



MARKETING

Кафедра маркетингу ВНУ імені Лесі Українки

СУЧАСНІ ТЕХНОЛОГІЇ МАРКЕТИНГУ

МАТЕРІАЛИ І ВСЕУКРАЇНСЬКОЇ
НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ

7 березня 2024 року
місто Луцьк

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ВОЛИНСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ІМЕНІ ЛЕСІ УКРАЇНКИ
КАФЕДРА МАРКЕТИНГУ

Сучасні технології маркетингу

Матеріали I Всеукраїнської науково-практичної
конференції

7 березня 2024 року
місто Луцьк

Електронне видання на CD-ROM

Луцьк
Вежа-Друк
2023

УДК 339.138(06)

С 94

Рекомендовано до опублікування Вченою радою Волинського національного університету імені Лесі Українки (протокол № 6 від 30.04.2024 року)

Рецензенти:

Павлов К. В. – доктор економічних наук, професор, професор кафедри економіки і торгівлі Волинського національного університету імені Лесі Українки;

Кривов'язюк І. В. – кандидат економічних наук, професор, професор кафедри підприємництва, торгівлі та логістики Луцького національного технічного університету.

С 94 **Сучасні технології маркетингу:** матеріали I Всеукраїнської науково-практичної конференції (Луцьк, 7 березня 2024 р.) / Відп. ред. проф. В. С. Рейкін – Луцьк : Вежа-Друк, 2024. – 1 електрон. опт. диск (CD-ROM). – Об'єм даних 3,26 Мб.

ISBN 978-966-940-562-3

У збірнику подано тези доповідей та виступів учасників Всеукраїнської науково-практичної конференції, присвяченої удосконаленню та розвитку теоретичних, методичних та прикладних аспектів сучасного маркетингу.

УДК 339.138(06)

ISBN 978-966-940-562-3

© Рейкін В. С. (упорядкування),
2024

СЕКЦІЯ 3. МІЖНАРОДНИЙ МАРКЕТИНГ

INFORMATION SUPPORT OF INTERNATIONAL MARKETING STRATEGIES IN THE CORPORATE SEGMENT OF SUSTAINABLE DEVELOPMENT

Alekseyenko Lyudmyla

Tulai Oksana

Babii Stepan

West Ukrainian National University, Ternopil

The European direction of Ukraine's economic development requires the application of modern methodology of international marketing to implement the principles of corporate sustainable development. The methodology of international marketing in the context of corporate sustainable development is oriented towards creating and implementing strategies that contribute to supporting sustainable economic growth, social responsibility, and environmental balance in the enterprise's activities on international markets.

The main aspects of international marketing methodology in this context include: firstly, assessing the sustainability of production and marketing practices, which involves determining the company's impact on the environment, social aspects, and economic stability to ensure adaptability to sustainable development requirements. Secondly, integrating principles of sustainable development into marketing strategies entails developing and implementing products that consider environmental and social requirements, as well as promoting efficient resource utilization and natural system restoration. Thirdly, information provision and the development of measurement systems are crucial for assessing the sustainability of marketing initiatives and publicly reporting on the achieved results in the field of corporate sustainable development.

Particular attention is deservedly given to engaging consumers in the concept of sustainable development. This requires the development of communication strategies that inspire consumers to participate in sustainable consumption and support companies with high standards of social and environmental responsibility. Creating competitive marketing strategies contributes to addressing important global issues related to preserving natural resources, supporting social justice, and fostering balanced economic development. In a globalized economy, partnership with stakeholders is

becoming increasingly relevant, involving cooperation with governmental bodies, shareholders, and other interested parties to collectively address sustainable development challenges and implement innovative approaches in marketing strategies [1].

In international marketing, in today's trade policy, most countries, governments, and politicians generally support a rules-based system. However, there is no consensus on what the rules-based system should be in the future [2, p. 615-647; 3, p. 311-317]. Therefore, it is important to determine the regulatory approaches to trade and investment in the European Union (EU).

The European Union implements the Common Commercial Policy (CCP). Trade regulatory documents, along with economic parameters, define the EU's role in international trade and its economic interest in maintaining a stable order based on trade rules. These documents take into account the challenges and positions in trade relations with partner countries, as well as with the United States and China. The EU's ability to maintain a consistent and coordinated role in international trade and investment development depends on internal consensus among participating countries [4, p. 421-456].

The "start of the dialogue" – the EU Directive on Supply Chains plays a key role in shaping EU trade policy. Since 2022, lengthy negotiations have been underway regarding a new EU directive on supply chains. The proposed rules entail significant obligations for European companies, which could seriously undermine their global competitiveness.

In the context of international marketing, the European Union aims to promote sustainable and responsible corporate decision-making. The EU Commission is coordinating the "Directives of the European Parliament and of the Council on the proper scrutiny of companies regarding sustainable development and amendments to Directive (U) 2019/1937" (Corporate Sustainability Due Diligence Directive, CSDDD). The EU Council and the European Parliament (EP) are actively discussing their positions on the text proposed by the EU Commission under significant political pressure. It is important to complete the legislative process by the end of 2023, i.e., before the 2024 European Parliament elections. It is worth noting that the innovation is aimed at ensuring greater attention to human rights and the environment in all value chains – both within the EU and beyond its borders.

The Council of the European Union adopts what is known as the "General Approach," which is a political agreement on the key cornerstones of proposals. If many member states do not yet have a final position on all

aspects, consensus on many issues cannot be reached within the Council. In particular, regarding the Directive on Corporate Sustainability Due Diligence, the Federal Government of Germany approved the General Orientation only with reservations, as there was significant political pressure regarding the voting at the EU level [5].

The cornerstone regarding the scope of application is the introduction of the concept of the so-called "value chain" as a compromise regarding whether the scope should cover the "value creation chain" or the "supply chain." In June 2023, during a plenary session of the European Parliament, they voted in favor of the EU directive on the "supply chain," thereby defining their position for future interinstitutional negotiations.

German experts acknowledge that the EU institutions involved in developing the Corporate Sustainability Due Diligence Directive (CSDDD) lack a sense of proportion regarding the competitiveness of European companies during crises and strategically necessary supply chain diversification [5].

Instead of facilitating access to new sources of supply and increasing their quantity, this directive significantly complicates the important diversification of supply chains, including those from high-risk countries. It does not align with the shared goal of policy and companies to reduce existing dependencies. Therefore, the European Union may struggle to compete in the context of geopolitical competition.

Information support for international marketing strategies in the corporate segment of sustainable development is accompanied by the digitalization of trade agreements, which makes it possible to reduce the digital divide from the point of view of infrastructure, and contribute to changes in the field of telecommunications, both hardware and software. First, multilateral, plurilateral and regional approaches contribute to the development of global connectivity. Trade in all its forms, including foreign direct investment, can increase competition by reducing communication costs and improving quality. Trade also facilitates the transfer of technology across borders, thus helping to bridge the digital divide. Some trade agreements have made a significant contribution to the development of the digital economy. More than 120 WTO member countries have committed to open markets for telecommunications services, most of which relate to basic services and real-time data transmission.

Second, more than 100 WTO members have committed to regulatory principles on basic telecommunications and competitive guarantees. These

safeguards ensure that data service providers can combine their systems on reasonable and non-discriminatory terms in a transparent regulatory environment, thereby supporting the development of data networks in a given territory and largely reflecting best practices in telecommunications. In this context, competition is a key factor for affordable investment.

In an international context, it is crucial to observe how trade agreements and international borders impact regional development. Empirical studies of an annual panel of districts over two decades, taking into account the different proximity of districts to an international border and the application of the Mercosur trade services agreement, have shown that, 1) the presence of an international border has a negative and significant effect on the economic growth of border districts (-0.14 percentage points GDP annually), but also contributes to the reduction of inequality compared to regions without a border [6, p. 545-570]. 2) the trade integration agreement tends to partially offset the negative impact on economic growth (+0.04 percentage points of GDP annually). These research findings are significant for trade and development policy decisions. Deepening integration agreements could be a potential mechanism to accelerate growth in the poorest regions, thereby reducing sub-national disparities and ensuring the implementation of international marketing strategies

Modern challenges and threats to security, which require a timely, adequate and effective response, require the creation of a system of information support for internal security and the expansion of cooperation in such areas as operations, logistics, administration and legal issues.

In summary, it is worth noting that further support for an open and rules-based trading system requires the expansion of cooperation between the EU and like-minded countries, as well as the implementation of consistent trade policies by the Council of Ministers, the European Commission, and the European Parliament. Information support for international marketing strategies in the corporate segment of sustainable development involves providing relevant data, analysis, and communication channels to facilitate the implementation of sustainable practices across borders.

1. Ran Zhao, Lu Zhu. Credit default swaps and corporate ESG performance. *Journal of Banking & Finance*. 2024, February. Vol. 159, 107079. <https://doi.org/10.1016/j.jbankfin.2023.107079>

2. Cecilia Ciocirlan, Mihai Nitoi. Geopolitical Risk and Contagion: Evidence from European Stock Markets During the Ukrainian Crisis. *Eastern European Economics*. 2023. Vol. 61, Issue 6. pp. 615-647.
3. Cristina Badarau, Aneta Chodakowska, Kamilla Marchewka-Bartkowiak, Dimitrios Pappas. New strategies for sustainable growth in European Economies. *Eastern European Economics*. 2023. Vol. 61, Issue 4. pp. 311-317.
4. Ekin Ayse Ozsuca. Firm Survival in Times of Crisis: Do Innovation and Financing Constraints Matter? Insights from the COVID-19 Pandemic. *Eastern European Economics*. 2023. Vol. 61, Issue 5. pp. 421-456.
5. EU-Lieferkettenrichtlinie – Start des Trilogs. URL:<https://bdi.eu/artikel/news/eu-lieferkettenrichtlinie-start-des-trilogs>.
6. Nazarena Delicia Maffini, Fernando Antonio Ignacio Gonzalez. International Borders, Integration and Economic Development: Evidence from Argentina. *Journal of Economic Integration*. 2023. December. 38(4). pp. 545-570. DOI: <https://doi.org/10.11130/jei.2023.38.4.545>.

СУЧАСНІ СТРАТЕГІЇ В МІЖНАРОДНОМУ МАРКЕТИНГУ

Борсук Катерина

Волинський національний університет імені Лесі Українки,
м. Луцьк

При виході на зовнішні ринки компанії потрапляють в умови жорсткої міжнародної конкуренції. Відповідно, важливою є попередня оцінка потенційних ризиків, переваг і можливих негативних наслідків освоєння нових висококонкурентних ринків [1].

Успішна маркетингова стратегія в сучасних умовах визначається кількома важливими складовими, які враховують внутрішні та зовнішні фактори. Інноваційність продукту чи сервісу є ключовою, оскільки вона надає конкурентну перевагу і привертає увагу споживачів. Також важливими елементами є несхожість на інші пропозиції на ринку та зосередження на потребах конкретної цільової аудиторії.

Зміни в зовнішньому середовищі та внутрішні трансформації в економіці вимагають від менеджменту компаній приймати нестандартні управлінські рішення та використовувати нові бізнес-