

STRATEGIC ORIENTATION OF THE ENTERPRISE BASED ON THE CONCEPT OF ENVIRONMENTAL MARKETING

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The ecologization policy of the enterprise is one of the important directions of ensuring its competitiveness in the present conditions. In developed countries, the environmental priorities of enterprises are at the base of the developing their basic strategies, competitive behavior and the philosophy of positioning themselves in the market as a whole.

Despite the obvious benefits of an environmentally-oriented enterprise model, ecologization is a costly policy area. Its implementation is not possible without building an appropriate management system, developing strategies and so on. Such a model should ensure cost recovery, meet the environmental needs of market participants and limit the negative impact on the environment. Without creating appropriate management mechanisms at the enterprise level, it is impossible to realize these priorities. The fundamental basis for moving in the direction of balancing them is the concept of environmental marketing [1-4].

In the scientific literature there are various definitions of the essence of the environmental marketing concept [2, p. 620-621; 3, p. 10-13; 4, p. 7-8]. Most often, it is interpreted as the orientation of production and marketing to meet the environment-oriented needs and demands of consumers, the creation and stimulation of the demand for eco-friendly goods (services), cost-effective and environmentally safe in production and consumption. This concept is a logical continuation of the evolution of marketing concepts, its emergence is associated with the development of environmental needs in the 70-80-ies of the twentieth century, when the growth of income led to rethinking by society the values of life quality [3, p. 8].

The concept of environmental marketing adapts the enterprise not only to the realization of a commercial function

taking into account the problems of the environment, but transforms it into an active subject of formation of environmentally-oriented consumer, stimulation of environmental demand, development of market of ecological products. In this context, it is advisable to focus attention on the interpretation of the essence of environmental marketing given in [4, p. 8], according to which its vocation is to change the customers' mind, ensuring the acceptance of innovative solutions of the environmental problems by market.

Environmental needs, as a driving force of ecologization processes, continue to evolve under the influence of a number of factors. In Ukraine, despite the lack of effective market institutions, the trend of the increasing environmental needs is still observed. Therefore, domestic companies should take into account their particularities while creating development policy.

In the conditions of deepening of the processes of European integration, ignoring the tendency of the market of ecological products services), ecological demand, will limit the possibilities of effective competition and therefore, development in the future. In this context, it is worth noting the significant capacity of the ecological products market. According to [5, p. 41], it is one of the most dynamic markets, growing annually to 4% since 2010, even at the times of economic stagnation. At the beginning of 2017, the global eco-production market was estimated at 4,200 billion euros, with an EU share of 21%. In the United States, between 2004 and 2009, it increased by 40%.

Environmental priorities are becoming increasingly relevant while building models of strategic orientation of domestic enterprises. The considerable cost of ecologization policy remains an important problem, which limits the motivational mechanisms for its implementation. This situation is related to the lack of sustainable economic growth, weak competition, low solvency of market members, inefficiency of environmental legislation and so on.

Despite the specifics of the environment of domestic enterprises, it is necessary to note the objective necessity of their

environmental orientation. The search for new solutions within the concept of environmental marketing, leads to the transition to qualitatively new management principles, allows to understand the nature of a market more fully, patterns of its development, positioning of the enterprise in a system of competitive confrontation and understanding own capabilities. A new, much broader and deeper vision of the features of internal organizational transformations is emerging, which activates the mechanisms of improving the organizational system as a whole.

Active environmental marketing policy, integrated into the strategic management system of the enterprise, allows to realize a number of advantages that determine its strategic competitiveness, namely: enhancing resilience to the influence of external destabilizing factors through the use of innovative-oriented management tools; intensification of the mechanisms of innovation activity and development of the enterprise innovative potential, – by increasing susceptibility to introduction of various kinds of innovations, including environmental ones; launching of the mechanisms of self-improvement of the organizational system of the enterprise through a systematic focus on finding optimization solutions.

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