

perform in a proper and error free way. The Author's practical experiences indicate that conducting workshops in an unquestionable manner is quite rare. Nevertheless they are frequently applied and their popularity in self-government practice makes strategic planning more and more popular in self-government environment. The significant factor here is an increase in both knowledge and acceptance of Czech local authorities for the idea of territorial self-government, subservient role of authorities towards local community, participation oriented democracy and participation planning to follow. The European Union financial mechanisms also play the crucial role here, since they not only function as sources covering numerous self-government investment costs and other projects aimed at local development, but also influence the awareness and knowledge of the decisive bodies and individuals in the area of strategic management. To sum up, a conclusion has to be drawn that the previous practical application of workshop focused social consultancy in the process of strategic planning, even though still imperfect, does result in self-government units development rate intensification. Therefore more research is indispensable in order to improve the situation in this respect and further educational efforts are necessary to propagate research results which in its final effect will result in better socio-economic development of local systems.

UDC 339

**Jiří Kraft,**  
Technical University of Liberec

### **THE CHOSEN DETERMINANTS OF INVESTMENT ATTRACTIVENESS OF REGIONS**

Developing a universal list of regional attractiveness determinants represents, beyond any doubt, a difficult task. It becomes even more complicated due to the fact that for different investors the same factors can be of larger or smaller importance in terms of particular economic activities. In case of an entrepreneur selling all his/her production outside regional markets the regional sales market absorption capacity does not have to be of the utmost importance. These entities which carry out manufacturing processes based on operational staff do not consider important the supply of university graduates speaking foreign languages. A company rendering consulting services will probably focus on more important investment determinants than the local climate, natural resources and the surrounding landforms. Additionally, the universal approach issue is complicated owing to the specific and unique advantages available only in selected areas (e.g. access to the sea, numerous relics of the past, location along the country border, attractive natural resources, strong and rich in their traditions academic centres, congenital entrepreneurship of residents). The table below presents an attempt to offer the list of investment attractiveness

determinants referring to regions. The particular factors were divided into six thematic groups (economic, socio-cultural, political and administration quality, technological and innovative, natural and image specific).

The majority of presented determinants are of traditional nature and appear in studies referring to the investment attractiveness or the competitiveness of regions in different configurations and arrangements. The relatively new area to be considered is the group distinguished within the framework of image-specific determinants.

Having assumed that international investment competitiveness and attractiveness of a region constitute the most desirable condition, these regions which offer brand products should be most successful in competing on international markets. On the other hand, these regions which are competitive at an international market present better capacity for the brand products creation. Such a relation results from the experience gained in the course of rivalry in an international environment. Attention should also be paid to opinions and experiences of the existing investors. Potential investors, especially the foreign ones, can pay attention to information received from other entrepreneurs. Positive information can facilitate investment choices and shorten the process of searching for an optimal region to initiate business activities.

### **References**

1. Attractiveness for Innovation Location Factors for International Investment. Location Factors for International Investment. OECD Publishing, Paris, 2017.
2. Ballotta M.: Factors, Actions and Policies to Determinate the Investment Attractiveness of a Territorial System. Word Bank, WBI/PSD Investment Climate, Seminar Series, Washington, 29th January 2004.
3. Ernst & Young's 2012 European attractiveness survey. Growth, actually. Ernst & Young Global Limited, London, 2012.
4. Florida R.: The rise of the creative class: and how it's transforming work, leisure, community and everyday life. Basic Books, New York, 2016.
5. Impact of Transport Infrastructure Investment on Regional Development. OECD Publishing, Paris, 2002.
6. Kotler P., Asplund C., Rein I., Haider D.: Marketing Places Europe. How to Attract Investment, Industries, Residents and Visitors to Cities, Communities, Regions and Nations in Europe. Prentice Hall, London, 1999.
7. Kotler P., Haider D., Rein I.: Marketing Places. Attracting Investment, Industry, and Tourism to Cities, States, and Nations. The Free Press, New York, 1993.
8. Martin R.: A Study on the Factors of Regional Competitiveness. A draft final report for The European Commission Directorate – General Regional Policy. University of Cambridge, Ecorys – Nei, Rotterdam, 2013.

9. Rainisto S.: Success Factors of Place Marketing: A Study of Place Marketing Practices in Northern Europe and the United States. Helsinki University of Technology, Institute of Strategy and International Business, Espoo, Finland, 2003.

10. Stimson R., Stough R., Roberts B.: Regional economic development: analysis and planning strategy. Springer, Berlin, Heidelberg, New York, 2006.

UDC 339

**Nino Mamuladze,**  
Batumi Shota Rustaveli State University

### **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 2-3years. 18.7% of companies were using marketing activities in 2015. In 2016 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 2007 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