

Секція 1

СОЦІАЛЬНІ, ЕКОНОМІЧНІ ТА ПРАВОВІ АСПЕКТИ СТАЛОГО РОЗВИТКУ НА ЗАСАДАХ КОНКУРЕНТОСПРОМОЖНОСТІ, ІННОВАЦІЙНОСТІ ТА ЗБАЛАНСОВАНOSTI



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MARKETING ENVIRONMENT OF THE ENTERPRISES OF RETAIL TRADE

Retail trade is dynamic and very competitive field of activity as changes happen constantly, and to keep already existing buyers and to attract new, continuous monitoring of the external environment of the enterprise, introduction of the new ideas, uses of relevant marketing instruments of promotion of goods is necessary. The concept of external marketing environment is one of key concepts when forming and developing marketing strategy for the enterprises of retail trade because it is set of subjects and factors, which actively work and affect market condition and efficiency of activity of the enterprise.

In our previous researches it was established that the first stage of process of formation of marketing strategy for the enterprises of retail trade is determination of basic aspects of carrying out the marketing analysis as monitoring of indicators which characterize parameters of the internal and

external environment of the enterprises of retail trade is an analytical basis concerning ensuring development and realization of effective marketing strategy. Results of the analysis of scientific references [1-4] gave an opportunity to define the main components of the marketing environment of the enterprises of the external environment, namely macro environment (socio-economic factors, cultural factors, demographic factors, scientific and technical factors, political and legal factors), the microenvironment (suppliers, intermediaries, consumers, competitors).

External marketing environment promotes providing the enterprise of retail trade in necessary resources, and it in reply, for ensuring survival in the market, constantly carries out exchange with the external environment by transformation of resources into the valuable offer for consumers. There is a certain interdependence between external and internal environment of the enterprise of retail trade. This interdependence demands from the enterprises of implementation of changes from a position of transformation of ideas of the level of uncertainty of the environment. The scientist E. Toffler the first paid attention to an uncertainty problem, having offered the concept of an image of system changes of society [5, p.54].

External marketing environment of activity of the enterprises of retail trade is a complex social and economic system in which such characteristics as dynamic, complexity, uncertainty and the general instability are inherent. Let us note that the first three characteristics are interconnected and interdependent. The complexity considerably depends on dynamic and uncertainty, and uncertainty in turn can depend on complexity.

The combination of these components and presence at the management of information on each of them displays instability of the environment. Uncertainty of the external environment depends on availability of necessary information, which has at the order the enterprise, on a concrete factor and from its accuracy. If information is not enough or there are doubts in its reliability, the environment becomes more uncertain, than in a situation when there is enough a solid data [6].

Level of uncertainty of external marketing environment of the enterprise it is caused by objective signs of its instability and individual ability concerning their knowledge taking into account subjective analytical and information, analytical and predictive opportunities. Act as signs of instability of the environment: variability which defines limits of deviations of characteristics of the environment, significant for the organization; dynamic which characterizes the speed of processes which happen in the environment; the fluence which displays degree of smoothness of changes aims at studying of level of arrhythmia of external processes [6, c.12].

From above given follows that there is relevant assessment of predictability of changes of external marketing environment for the

enterprises of retail trade. On our opinion, for achievement of the purpose established in work it is expedient to use multidimensional matrix approach, the offered Smolin I. which developed — "the standard of predictability" of changes of the external environment of the enterprise which combines characteristics of level of stability of the environment and a possibility of the organization which allow to receive correct parameters of changes of the environment in strategic prospect [7, p.18] (tabl.1).

Table 1 – Standard of predictability of changes of the enterprise external environment

Predictability level	Options of differentiation of signs				
	Dynamism (D)	Variability (V)	Fluence (F)	Analytical information opportunities (Ai)	Analytical predictive opportunities (Ap)
High (H)	$D_{(A, L)}$	$V_{(L)}$	$F_{(H)}$	$Ai_{(H)}$	$Ap_{(H)}$
Average (A)	$D_{(H, A, L)}$	$V_{(L, A)}$	$F_{(H)}$	$Ai_{(H, A)}$	$Ap_{(H, A)}$
Low (L)	$D_{(H, A, L)}$	$V_{(H, A)}$	$F_{(H, A)}$	$Ai_{(H, A, L)}$	$Ap_{(A)}$

By Smolin I.V. method [7, p. 18]

We consider that assessment of anticipation of changes of external marketing environment will create for the enterprises of retail trade a possibility of preliminary adaptation to unstable market space as the predictability coefficient in direct ratio influences instability level (that is it is the return indicator).

Prospects of a further research will consist in development of scientific and methodical approach to assessment of instability of external marketing environment for the purpose of correction of marketing strategy of the enterprises of retail trade at change of parameters (the significant change, moderate, imperceptible) loudspeakers of its environment.

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ДЕРЖАВНИЙ КОНТРОЛЬ ЗА ДОДЕРЖАННЯМ ЗАКОНОДАВСТВА ПРО ПРАЦЮ: ЗМІНИ 2020

31 грудня 2019 року набрала чинності постанова КМУ від 04.12.2019 р. №1132, якою викладено у новій редакції Порядок здійснення державного контролю за додержанням законодавства про працю. Цей Порядок визначає процедуру здійснення державного контролю за додержанням законодавства про працю юридичними особами (зокрема їх структурними та відокремленими підрозділами, які не є юридичними особами) та фізичними особами, які використовують найману працю.

Зокрема, змінами передбачено, що підставами для здійснення інспекційних відвідувань є:

- 1) звернення працівника про порушення стосовно нього законодавства про працю;
- 2) звернення фізичної особи, стосовно якої порушено правила оформлення трудових відносин;
- 3) рішення керівника органу контролю про проведення інспекційних відвідувань, прийняте за результатами аналізу інформації, отриманої із засобів масової інформації, інших джерел, доступ до яких не обмежений законодавством;
- 4) рішення суду;
- 5) повідомлення посадових осіб органів державного нагляду (контролю), правоохоронних органів про виявлені в ході виконання ними повноважень ознак порушення законодавства про працю щодо неоформлення та/або порушення порядку оформлення трудових відносин;