



Figure 1. Most of the international scale - the results of [% of answers]

Source: [5].

Determination of the value in the organization has a huge impact on employee behavior and quality management: increase loyalty, integrate employees with the organization; unite around the mission and goals; promote ethical behavior; trigger the commitment and willingness to take the hard work; develop cooperation and kindness; reduce the level of stress and tension in the workplace; stimulate the pursuit of education and self-education; attract talented workers [1].

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MODERN PROBLEMS OF MANAGEMENT AND MARKETING

Development of the companies in modern economy becomes actual question time by time. To some extent this is related to the needs of consumers, which are buying goods or services. Consumers have great demand for the foods and they are looking for new ways to satisfy the requirements. They are trying to find new features in the goods and if it has not this feature, they try to find alternative goods closer to their needs.

Philip Kotler performs modern problems of marketing in the following way:

1. Customers have become more sensitive to rising prices;
2. They do not have enough time, and they want more services for more comfort;
3. Consumers see that more and more firms are producing the same kind of goods;
4. They pay less attention to the quality and are buying cheaper goods;
5. They have great demand for the services and etc.

All this problems are based on the facts, that there are no enough consumers to buy foods and it becomes the reason of overstock of the goods. Most modern problems of marketing are connected with ever-changing demands of the consumer. So the aim of the company should be identification consumers

needs and satisfying their requirements. The company must constantly introduce their goods to society not only in domestic market but also in foreign market.

Companies were trying not to invest money in marketing activities 5 years ago. But if we look at the statistic of IT companies, they become active only last 2-3 years. 18.7% of companies were using marketing activities in 2002. In 2009 their number increase in 32.8%.

For example, Georgian winery companies are not active in marketing activities and they only show commercials in New-Year days. This is a big mistake because consumer must be always informed about the values and advantages of the goods. In 2001 the Georgian winery company has invested 5 million dollars in planning marketing activities in Russian market. The result was, that the wine occupied 33% of the Russian market. If winery companies will use marketing activities, they will have chance to satisfy all segments of consumers.

Another important issue is a modern problems of management. Management in the macroeconomic level should consider global processes that are associated with the development of the global economic system. The paradigm shift in macroeconomic management leads to changes in the principles of organization goals. It changes current concepts of management. Following situations describes modern problems of management:

1. Denial of classical management rules. These rules include factors, which claims, that success of the company is based on reducing costs;
2. Using system theory makes easy to discuss manufacturing as a whole system. It is somehow related to the firm's internal environment. Companies should adapt to the changes of the internal environment for effective functioning of system;
3. Situational management means that functioning of the firm is stipulated by the reaction from the environment;
4. The new paradigm of management pays great attention to the organization and less attention to the leadership and management styles, qualification and the peoples reaction to changes.

Thereby it is quite difficult to discuss principles of management practically. It requires to overview business philosophy, to change psychology of staff including managers and improve their qualification. All the big companies are trying to avoid old hierarchical system and to establish a simple relationship with staff and between them.

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CITY PROMOTION STRATEGY SUCCESS FACTORS

Successful construction and implementation of a city promotion strategy depends, to a certain degree, on local authorities support and taking major responsibility for activities referring to city promotion by the representatives of science, business and residents who altogether get involved in its problems and by means of their attitude contribute to its promotion [Insch 2011, p. 12]. Entering into peculiar partnership for the benefit of city promotion, within the framework of which a strategy may become the signpost indicating directions for adequate activities, allows to unify and stimulate the efficiency of the carried out projects [Gelder 2011, p. 44].

In the group of factors contributing to city promotion strategy construction the following may be listed: complex socio-economic diagnosis, which is crucial for at least two reasons. Firstly, it allows to define what kind of development and promotion oriented potential is available at our disposition. Secondly, in the process of diagnosis the occurring deficiencies may be specified as well as the areas