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CONCEPTION OF SOCIAL ORIENTATION OF MARKETING ON MACRO AND MICRO LEVEL AS A TOOL FOR MANAGING THE COMPETITIVENESS OF OBJECTS

Introduction. The evolution of marketing and the emergence of a concept aimed at combining the interests of producers, consumers and society is conditioned by the appearance of a concept of socially oriented marketing and a socially responsible marketing system that contributes to the gradual increase in the degree of maturity of a market economy and the strengthening of its regulatory mechanisms. This is due to the enrichment of the social content of management, the modern requirements of a higher level of adaptation of production to social changes, the need to more complete realization demands of consumers.

Ukrainian entrepreneurs introduce principles of Corporate Social Responsibility (CSR) starting with long-term planning, integrated into a corporate business strategy that takes into account social, economic and environmental goals. Moreover, if the company has already set the goal of having a significant percentage in the world market, then compliance with CSR should be in accordance with international standards in this area.

The research on the present conditions and trends of the implementation of social-oriented marketing principles and corporate social responsibility in Ukrainian companies' activities is devoted in the scientific works of such scientists as A. Antonyuk, G. Bagiev, Ph. Kotler, J. Jean-Jacques Lamben, Th. Levitt, A. Mazaraki, T. Obolenskaya, B. Bratanich, A. Vičević, S. Ilyashenko, A. Kuchmiev, L. Melnyk and others.

Taking into account the pro-European vector of Ukraine's development, it is necessary to form an approach to the national social-oriented marketing system at the macro level and its further development of the micro level in accordance with international standards in this area.

To develop the concept of social-oriented marketing system and under necessity of conducting activities by national enterprises in accordance with the principles of social responsibility due to international standards under the conditions of the European integration component.

The statement of basic materials. The modern state forms its economic system, which implies the totality of all types of economic activity and the processes of their interaction, which are aimed at the production, distribution, exchange and consumption of goods and services, as well as the regulation of this activity, taking into account the goals and tasks of the state. Traditionally, the main elements of the economic system are the means of production, socio-economic relations, the economic mechanism and property relations. Since the second half of the twentieth century, the search for a model of economic development that combines both elements of market economy and social development has become noticeably more active in developed countries. The most important indicator of the social development of states was the standard of living of the population, which is determined by the social and economic conditions and opportunities created in society. In this sense, the most valuable can be considered the experience of countries such as Germany and Sweden, which in recent years have achieved significant results in the development of a model of socially-oriented economy [2, p. 105; 9].

The main element of the Swedish social policy is social insurance. Its main goal is to provide citizens with means in the event of unemployment, illness, the need for medical care, the birth of a child, old age, in connection with accidents and injuries in the workplace. The health insurance system is a means of creating conditions for socio-economic equality. It makes it possible to receive medical services in the case of the necessary emergency medical care on an equal basis with others. The social insurance system is financed by taxes, contributions from entrepreneurs, workers and non-employed, interest income and deductions from capital; personal funds.

The undoubted achievements of Swedish society are the following [8, p. 59]:

providing a high standard of living and social guarantees for the majority of the population of the society without social upheavals and political conflicts;

high level of political culture, which allowed to form a public system of dialogue and the cooperative nature of relations between different strata of the population;

achievement of a high level of social and economic development and implementation of such important economic goals as full employment, stable price level, long-term dynamic economic growth;

priority of the development of the human factor, the creative principle in stimulating of labor activity, which is reflected in the concept of «human capital».

World experience has shown that the effectiveness of the state's social policy is not determined by its scale. Correct social policy should be guided by the support of

the positions of each individual: gaining self-dependance and independence from the guardianship of the state, the citizen becomes a free person. In conditions of growing well-being, it is justified, from the social point of view, to assign to each individual person responsibility for oneself, for one's family. Finally, the richer the society, the less people need the social benefits provided by the state.

Currently, in most developed countries there is a social market economy, or a socially-oriented market economy. Such a transformation of the market economy occurred under the influence of the changed internal and external conditions of economic development. The social market economy is a form of organization of the economy, which ensures the interaction between production and consumption through the market, state regulation of the economy, as well as public institutions and ensuring social and economic stability in society.

Comparing the Swedish economy with the German, we can note a certain similarity and the lack of elements of special originality. At the initial moment of the development of the Swedish model, certain of its features were new and unique, but then other states began to repeat some of them. Today we can state that the processes of development of social orientation of the countries of continental Europe and the Scandinavian Peninsula meet each other [5, p. 66; 9]. The first go along the path of forming a just, highly developed socially-oriented society at the supranational level, while the Scandinavian states had to somewhat liberalize their economies in order to give them relative flexibility, the ability to accept and adapt quickly to changes, and reduce the congestion of the state budget by social expenditure, while maintaining this high level of social guarantees in society.

Social management should correspond to the forms of socially-oriented market economy – for such development and deepening of reforms today representatives of many political movements, business circles and the population throughout the world act. This trend is typical mainly for European, and in particular for Scandinavian countries, Israel, Canada; the same path of development is chosen by China, South Korea, the rapidly developing countries of Latin America, the Arab East [9].

It should be emphasized that the world experience of economic reforms confirms one thing: their success was predetermined by careful preparation of the population, its social adaptation to the content of reforms at all stages of their development and implementation. Summarizing the positive experience of countries in the formation and development of a socially oriented market economy, one can single out a number of basic principles for including *social factors in economic reforms*:

ensuring the participation of the population and its understanding of the relationship of ongoing reforms in the transformation of the economy with the improvement of well-being, a rise in the level and quality of life;

improving the standard of living of the vast majority of the population as a result of reforms, reducing the income differentiation between rich and poor in the course of reforms;

the conformity of the goals of reforms with the labor motivation of the majority of the active part of the population;

ensuring the conditions for the maximum realization of the creative potential of the population, enhancing the scientific, educational and cultural potential of the society.

At the present time, one of the most difficult issues is the combination of market and social justice. The principle of social justice requires that all members of society have the necessary conditions for life, real access to culture and education, protection in old age and in case of disability. In other words, the market economy should have a social orientation. This includes the theory and practice of social market economy and indicative planning.

Analysis of global trends confirms that states with a socially oriented market economy have come to this system mainly through an evolutionary way. Economic prerequisites for mergers, convergences and acquisitions were created. However, all the processes were objectively conditioned, they had the necessary legislative base, met socio-economic conditions and were aimed at more efficient solution of the tasks set for the state and society. So, space exploration and education reform was carried out under the leading role of the state in the United States, increasing the efficiency of the coal industry in the UK was carried out through nationalization, and then privatization, etc.

This practice confirms the conclusions that the formation of socio-economic relations is carried out on specific social, political and economic prerequisites and is supported by the majority of the population of the region or state.

Among the reformers, the supporters of the Polish version of the «shock therapy», the Chilean method, the methods of the Czech Republic and China prevailed among others. There was a firm opinion that the change of forms of ownership will automatically ensure the growth of production efficiency, unemployment will make work effectively those who have a job, the independence of enterprises will oblige them more rational use of productive capacity, financial resources will be directed to innovation and investment, labor productivity will increase and, in general, production will be more effective.

M. Porter in his work «International Competition» gives a list of determinants, which in his opinion determine the competitive advantages of the country [5, p. 67]:

the strategy of firms, their structure and competition in the domestic market;

parameters of demand in the domestic market;

parameters of factors of production (resources) and infrastructure;

related and supporting industries that are competitive on the international market; government.

Thus, the economy of the country (region) is the result of the work of all economic entities that carry out their activities in the given territory. However, the social goals of the country (region) are much broader than the goals of individual organizations. At the same time, it is a separate enterprise that acts as a means of achieving strategic social goals of the territory.

High quality of life as a social result is ensured not only through the redistribution of production goods, but also at the expense of socially oriented activity of all links and subjects of market economy.

The main priority of social and economic development at the regional level is the saving and development (quantitative and qualitative) of the population. All other areas of socio-economic development are of value only to the extent that they do not contradict this priority and can facilitate its implementation.

Despite some positive trends that began to manifest in the last two years, there continue to be acute problems in the social sphere. *Among the most common for the whole social sphere and the most acute are the following* [8, p. 59]:

the problem of deepening the social stratification of society and a high level of poverty;

the problem of low living standards for a significant part of population;

insufficient housing for low-income groups, especially young families;

excessive commercialization of social sectors, reduced accessibility and low quality of social services;

destruction of the material and technical base of social institutions;

a decrease in the level of professionalism of cadres in the social sphere due to low wages.

Among the most acute problems in certain sectors of the social sphere are the following [3, p. 231]:

high degree of deterioration of engineering and technical networks in the housing and communal services, where it is not possible to impose costs associated with the restoration of these networks, on the population due to the low level of income of a significant part of the population;

destruction of the institution of family and marriage, especially among young people, high levels of child homelessness and neglect;

high level of spread of diseases, including – socially dangerous, lack of transparent state guarantees for medical care;

low and constantly decreasing level of the general culture of the population, development of negative tendencies in the spiritual life;

high level of threat to personal safety of citizens.

All these problems negatively affect the overall indicator of the quality of life of the country's population, which, while preserving existing problems and trends in the social sphere, may continue to decline. Given the current trends in meeting the social needs of society, the formation of a socially-oriented market economy is a task of national importance.

The social orientation of marketing at the state level involves strict state regulation, compliance with its national interests, and not the interests of certain economic or political groups, as well as large-scale redistribution of income for the purpose of providing social services to the population, providing certain social guarantees. Such concept involves the existence of social conditions which allow to increase persons' labor contribution, to realize his abilities, to become a more profitable group of the population. Socially-oriented marketing at the state level creates a charitable environment for the functioning of socially responsible business. In many ways, social responsibility in business means return to the original tradition, which was lost in the process of historical development [7, p. 128].

The need of strengthening social orientation of marketing strategies in the economy, and in the different consumer services' spheres happens due to the phenomenon of society socialization. The main criteria for the socialization of the economy can be formulated as follows [2, p. 18; 7, p. 174]: subordination of material and non-material production of the development of people as subjects, taking into account their needs; the realization of state functions regarding the redistribution of the growing share of GDP through the state budget, the system of state budget and extra budgetary funds to finance all forms of persons' social needs of people social support of the population; realization of social functions by all organizational forms of cooperation of labor, regardless of ownership.

A modern and progressive approach to marketing activity is that organizations are looking for ways to integrate social goals with business ones, and do so only when they are confident: such an association will be profitable from a commercial point of view. Such a model is constructed by taking into account the interests and needs of institutional participants, which form the «field» of such model: society (society as a whole, its welfare); consumers (satisfaction of their needs); a company engaged in the production of goods or services and their promotion to the market (its profit).

As a result, a number of principles of relationship between society and marketing can be formulated (Table 1).

It should be emphasized that these principles are based on the assumption that the purpose of marketing in the modern sense is not to maximize profits, but to maximize the quality of life, which means meeting basic needs, the availability of a multitude of quality goods and services, receiving satisfaction from communicating with the natural and cultural environment.

Table 1 Principles of socially responsible marketing system

<i>The name of the principle</i>	<i>Its content</i>
Principle of consumers' and producers' freedom	Manufacturers, as well as consumers, are free in their choice. But the needs of people are based on their own perceptions, and not on the imaginations, imposed on them from the outside, and then the producer will achieve the greatest success if his products (services) will meet the consumer's desire.
Principle of limiting potential damage	The political system restricts the freedoms of producers and consumers only in order to prevent possible damage to the producer, consumer or third party.
Principle of basic needs satisfaction	The marketing system should be used in relation to all consumers, regardless of their financial situation. Since, there are consumer groups with low purchasing power who lack the necessary goods and services, then market participants need to support economic and political actions aimed at solving this problem.
Principle of economic efficiency	The level of satisfaction of the needs of society depends on the efficiency of using limited resources. In order to increase the efficiency of marketing activities, it is necessary to create and maintain a competitive environment. The presence of constant competition and well-informed buyers supports high quality products and relatively low prices, allows you to identify the "best" types of goods and services.
Principle of innovation	The marketing system stimulates genuine innovation, which ensures minimization of costs for the production of goods and services and the development of their new types, that meet the constantly changing consumers' demands
Principle of training and informing the consumers	Education and consumer awareness can meet the needs and improve the well-being of the population in the long perspective. Ideally, companies should provide comprehensive information about their products and services. Consumer groups and government bodies also have the right to provide information and make their assessments for which media, the Internet and other communication channels can be used
Principle of consumer protection	Since modern goods are usually very complex, often even trained consumers cannot give them a qualified rating. There is an objective need to protect the interests of consumers, taking into account the results of an independent assessment of the levels of food safety, medicines, toys, household appliances, fabrics, cars, as well as honesty and professionalism in the service sector. Consumer protection also covers the production and marketing activities of a company that can harm the environment.

Source: systematized by the authors considering [3, 5, 8, 10]

The principles of the strategy of society development are as follows: decentralization of management; social partnership; subsidiarity; mobility and adaptability; allocation of competencies. In general, the present figure represents logical framework of the concept of socially-oriented marketing at the macro and micro levels under current conditions following the European integration component.

The implementation of the Association Agreement between Ukraine and the European Union stipulates to Ukraine specific list of activities among which the most important and the most difficult is the commitment to harmonize Ukrainian legislation

with European standardization norms. Association Agreement between Ukraine and the EU emphasizes the need for harmonization of the regulatory environment in Ukraine with the relevant rules and regulations of the EU, strengthening technical cooperation by improving, institutional component, dealing with metrology, standardization, market surveillance, certification and accreditation, promotion of the development of a qualitative, efficient and mutually beneficial system of standardization, accreditation, conformity assessment and market supervision in Ukraine.

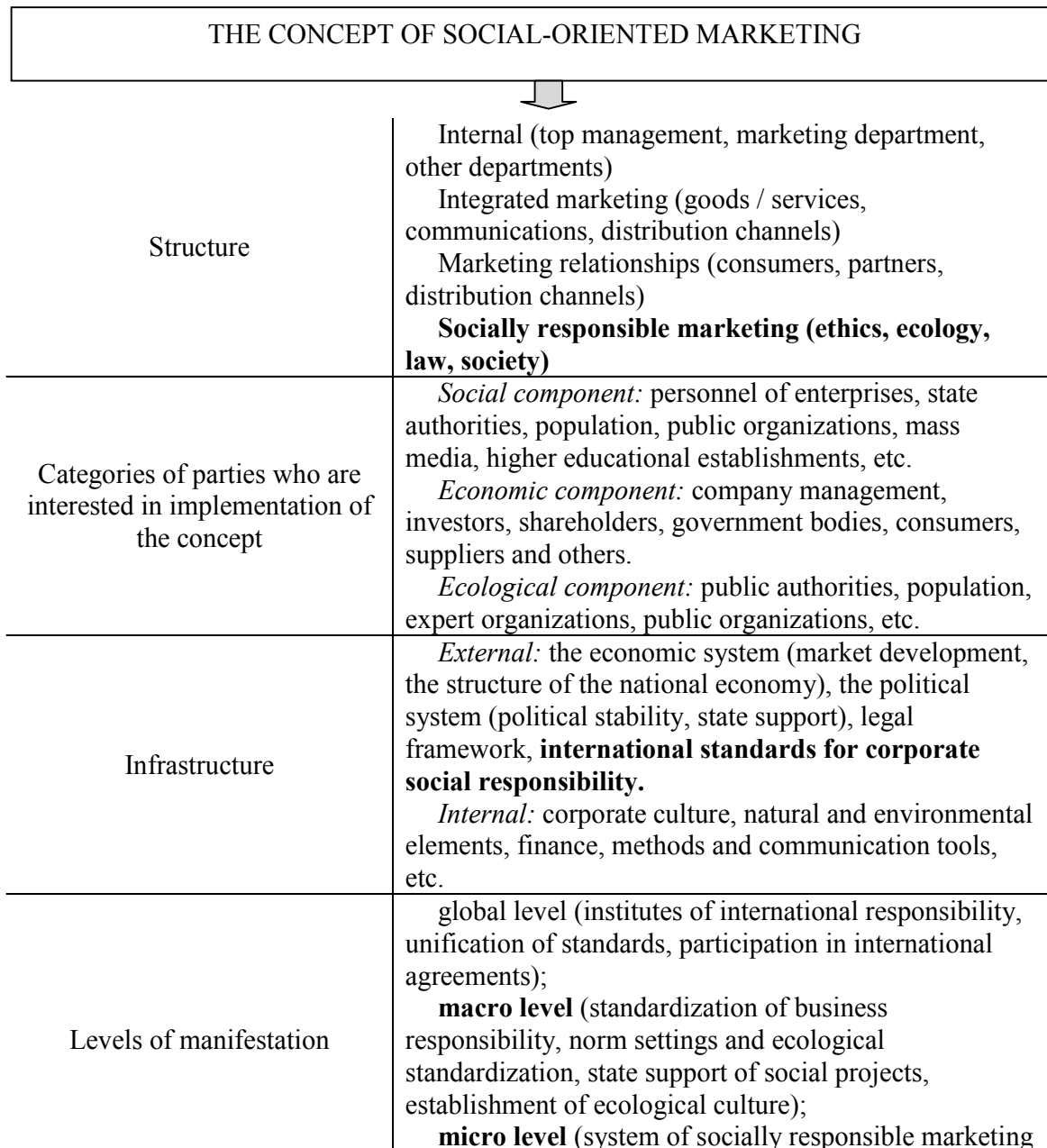


Figure 1. Logical structured diagram of the concept of social-oriented marketing (compiled by the authors)

Corporate social responsibility is another area in which the EU has several standards and paid a lot of attention. In Ukraine, at the legislative level, there is no such concept and there is no incentive for businesses to implement the principles of CSR in their activities. All activities in this area are solely the initiative of socially responsible business and relevant marketing actions. Consequently, there is a need to develop and implement the concept of social-oriented marketing both at the state level and at the enterprises' level in the context of the Association Agreement between Ukraine and the EU.

Corporate social responsibility is primarily a systemic activity of the corporation, which aims to reconcile its interests with the interests of partners and customers. Accordingly, the company develops value benchmarks in the social, ecological and economic aspects, defining the scope of their activities for their partners, customers and staff. On this basis, key goals and indicators are developed: estimates of revenue and profit, open activity reports, which involved competent experts to increase confidence in this information. In this case, CSR should develop in close connection with the main activities of the company, increase its income, promote the development of competitive advantages [1, p. 126].

It should be noted separately that in the Ukrainian business environment, CSR has its own specific features: the overwhelming focus on climate change in the company, on human reproduction activities, alignment with international standards in the field of quality and environmental protection (ISO-9001, ISO-14001). In order to stabilize the company in the long run perspective, it must be secured financially, minimize the negative impact on the environment [1, p. 127].

The world and Ukrainian experience convinces that even the most perfect legal and regulatory framework is incapable of taking into account and foreseeing all the nuances of the business entities' activity. Therefore, those commitments that the company takes over are indicators of its social responsibility. Thus, normative standardization documents (standards, guidelines, technical specifications, state classifications of socio-economic information) are recommended. With the consent of a particular subject, requirements for his economic activity increase, which indicates the level of his social responsibility. The similar mechanism is the international regulatory documents, such as the UN Global Compact and international standards for corporate social responsibility, which reproduces the principles and rules of business ethics established during the nineteenth and twentieth centuries, which have gained universal acceptance [4]. But the practice of CSR focuses on the needs of a wider range of stakeholders (partners, consumers, shareholders, etc.), and therefore goes beyond the principles of the UN Global Compact.

International standards of CSR eliminate different approaches to ethical assessment of business practices in different countries, generalize multiyear experience

of developed countries in this area, make it possible to identify and compare the status of CSR around the world, and for developing countries, help to prioritize in developing their own CSR tools. Since 1987, several international standards for CSR have been adopted, some of them are complex, some contain more specific requirements and require mandatory reporting on this activity, but all of them have one common goal – to attract the attention of businesses and individuals to the necessity of observance of human values and preservation of the environment in their activity (Table 2).

Table 2 Basic international standards for socially responsible business

Name of standard	Year of acceptance	Scope of regulation	Key aspects
Standards of the ISO series 9000 (ISO 8402; ISO 9000; ISO 9001; ISO 9002; ISO 9003; ISO 9004)	1987	Enterprise quality management	needs of consumers of products
ISO 9001	1987 (as in force in 1994, 2000, 2005)	motivation of the top management of the enterprise	recommendations for implementation of quality management systems
EMAS (Eco Management and Audit Scheme)	1993	Enterprise management system	reducing the negative impact of the production sector on the environment, continuous improvement and development, taking into account recent advances and economic feasibility
ISO 14001:2004	1996	Environmental management	elements of an effective environmental management system
SA 8000:2001 Social Accountability	1997 p. (as in force in 2001 p.)	Labor relations	requirements for workers' rights to work and appropriate working conditions
ISO 26000:2010	2010	Socially responsible business	complex nature (environmental protection, economical spending of resources, etc.)

Source: systematized by the authors considering [6, 8, 9]

The international standards discussed above have contributed to the promotion of CSR throughout the world. It is necessary to emphasize that in the EU, social responsibility of business is an integral part of employment policy and social affairs, entrepreneurship policy, environmental protection and consumer rights, public procurement policies and external relations. In the Association Agreement with the EU, Ukraine pledged to harmonize its legislation in the field of standardization and certification in accordance with international standards, in particular regarding CSR.

CONCLUSION

In the modern globalized world, the stable long-term development of Ukrainian companies and organizations is inextricably linked with the overall development of CSR in Ukraine and the adherence to international standards in this area, which will result in lowering the tension in society, increasing the sense of security of citizens and preserving the environment.

The need to implement and support the concept of social-oriented marketing is due to the fact that it enables to effectively solution of socio-economic problems on the macro and micro levels, promotes harmonization of Ukrainian legislation in the field of standardization with European norms, gives competitive advantages to business structures on the international level.

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