

ЛОГІСТИКА РЕЦИКЛІНГУ І ПРОЦЕДУРА МАРКЕТИНГОВОГО КОМУНІКАЦІЙНОГО РОЗ'ЯСНЕННЯ ЕНЕРГОЗАОЩАДЖЕННЯ З ВИКОРИСТАННЯМ АЛЬТЕРНАТИВНИХ ДЖЕРЕЛ ЕНЕРГІЇ

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Удосконалено теоретико-методологічні положення і практичні наукові підходи до організації логістики рециклінгу та формування процедури комунікаційного роз'яснення важливості енергозаощадження з використанням альтернативних джерел енергії. Порівняно підходи науковців і практиків у сфері маркетингу щодо енергоефективного розвитку за рахунок відповідного інтегрального маркетингового комунікаційного і логістичного забезпечення. Окреслено особливості маркетингового комунікаційного забезпечення щодо розподілення відходів та організації логістики рециклінгу на промислових і сервісних підприємствах. Визначено змістові засади маркетингового комунікаційного роз'яснення енергозбереження у промисловій та побутовій сферах та розроблено процедуру маркетингового комунікаційного роз'яснення для підприємств та фізичних осіб важливості енергозаощадження з використанням альтернативних джерел енергії, екологічно безпечного господарювання економічних агентів в Україні. У цьому науковому дослідженні охарактеризовано застосування маркетингу і логістики в сфері впровадження інноваційних енергозберіжних технологій на державному рівні, у роботі органів місцевого самоврядування, промислових підприємств та житлово-комунального сектору в Україні та світі.

Ключові слова: логістика рециклінгу, процедура, інтегровані маркетингові комунікації, енергозаощадження, логістичне забезпечення.

S. Kasian

Oles Honchar Dnipropetrovsk National University

LOGISTICS OF RECYCLING AND THE PROCEDURE OF MARKETING COMMUNICATION EXPLANATION OF ENERGY SAVING WITH THE USE OF ALTERNATIVE ENERGY SOURCES

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This paper is devoted to the enhancement of theoretical, methodological provisions and practical scientific approaches to the organization of logistics of recycling and forming of the procedure of a marketing communication explanation of importance of energy saving with the use of alternative energy sources. In the article compared approaches of scientists and practices in the sphere of marketing concerning of energy efficient development due to the corresponding integrated marketing communication and logistic providing. Determined features of marketing communication ensuring process of waste distribution and the organization of logistics of recycling on the industrial and service enterprises. In the article determined the semantic principles of marketing communication explanation of energy saving in industrial and household spheres and developed the procedure of marketing communication explanation for the enterprises and physical persons of importance of energy saving with the use of alternative energy sources, ecologically safe housekeeping of economic agents in

Ukraine. In this scientific research characterized application of marketing and logistics in the sphere of implementation of innovative energy-saving technologies at the national level, in work of local government departments, industrial enterprises and housing and municipal sector, in Ukraine and the world.

Key words: logistics of recycling, procedure, integrated marketing communication, energy saving, logistic providing.

Statement of the problem. Nowadays scientists research the mechanism of interactive formation of flows of marketing values of the high-tech enterprises. It is defined specifics of management of quality, communication providing flows of consumer value on the Internet. It is reasonable to determine approaches to the solution of specific energy questions through a prism of economic and communication practices in the field of logistic service and integrated marketing communications. In modern energy business it is reasonable to apply technologies and instruments of content marketing, to promote speed distribution among the interested consumers of complex information concerning tendencies of market conditions. In the course of marketing observation of activities of the enterprises of an energy industry it is necessary to analyze system of energy distribution, an interior of premises of the power generating enterprises, level of logistic servicing, assortment of energy services. The research of the marketing environment modern agrofood and the high-tech markets of Ukraine allows to find the hidden reserves of forming of competitive advantages of economic agents of marketing interaction, to reveal sources of supply with alternative energy flows. In the conditions of temporal market processes among constituent elements of demand creation and sales promotion in the conditions of interactive business interaction it is necessary to analyze features of the organization of event-marketing in the regional markets of industrial and agrofood output and the serving services.

Analysis of recent research and publications. To research of a complex of the problems connected with energy saving, marketing logistics, communication ensuring distribution of energy flows and logistics of recycling works of the famous scientific marketing specialists, economists, practitioners in the sphere of logistics of distribution as in Ukraine, and worldwide are devoted. Eugen Krykavski, Natalia Chukhraj, T. M. Pshenichna fairly consider benefits in interaction of the price and quality in the process of energy saving, marketing assurance quality of goods and the organization of logistics in the context of economic integration of Ukraine in the EU. V. Ya. Shevchuk, N. R. Malysheva, T. T. Kovalchuk, I. G. Mantsurov research policy of energy efficient development and climate change, noting about feasibility of decrease in power-intensive structure of production and distribution. L. P. Borysova determines features of internal communication interaction at the enterprises on the principles of marketing interaction and absence of conflict. However difficult aspects of creation of the procedure of marketing communication explanation of importance of energy saving with the use of alternative energy sources, ecologically safe housekeeping of economic agents in Ukraine need the subsequent scientific research and practical amendments. Such procedure has to be constructed on development of the European consciousness and mentality in relation to energy saving of the Ukrainian consumers.

Goals of the article is enhancement of theoretical, methodological provisions and practical scientific approaches to the organization of logistics of recycling and forming of the procedure of marketing communication explanation of importance of energy saving with the use of alternative energy sources.

According to the specified purpose in work the following tasks are set:

- to compare approaches of scientists and practices in the sphere of marketing concerning of energy efficient development due to the corresponding integrated marketing communication and logistic providing;
- to determine features of marketing communication ensuring process of distribution of waste and the organization of logistics of recycling on the industrial and service enterprises;
- to determine the semantic principles of marketing communication explanation of energy saving in industrial and household spheres;
- to develop the procedure of marketing communication explanation for the enterprises and physical persons of importance of energy saving with the use of alternative energy sources, ecologically safe housekeeping of economic agents in Ukraine;

– to characterize application of marketing and logistics in the sphere of implementation of innovative energy-saving technologies at the national level, in work of local government departments, industrial enterprises and housing and municipal sector, in Ukraine and the world.

Object of this scientific work – process of management of marketing logistics of the industrial and service enterprises.

Subject of article – theoretical and methodological provisions of the organization of logistics of recycling and substantial components of the procedure of marketing communication explanation of importance of energy saving with the use of alternative energy sources and ecologically safe management of business processes.

In this scientific article *the following methods of scientific research* are used: theoretical generalization, system approach to understanding of market and energy processes, analysis and synthesis, observation of the course of logistic processes, theory of marketing and competition.

The main material of research. The importance in achievement of marketing potential is played by the correct configuration of competitive advantages of the high-tech enterprises consisting in system implementation of marketing innovative policy. The effective organization of marketing logistics influences forming of marketing innovative capacity of the enterprises. Rational coordination of flows of a manpower allows to raise capacity of marketing innovative personnel of the enterprises. The organization of internal marketing on the basis of wide use of processes of communication interaction promotes increase in mutual understanding between consumers and the enterprises that is especially brightly shown in the sphere of marketing services. In the conditions of fixed marketing interaction of economic actors it is necessary to reveal timely problems of management of resistance of marketing changes in the internal environment of the organization. Important during communication interaction visit by representatives of partner institutions of open lectures, carrying out general scientific research in the sphere of marketing and logistics. The effective organization of processes of marketing business interaction on the basis of continuous training, forming of a complex of necessary knowledge and competences of personnel in the conditions of activization of information global influence leads to increase in marketing innovative capacity of the high-tech enterprises.

Rapid distribution of information and innovations in developed countries of the world proves need of the organization of processes of business interaction for an energy on the basis of continuous training. Such training is a semantic component of understanding of the European culture and ethics of energy saving, a positive moral determinant of behavior of people in the modern concentrated and competitive energy space. In the modern dynamic and turbulent economic environment in Ukraine it is necessary to give importance to anti-recessionary management on the basis of system formation of quality of production and services at the enterprises. On the basis of the analysis in this report it is established that development of the Ukrainian enterprises is slowed down by an aggravation of the crisis phenomena and increase of probability of potential threats and dangers. In our opinion, to increase competitiveness of the enterprises and their production in the Ukrainian conditions is allowed by introduction of control systems of quality of goods and services ISO 9001, ISO/ TS 16949, quality managements of environment ISO 14001.

T. M. Pshenichna generalizes the existing approaches to definition of the concept “Marketing Quality Management”. It correctly proves that marketing quality management is an important element of an economic enterprise management system. The scientist notes that this circumstance allows to use effectively systems and methods of management of quality at all stages of life cycle of the enterprise and its production [1, p. 1–3].

Actually, the enterprises of energy economy are oriented to territorially limited market which sizes depend on logistic infrastructure and transport availability. The energy companies can compete among themselves in a city segment on the basis of servicing of housing and communal services, industrial energy infrastructure.

V. Ya. Shevchuk, N. R. Malysheva, T. T. Kovalchuk, I. G. Mantsurov note importance of observance of policy of energy efficient development, determining expenses of energy resources per unit of GDP. They determine the principles of ensuring fixed growth on the basis of achievement of an energy efficiency that reasonably fits in within implementation of the Agreement on association between Ukraine and the EU [2, p. 7–9]. Such European integration fairly allows to market development of transportations

which at Ukraine have first of all the western and northwest vector of transformation. Considerable amounts of the European transportations need the corresponding communication and logistic providing, and also energy distribution. Scientists fairly emphasize feasibility of reduction of use of hydrocarbonic resources in transport, logistic system of the country. It is necessary to reduce losses of energy resources in housing and communal services.

Scientists accent on dependence of development of agrogrocery branch on weather and climatic features, a landscape of the area, expediency of reduction of emissions of greenhouse gases [2, p. 9]. Researchers determine the main priorities in energy saving in Ukraine in the context of changes to the Kyoto protocol during 2013–2020, noting feasibility of system application of economic policy on the basis of low carbon energy efficient growth which meets priorities of implementation of the Agreement on association of Ukraine and the EU. Really, it is necessary to reduce the level of a resource and power consumption in the industry, to stimulate the internal demand in Ukraine on goods and services, to carry out marketing promotion of products on the new markets where there are a considerable global competition and high regulations of profitability [2, p. 15–17]. In our opinion, creation of the marketing organizational mechanism of energy efficient development and climate change taking into account specifics of the markets of Southeast and Central Europe needs inclusion of the communication mechanism of stimulation of energy saving in mentalities of citizens and economic agents. Such mechanism shall be constructed on implementation of communication procedures of an explanation of importance of energy saving with the use of alternative energy sources, ecologically safe housekeeping of economic agents in Ukraine, Europe and the world.

Eugen Krykavski, Natalia Chukhraj analyze the “price – quality” relation which size they suggest to measure by means of change of remuneration at a certain quality or ranges of change of quality at constancy of the price. Thus scientists understand integration of advantages and expenses of a subjective and objective type as quality of good [3, p. 227–229].

Eugen Krykavski notes ponderability of the concept of logistics thanks to which it is possible to analyze the institution and functional prospect of development of system marketing interaction in the modern markets. Undoubtedly, we can state directly influence of level of the organization of logistic management on investment profitability. He fairly notes availability of hierarchical functional differentiation which influences establishment of parameters of structurization of logistic transportation systems and distribution. At the same time such elements of the functioning logistic system as are allocated: micrologistic transport subsystem, logistic interorganizational economic agents, macrologistic associations. Really, the wide network of communications of transformational and transfer nature and considerable intensity of the accompanying information flows promote achievement of a harmony of movement of resources throughout a logistic chain.

Noting the established tendency of growth of expenses of distribution, the scientist emphasizes feasibility of ensuring interactive nature of communications on marketing business interaction. The expanded analysis of the concept “the integrated material logistics” can be applied to logistic management in the energy sphere [4, p. 9-12]. In our opinion, respect for the principle of interactivity in functioning of logistic systems promotes increase in extent of integration and interpenetration between e-logistics and integrated marketing communications of the energy enterprises. Thanks to such rapidly interaction of marketing communications and logistics constituent elements of the complex procedure of marketing communication support of change of style and a type of life of the modern conscious consumer in the energy markets are created.

L. P. Borysova researches coordination of internal communications at the enterprises in their interrelation with motivational processes in case of personnel management. She emphasizes influence of functioning of communicative system at enterprise on loyalty, performance, interest in work of a personnel. Therefore it is reasonable to determine communication sources during creation of the motivational principles of a personnel management system at the enterprises. The scientist fairly notes ponderability of communications in management of business processes at the enterprise, certificating effective work of international association of business communications – The International Association of Business Communicators (IAVS) [5, p. 7, 8]. Creation and support of functioning of communication networks at the enterprises, fixed updating of the corporate website, according to the researcher, together with accounting of interests and ensuring awareness of employee groups allow to organize of effective

motivational policy. Noted circumstance positively influences of success of the organization of internal marketing communications at the enterprises [5, p. 8, 9]. In our opinion, forming of frictionless communication interaction both in the entity, and between economic agents in the market promotes the effective organization of logistics of distribution and business processes in domestic logistic systems, in particular in the energy sphere.

For the purpose of achievement of energy efficiency of a marketing activity of the enterprises of restaurant economy, in our opinion, it is necessary to improve to such indicators of quality of service and logistic servicing: organoleptic, microbiological indicators of food products and restaurant services, variety of an assortment, culture and technology of servicing, use of system of etiquette, foreign language skills. Transformation, adaptation and development of a complex of marketing communications of the enterprises, in combination with e-logistics shall happen as a result of consolidation and an intensification of the information serving logistic flows [6]. Creation of communication projects for digital technologies shall be based on complex application of 3D modeling, creative components of architectural and industrial design, tools of vector and raster graphics. The organization of marketing logistics needs unique cultural, creative approach and use of knowledge and skills in many directions.

Marketing communication ensuring process of distribution of waste on dry (glass, paper, plastic, Pat bottle, metal) and damp (organic waste, leftovers, means of hygiene) allows to increase the level of consciousness of modern society concerning high standards of ecological housekeeping and marketing. At the same time needs special attention the recycling logistic actions with separate categories of waste, such as: batteries, lamps, construction debris, household appliances, electronics, fallen leaves. The marketing ecological vision of utilization of the forbidden waste contains delivery of batteries in retail chain stores which have the license for work with dangerous wastes. Such networks today is COMFY, MOYO, etc. To send reasonably used lamps to retail chain stores and specialized places of acceptance which have the license for the treatment of dangerous wastes. In our opinion, it is worth avoiding the existing certain practice on burning of dry garbage and fallen leaves, and to export these categories of waste thanks to the specialized ecological enterprises, in particular in Vinnytsia such ecological agent is the EkoVin municipal unitary enterprise. Also this entity promotes transportation of the used old furniture, building wastes, the used big household appliances, etc. [7].

During creation of marketing communication support of reduction of waste of households and industrial enterprises it is necessary to focus attention on such semantic components of messages as: optimum purchase, storage and consumption of food. It is reasonable to increase consumption of reusable products thanks to system purchase of accumulators, to avoid purchase of disposable packets and bags, to apply kerchiefs. Consumers need to explain constantly rules of the careful manage of waste, it is necessary to divide waste for conversion before their removal in containers. For example, in the city Vinnytsia the EkoVin municipal unitary enterprise has the park of special garbage trucks by which collects dry waste from containers and transports on a marshaling yard where plastic, glass and paper are emitted [8]. Thanks to logistical and technological support secondary raw materials are processed and increase new products.

In the context of a marketing communication explanation of energy saving establishment in Ivano-Frankivsk of an “interactive waste container” is good practice. Such development is a certain design which contains a complex of stands for placement of announcements and containers of separate sorting of garbage. Importance of interactive communication approach to introduction of the principles of ecological marketing and energy saving confirms that noted project is a winner of the Active Citizens program and implemented with assistance of public association “The Youth Organization “STAN”” and the public association “D.O.M.48.24” with financial support of the British Council in Ukraine [9]. Let's notice that availability of such announcements at stands with bright color banners at the same time provides accomplishment of important marketing communication functions and the organization of a logistic recycling.

Ensuring transparency and efficiency of marketing communication interaction and logistic servicing in Ukraine happens on the basis of complex application of the concept of mediation that occurs with assistance of the Council of Europe. The condition of development of commercial mediation in Ukraine is characterized by enhancement of social and ethical determinants of communication interaction. Identification of cultural aspects in mediation allows to consider mental features and national cultural traditions in case of creation of organizational communications and marketing logistics of the entities. In this regard it is reasonable to research specify mechanisms of influence of the public and beneficiaries on quality assurance of logistic service in an energy industry of Ukraine.

When forming quality of logistic, communication processes it is necessity analyzing combinations of thematically connected disciplines when training in higher education institution, and also to allocate modern cross-disciplinary subjects and the directions using innovative interactive education methods. Really, expansion of number of programs within which teaching is performed in foreign languages promotes receipt of competitive high-quality advantages of education programs on marketing and logistics on national and the international markets of educational and scientific services [10].

On the basis of the carried-out marketing analysis we offer the procedure of a communication explanation of importance of energy saving with the use of alternative energy sources, ecologically safe housekeeping of economic agents in Ukraine (figure).



The procedure of marketing communication explanation of importance of energy saving with the use of alternative energy sources, ecologically safe housekeeping of economic agents in Ukraine

Source: it is developed by the author on a basis [1, p. 1–3; 2, p. 7–9; 3; 4, p. 9–12; 5, p. 8–9; 6; 7; 9]

During establishment of interdisciplinarity of a marketing communication explanation it is necessary to consider the concept of educational marketing in modern economy of knowledge. In our opinion, the philosophy of educational marketing by the nature is cross-disciplinary as connects crossing of sciences about education, philosophy and the market (figure). In post-industrial society it is important to define philosophical and educational concreteness of disciplines, including and marketing. Such interdisciplinarity when forming flows of marketing values allows in a necessary measure to explain to consumers, economic agents, participants of social processes importance of energy saving and feasibility of use of alternative flows of energy.

The procedure of a marketing communication explanation to consumers of feature of implementation of innovative energy-saving technologies covers logistic interaction of consumers, power service companies and other organizations. The special attention is required by refining of the procedure of

marketing communication interaction with local government departments. Distribution of a complex of resource flows of the agroproduct enterprise needs to be carried out constantly taking into account specific functions of each sales channel.

As important component of marketing interaction is the research and comparison of a corporate culture at the entities and their divisions located in various countries and regions. In the course of creation of marketing communications of the entities thanks to strong, steady brands it is necessary to determine philosophical and ethical components of successful branding.

Resultant vector of implementation of the procedure of a marketing communication explanation of importance of energy saving in industrial and housing and municipal sector of Ukraine and the world is achievement of new European understanding and the highest standards of social and ethical determinants of communication interaction of the energy entities within European economic space. The highest level of social consciousness and ethical understanding of importance of energy saving is provided on the basis of implementation of ethical and central behavior model of consumers during interaction in energy economic space. Such marketing communication and ethical concept is based on the principles of complex enhancement of social and ethical determinants of communication interaction of the energy entities that allows to direct optimum flows of marketing values to target groups of consumers and social layers of society.

The procedure of a marketing communication explanation has the applied appendix in many spheres of economic activity and social work, in particular in medicine. In the sphere of medical services the importance should be given to enhancement of medical customer service, the corresponding procedure of a communication explanation shall be directed to it. In particular, the high level of procedures of rehabilitation allows patients to derive pleasure from communication interaction with medical company. Among attractive offers in the sphere of medical attendance we note development of preventive diagnostics and treatment, shock and wave therapy for professional athletes, motorists. Important thanks to the procedure of a marketing communication explanation to transfer to the Ukrainian consumers the European mentality which consists in energy saving as to conscious vital style of each family. Implementation of heat-protective screens behind batteries, LED energy saving lamps, distribution of regulators of temperature on instruments and indoors in a complex promote energy saving [11].

Economic and technological programs of the Dnipropetrovsk regional council in the sphere of energy saving in many respects are based on informing and consultation of citizens, provision of subsidies, the direction of budgetary funds and the international financial flows for energy saving improvement. We suggest to add such regional energy saving programs with inclusion of complex marketing communication procedures which promote an explanation to the population of feasibility of implementation of innovative energy-saving technologies, including on the basis of alternative energy sources. Organization a competition of projects on energy saving and energy efficiency by the Dnipropetrovsk regional council among apartment houses is in recent years positive. Mission of such efforts is complex implementation of the leading innovative technologies on the basis of application good practices from abroad which will promote improvement of energy security and energy independence of the country and regions [12]. We consider what will accelerate such introduction universal application of necessary marketing communications, which will distribute the European atmosphere on energy saving, the mental semantic principles of introduction of alternative energy sources. The e-logistics and integrated marketing communications promote public awareness of the European principles, freedoms and ideas of energy saving, and thanks to the procedure of a communication explanation of importance of energy saving with use of alternative energy sources it is possible to increase energy literacy of the population of Ukraine on the European principles.

It is also reasonable to analyze features of the organization of event-marketing in the regional markets of agrofood products and services. At the same time it is necessary to develop recommendations concerning extension of the list of marketing communication means as the directions of improvement event strategy of agrarian holdings and corporations and to create non-standard actions of event marketing. In the conditions of economic interactions it is important to research the reasons of detection of deficit of energy resources in the agroproduct sphere, to implement mechanisms of improvement of logistics of distribution. Activization of regional distribution policy in the agrarian sphere is possible on the basis of competitive comparison during forming of marketing value throughout a logistic chain which integrates a complex of stages of reproductive economic process. Technical progress and efficiency of agricultural

production influence on creation of multi-vector complex policy of agrofood marketing distribution with a research of influence on competitive advantages of subjects of success of agrarian business.

In the housing-and-municipal sphere and the industry it is necessary to reach an energy consumption minimum in case of observance of comfortable conditions of accommodation. With respect thereto it is necessary to determine economic and marketing aspects of implementation of alternative energy sources. In the leading scientific centers the efficiency evaluation of use of energy-saving technologies taking into account logistic service and communication interaction is carried out. It is necessary to develop the principles of creation of a management system use of energy-saving technologies taking into account the increasing level of logistic service. These models and methods are of great importance for increase in energy security of Ukraine and its regions. In case of use of marketing tools for small households it is necessary to consider in addition features of crediting and payback of invested funds in technology of alternative energy sources. The economic mechanism of implementation of alternative energy sources at the national level in Germany, Poland in many respects is based on grants. Among the main barriers on implementation of energy-saving technologies in Ukraine we note an insufficient communication explanation for consumers (legal entities and physical persons) of need of a saving of energy on the basis of system use of its alternative sources.

Complementary to the agrofood markets is the economic space of the market of compound feeds of Ukraine. Marketing research of this market provides determination of the main leading companies on production and sale of compound feeds, clarification of benefits of consumers of formula-feed products. The distribution logistics in the agrofood markets is based on determination of prospects of integration and innovative development of a product industry. For this reason enhancement of marketing technologies of distribution in system of ensuring innovative development of the agrarian entities is powerful. Achievement of effective logistics of distribution is promoted by implementation a brand oriented management of the agrarian enterprises, forming of communication actions for promotion of brands and trademarks in the agrofood markets of Ukraine and the world.

Marketing communications and logistic service describe proper development and in the international aviation marketing. For example, "Antonov's airlines" plan to continue the projects in the sphere of the international transport aviation in partner interaction with NATO and the UN. The state entity Antonov carries out works on improvement of field service of planes, the service center in Latin America is at the moment created, works concerning creation of such service centers in Africa and in India are carried out. The organization of the international logistics of distribution on air transport wing "Antonov's airline" is effective and allows to perform the international air cargo carriages successfully. In particular, this airline have about 35% of world amount of airborne transportations of bulky and superheavy loads for today. This national freight air carrier widely applies modern information technologies and logistic systems of effective aviation distribution of freights [13].

Updating of model of functioning of the market of the electric power of Ukraine happens on the basis of system development of logistic interaction in electronic information networks. Inclusion of a power system of Ukraine in European Unit Market promotes improvement of transparency and competition in energy interaction. In our opinion, it is reasonable to exclude a cooperation of the Ukrainian energy agents with the Russian partners. The European vector of development of the energy market of Ukraine will promote reduction of exclusive influence on parameters of marketing interaction of the Energoatom company, thermal stations. In this regard based on the offered procedure of a communication explanation of importance of energy saving with use of alternative energy sources it is necessary to differentiate functions of regional power distribution companies, to develop the retail market of energy for consumers. The population shall have the choice from whom to buy the electric power. The directive 29 EU obliges Ukraine to develop the market of energy service which will allow to reduce energy use by 40–50 %.

Undoubtedly, today there are conceptual and methodological prerequisites of implementation of logistics of a recycling that provides utilization of all types of the electric and electronic equipment. At the same time it is reasonable to optimize the resource flows connected with utilization of documents and furniture, luminescent lamps and accumulators on the basis of interaction with specialized trading companies. In particular, such services in a recycling are offered by LLC ABM Recycling, the city of Vinnytsia, www.abmrecycling.com.ua. Let's notice that a good example of the organization of logistics of a recycling is the scheme of utilization and conversion of waste which is carried out by this enterprise.

Technological and marketing content of such logistics consists in ensuring collection and sorting of waste, their conversion and utilization, receipt of secondary raw materials, and achievement of conservation [14].

Let's note that in Vinnytsia the effective air-to-water OCTOPUS IS 120 thermal pump, which operation is characterized by the schedule of dependence of energy costs in case of decrease in temperature of atmospheric air is also established. Logistical support of use of these pumps at the price approximately at the level of 11500 euros that heats 400 sq.m the house, promotes their marketing distribution in the modern markets of industrial enterprises and households that gives the chance to increase application of these smart decisions during creation of energy efficient houses. Unlike sometimes the frozen thermal boiler rooms at very low temperatures such thermal pumps display the modern level of development of innovations in power system [15]. The marketing communication and logistical support, in particular optimization of flows of integrated marketing communications of the entities, promotes distribution of these air-to-water thermal pumps to the industries, housing and communal services of Ukraine.

It is reasonable to compare brand force evaluation methods, to predict influence of the chosen strategy and tactics of marketing management on the differentiated segments of consumers. The structure of GDP of Ukraine and its certain dependence on an environment of the international markets definite need of enhancement of tools and procedures of the international agrarian marketing. At the same time it is necessary to investigate the marketing principles of ethics of business communication, to apply a technique and technology of interaction in the international marketing. Rational creation of marketing communication policy of the agroproduct entities and holdings in Ukraine needs understanding of East Slavic cultural space. In this context define ethnos and the cultural environment in Ukraine, predict ethical components of development of the Ukrainian society. It is necessary to coordinate a legal mechanism of business activity in the agrofood sphere, to apply the main categories of a labor right in a marketing activity of the relevant entities. In the conditions of modern social and communication interaction in Ukraine and the world it is reasonable to develop regional standards of energy efficiency for a utility sector. Already there are positive practicians of implementation of systems of monitoring of consumption of energy resources. In this sense it is necessary to involve the international innovative technical assistance which distribution channels can be modern interactive channels of marketing communications. Such activity allows to create temporary jobs for different groups of the population.

Displays process of formation of quality of goods and services the volume of export-import transactions, which in January-October 2014, in Ukraine exports of foreign trade in goods made up 46170,3 mln. dollars USA while imports totalled 45601,1 mln. dollars USA [16].

The importance in formation of quality plays All-Ukrainian competition of quality of production (goods, works, services) – “100 best goods of Ukraine” in 2014. From the Dnipropetrovsk area it is necessary to distinguish 9 enterprises from winners, such as: private joint-stock company with foreign investments “The Dnipropetrovsk Oil Extraction Plant”, LTD “Alan”, private joint-stock company “Dnipropetrovsk Plant of Food Concentrates”, Plant “Prydniprovsky”, LTD “Dnipromlyn”, LTD “TH Newline”, LTD “Enterprise “Teplotekhnika”, private enterprise “DZSK Technoprogress”, public joint-stock company “Interpipe Novomoskovsky Pipe Plant” [17].

It is necessary to develop international cooperation in the sphere of development of effectively functioning logistic systems. The organization of the presentations and a discussion with representatives of the production and service enterprises of Poland in the sphere of forming of product quality and services taking into account aspect of energy saving is reasonable. In particular, positive experience and good practices of implementation of innovative production and energy-saving technologies shows a marketing activity of production enterprise of the sugar plant in Śródza Wlkp., Pfeifer & Langen Polska S. A. (Poland). Actively and effectively the Pfeifer & Langen Marketing Sp. z o.o. company implements innovative marketing technologies, which effectively coordinates sale and logistic distribution to individual and industrial clients of white sugar, cane sugar and a big range of a sugar assortment international DIAMANT trademark [18]. Let's note that within realization of the International scientific project on topic “Forming the Quality of Products and Services in the Markets of Central and Eastern Europe”, that it was successfully carried out with the assistance of specialists of Economics Faculty of the Oles Honchar Dnipropetrovsk National University (Ukraine) together with the Poznań University of Economics (Poznań University of Economics and Business), Poland from 01.01.2014 till 30.06.2015, it

was a visit of representatives of the Oles Honchar Dnipropetrovsk National University on this enterprise – the sugar plant in Środza Wilk., Pfeifer & Langen Polska S.A.

In present conditions investment attractive type of economic activity of the enterprises of the food industry of Ukraine is production of mineral waters. We as a result of research it is established that it is connected with the underestimated standards of payment for special use of mineral waters, almost elastic demand for this type of production, created a sale network. We revealed a complex of factors which negatively influence an formation of quality of mineral waters in Ukraine: high level of wear of fixed assets, high level of energy intensity of production.

Ukraine has made significant progress in the area of renewable energy over the last several years. These changes present new opportunities and problems for the Ukrainian Unified Power System (UPS). Currently, power transmission networks are not ready for the connection of renewable generation. Among problems of coordination of quality it should be noted that in practice in Ukraine for a long time the consumer was almost completely debarred from management systems of quality of goods and services. In a consequence of it a certain complex of methodical and practical aspects of use of marketing in management systems of quality of the enterprises of different branches of economy is insufficiently developed. The problems of formation of product lines, defining its characteristics, as well as the choice of strategy diversification. In the Ukrainian economic conditions the qualitative goods can be made only at creation and complex functioning of management systems of quality of the goods and services focused on consumers. Such systems have to consider all nuances of behavior of the Ukrainian consumer in the economic environment differing in considerable uncertainty and dynamism.

It is important to create additional terms and conditions for development of marketing efficiency and innovative capacity of the high-tech energy entities. This activity needs to be performed on the basis of attraction of the international experience and the best world practices. Complete implementation of target directives of the EU in the sphere of an energy efficiency together with implementation of systems of power management of the entities according to the international standards promote goal achievement of the complex procedure of a marketing communication explanation to consumers of feasibility of implementation of modern energy-saving technologies on the basis of use of alternative energy sources. Creation of the regional centers of standardization in distribution sphere and consumption of energy flows of an alternative type promotes achievement of a permanency of quality of energy supply and logistic service of industrial enterprises and housing and communal services.

It is necessary to allocate effective functioning of the international scientific project GIZ “The Energy Efficient and Directed to Reduction of Climate Changes Industry Upgrade”, which director is Benedict Tanner. The marketing logistics shall consider regional components of marketing distribution. It is reasonable to analyze strategy of energy efficiency and competitiveness in the Dnipropetrovsk region. In this aspect it is important to estimate an indicator – GDP amount per unit of the consumed energy. The mechanisms of improving the system of management of quality and increasing the efficiency of Ukrainian enterprises, involving the use of strategic management and budgeting tools allow to improve the efficiency of enterprises.

Conclusions and recommendations for further research. Socially responsible management of quality of the modern high-tech enterprises draws attention to the accounting of an ecological factor. In modern economy of Ukraine it is necessary to use models of management of quality which are based on criteria of flexibility. Thus in the conditions of intensive information flows are defined strong and weaknesses of process of the quality of service applied by firm. This method corresponds to philosophy of marketing and promotes increase of efficiency of service.

According to the principles of Ukrainian school of marketing in the service domestic enterprise all departments and employees coordinate the activity on the basis of the marketing concept. It is necessary to create the general chart of process of quality of service where are displayed a role and tasks of each department of the enterprise. The procedure of a marketing communication explanation to consumers of feature of implementation of innovative energy-saving technologies covers logistic interaction of consumers, power service companies and other organizations. Resultant vector of implementation of the procedure of a marketing communication explanation of importance of energy saving in industrial and housing and municipal sector of Ukraine and the world is achievement of new European understanding and

the highest standards of social and ethical determinants of communication interaction of the energy entities within European economic space.

In management of the service energy enterprise in the conditions of Ukrainian economy marketing control is importance. Control define as the administrative activity directed on a quality and quantitative estimation of economic results of activity of the energy enterprise. Dynamism environment of the enterprise promotes increase communication between planning and control. The prospects of the subsequent scientific research in the sphere of the international and internal energy interaction is determination of parameters of group interests, which are shown during integration of logistic service and Internet marketing communications of industrial enterprises.

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