

Tielietov O.S.

Doctor of Economic Sciences, Professor, Professor of the Department of Marketing and MIA,

Sumy State University

Letunovska N.Ye.

Assistant Professor of the Department of Marketing and MIA,

Sumy State University

FEATURES OF SOCIAL SECURITY MARKETING IN THE REGION

Social and economic development, social marketing, social object, life quality.

Due to the orientation of modern Ukrainian economy to the «openness» and integration into the world economic system, the need of social factors accelerating increases. The system of providing social services is an important element of social and economic development of regions and communities. An obligatory condition for positive direction of life quality vector in Ukraine is adjustment of social services providers. One of them under Ukraine's economy features (together with government agencies, nonprofit organizations, individual private service providers) are industrial enterprises, their network of social infrastructure objects. Social objects of large enterprises are usually presented by wide network of multidirectional institutions, less – at medium-sized enterprises, one or few objects – at small ones. But during the years after the Soviet collapse the country lost 50% of social objects that were subordinated by enterprises. More than 48% sanatoriums, 32% of children's health camps, 39% of palaces of culture are closed. The concept of social marketing considers social relations at various levels. The level of social infrastructure for central regions of Ukraine (the concept of «center – periphery») is not so important because the needs of social character meets a wide network of private institutions, but for peripheral regions the social infrastructure of local enterprises is vital (one social object meets the specific needs of almost entire population of the region). Social marketing is considered as marketing that consists in the development, implementation and monitoring of social programs aimed to improve public perception of specific social ideas, movements or practices. Ignoring the principles of social marketing leads to low quality of life, and as a result, the low level of productivity in the country.

In terms of administrative reform it is important to determine the essence of each object of the community, including social. Innovative approach takes into account the fact that any

organization is an indispensable member of society that interacts with different links of socio-economic sphere of the country and is involved in the formation of social infrastructure of the region. The main terms of the social marketing effectiveness in the region is the presence of social marketing entities providing essential public services and benefits, unbiased information about existing social objects and create conditions of the accessibility of services and their acceptable level [1].

Every social institution of the enterprise is considered not only as a corporate object, but also as self-sufficient separate unit. It can be effective for the company depending on the efforts and resources directed to its development. Such object within social marketing is considered by triangle which is formed by three multi-directional components – economic efficiency of the object, its priority in the system of staff motivation and value from the standpoint of quality content services that are offered by it. Compliance with the terms of the adequacy of a particular object and their arrangement makes it possible to choose the appropriate strategy for management of these objects with their typing, followed by the formation of complex of administrative actions and tools (marketing, optimization, organization, etc.).

The use of appropriate tools of corporate social objects development, application of the existing potential of the latter, the adequacy of a comprehensive monitoring the effectiveness of such measures, debugging of bilateral partnership in the system «enterprise – local governments», etc. in the social security marketing system is a prerequisite for improving the welfare of local communities and regions of Ukraine.

1. Телетов О.С. Удосконалення інфраструктури як напрямок реалізації соціального маркетингу в умовах інноваційного розвитку підприємств і територій / О.С. Телетов, О.М. Суміна, Н.Є. Косолап // Маркетинг і менеджмент інновацій. – 2012. – № 3. – С. 39-47.

Tielietov O.S. Features of social security marketing in the region / O.S. Tielietov, N.Ye. Letunovska // Majesty of Marketing: Materials of the International conference for the students and junior research staff. – Dnipropetrovsk, SHEI «National Mining University», 2015. – P. 123-125.