services market.*

Procedure. *In the course of the study there were engaged: methods of theoretical generalization and comparison, analysis and synthesis (to specify the content of the concept «organizational-economic mechanism», to justify the mater of advertising activity in goods and services market); structure functional method (to systemize the approaches to determine management concepts of advertising activity, to work out the organizational and functional patterns of advertising process participants, the organizational stages, systematization of the components of its information support).*

Results. *On the base of conducted study there was suggested the conception of tional-organizaeconomic mechanism of advertising activity management in the market of goods and services, which allows to improve the efficiency of advertising activity. This mechanism includes the scientific-methodical approach, which allows to determine the principles of its formation, the structure and the content of organizational components of the mechanism of the advertising process management in the consumer market of goods and services.*

Academic novelty. *It was worked out the conception of organizational-economic mechanism of the advertising activity management in the market of goods and services, which implement allows to improve the communicative and economic efficiency of advertisement, which in its turn stimulates goods and services promotion in the consumer market.*

Practical importance. *The obtained results are aimed at the optimization of the advertising activity management in the market of goods and services.*

Key words: *advertising activity management, conception, advertising process participants, organizational-economic mechanism, consumer market of goods and services.*

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MEET CONSUMER NEEDS PROCESS IN SERVICES OF SANATORIUM-RESORT TYPEESTABLISHMENTS

Objective. *The aim of the article is to form the algorithm of meet consumer needs process in services of sanatorium-resort type establishments and to study its phases.*

Methods. *The study used: methods of theoretical generalization and comparison, analysis and synthesis (for clarification of the term «meet consumer needs in sanatorium-resort services»), dialectical method of cognition of the economic phenomena (in forming the algorithm of meet consumer needs process in services of sanatorium-resort are establishments).*

Results. *Based on the conducted research the algorithm of meet consumer needs process in services of sanatorium-resort area establishments is formed. The algorithm of meet consumer needs process of sanatorium-resort services contains the specified sequence of steps (corresponding blocks),determining the nature of consumer behavioral actions in meeting such needs; forward and backward connections between the blocks, characterizing the flow sequence of phases to maximize consumer satisfaction.*

Academic novelty. *Improved scientific positions on theoretical modeling of meet*

consumer needs process in services of sanatorium-resort area establishments, which in contrast to existing, takes into account the needs of individual consumers in sanatorium-resort services and specific conditions to meet them; represents the nature and sequence of process steps carried out for such services; characterized by forward and backward connections between blocks (process phases)

Practical importance. *Obtained results generated in the form of algorithm of meet consumer needs in sanatorium-resort services will enable managers to implement differentially and purpose fully, on this basis, organizational, economic, innovation and diversification measures of providing additional sanatorium-resort services that will improve the efficiency of such institutions.*

Key words: *consumer needs in sanatorium-resort services, meet consumer needs process in sanatorium-resort services.*