

kwalifikacji i umiejętności lokalnej ludności i przedsiębiorców w zakresie ekologii i rozwiązań z tym związanych, zwiększenie świadomości ekologicznej odnośnie OZE;

- ekonomiczne: utworzenie nowych, zielonych miejsc pracy, aktywizacja zawodowa, stymulacja zielonej produkcji, ożywienie gospodarki lokalnej i jej ogólny wzrost, oszczędne i racjonalne korzystanie z zasobów przyrodniczych, ograniczenie wydatków ludzi na ogrzewanie i recykling, zmniejszenie kosztów produkcji w wyniku zastosowania urządzeń i technologii energooszczędnych, podniesienie poziomu technologicznego i konkurencyjności regionu, rozwój kontaktów międzynarodowych w zakresie zielonych technologii i rozwiązań;
- ekologiczne: ograniczenie emisji różnego rodzaju zanieczyszczeń, polepszenie stanu środowiska, efektywniejsze zarządzanie zasobami środowiskowymi, wzrost liczby instalacji wykorzystujących OZE, rozwój innowacji ekologicznych²².

Osiągnięcie korzyści wymaga określonych działań na wszystkich poziomach gospodarowania.

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ACTUAL PROBLEMS OF SOCIETAL MARKETING AND CORPORATE SOCIAL RESPONSIBILITY IMPLEMENTATION

The idea of societal marketing is closely linked with social performance of the enterprises and the concept of corporate social responsibility (CSR) actualized nowadays. Therefore, the issue of the societal marketing efficacy should be examined taking to the account the problems of responsible business development in common.

The societal marketing concept holds that the organization's task is to determine the needs, wants, and interests of a target market and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being (Kotler, 1972, pp. 10–15 [3]). This category is defined in the 70's while the theory and the practice of the corporate social responsibility origins. For many years both concepts are developing, criticising and remain relevant. In practice the companies ignore such interrelation frequently. For example, declaration of company's participation as social project partner while neglecting harmful issues of manufacturing on the ecology does not mean social orientation essentially. This kind of approach causes the mistrust of consumers to the good intentions of the company and low economic efficiency of some social activities. To avoid such issues companies should integrate societal marketing efforts to the common programme of social initiatives. And the company should be aware of the significance of SCR as a concept for increasing of business efficiency.

According to the modern concept corporate social responsibility structure consists of several levels: the responsibility to the consumer, to employees, responsibility towards society, nation, responsibility to shareholders or partners. In this meaning the corporate social responsibility distinguished from the societal marketing. The last one concerns on the marketing activity, that should be appropriate to the customers requirements in particular and the community in common. Nevertheless these categories are closely linked, because have joint origin roots and the applying of their instruments in practice should be concerted. There are such dimensions of corporate social responsibility: Physical environmental, Social (community involvement), Consumer, Supply chain and Employee relations [1].

There are a lot of good examples of applied CSR-programs on the market. Nevertheless in most cases they were implemented in order to achieve some short-term business objectives, rather than as a holistic philosophical idea. Awareness of CSR as a philosophical approach of doing

²² B. Kryk, Czas na zielone kołnierzyki, „Ekonomia i Środowisko”, 2014, nr 3.

business requires understanding of the nature and value of these initiatives and declaration of the social and societal orientation in the strategic documents of the organization. The business practice proves that companies often implement separate programs that are not based on the unique methodology and hadn't common purposes. Moreover, in the most cases the CSR activity is limited by charity, which has become a common practice for many companies. It should be noted that charity is often not even an element of economic policy, but rather a response to the challenges of society or the government in the social sphere. Being ones of the CSR methods charity and sponsorship are used to establish the positive relationships between market contractors and government agencies. Therefore, nowadays CSR should be considered by the companies neither as a part of a unified business strategy nor as a factor influencing on strategic decision-making. Corporate social responsibility is a conceptual vector for elaboration of management and marketing strategy.

At the first sight the idea of CSR is the duty which businessmen should perform. The systematic implementation of corporate social responsibility could require a lot of resources. Yet the companies should invest in CSR-projects taking to the account their own financial gains and providing the sustainable development of the organizations.

The implementation of management and marketing strategies based on the principles of responsible and societal business primarily provides information openness and transparency of the companies. The strengthening of the brand position, the enhancing of reputation from the perspective of consumers, partners, investors, the improving of innovative activity, reducing of operating costs, increasing productivity and more are the main effects of the societal marketing and corporate governance implementation that should lead to better financial results of the company. Yet for efficient implementation of the societal marketing and CSR the managers should realize the strategic significance of both categories which define the principles of the business philosophy. If company declares its societal orientation it should be aware of being socially responsible in each sphere of its economic activity. And the social initiatives of the company should be financially grounded in the context of strategic sustainable development of the business.

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