

ecologically pure goods market has very much increased. One of the facts which testify to this is a sheer growth of the natural juice production in Ukraine. The consuming structure is also changing. People tend to consume more fish and vegetables and less potatoes.

Public opinion poll results prove that people are eager to pay up to 30% extra for the high ecologic quality of their food. But at the same time they are not completely aware of such characteristics of products they consume. We lack for a well-known ecological brand. The international system of standards ISO 9000 and ISO 14000 although used in our country, are not widely known to common user. The majority of developed countries provide state support to ecological brands. Successful examples are The blue angel in Germany, Environmental choice in Canada, White swan (Scandinavian lands).

The development of ecological marking and certification ought to become a serious aspect of state activity. Some governmental support should be provided to a new or an already existing mark. This may include developing and financing some marketing program and healthy life promotion. State must convince the businessmen that putting such a mark on their products would make them competitive and increase the volume of sales. This way they would agree to invest in reorganizing their production process and accept the additional certification expenditures.

All these measures would assist to improve the life quality in Ukraine and make our products worldwide competitive.

FOREIGN ECONOMIC RELATIONS OF UKRAINE WITH CIS STATES IN THE CONDITIONS OF THE GLOBAL MARKETING DEVELOPMENT

Oleg Bulova,

European University, Ukraine

Ihor Ryabchyk,

PhD (Economics), European University, Ukraine

1. Social marketing encompasses the strategic design, implementation, and control of programs that seek to increase the acceptability of a social or environmental idea, cause, or practice among members of a target audience and, ultimately, to change the behavior of key target audiences

2. Environmental marketers recognize that people do not simply enact behavior based on accessible information. Attitudes, feelings, and beliefs about behavioral control all influence consumer and corporate action. Consequently, educational efforts cannot, by themselves, be expected to make behavior sustainable because they only impact awareness. Education will not necessarily change attitudes, feelings, or behavioral control.

3. In Ukraine income is quite unevenly distributed so that these average measures may not be very meaningful. Similarly, great regional differences exist between different regions inside Ukraine. Ukraine had high levels of inflation several years ago. The Ukrainian Hryvna has remained much more stable in recent 4-5 years at 5.3 -5.4 per dollar.

4. A great deal of interest has arisen in recent years on the potential for marketing on the Internet. While the jury is still out on this medium's ultimate potential, sales so far have been limited, although a large potential may exist. Larger segment of the population in Ukraine is still not "connected". Internet may serve purposes other than direct sales.

5. Within the Commonwealth of Independent States, Ukraine will continue to limit integration to economic issues, although even here Kyiv will continue to run into three problems with Russia. First, Russia will continue to apply pressure upon Ukraine to join the CIS Customs and CIS Payments Unions, to both of which Kyiv is unlikely to agree. Ukraine will also remain an associate member of the CIS Economic Union (just as it is likely to remain only an associate member of the CIS). Second, although Ukraine and Russia have normalized their energy relations, problems will remain. Ukraine and Russia will continue to search for alternative suppliers and alternative supply routes. In the case of Ukraine, this means developing Ukraine's strategic alliance with Turkmenistan and Azerbaijan (both oil and gas producers) and Georgia (as an energy route to the Black Sea and the Odesa oil terminal). In the Russian case, this means strengthening relations with Belarus (whose energy sector is already de facto under Russian control). Third, Russia will continue to utilize economic pressure in pursuit of its strategic agenda in Crimea (pressure such as the unilateral September 1996 imposition of import taxes solely on Ukrainian goods, and refusal to provide components for Ukrainian military exports that would allow Kyiv to become a major arms exporter and serious competitor to Russia).

COMPETITION POLICY IN GLOBALIZATION PROCESSES OF WORLD TRADE

Oleg Bulova,

European University, Ukraine

Ihor Ryabchyk,

PhD (Economics), European University, Ukraine

Competition:... 6. Ecology. The struggle between individuals of the same or different species for food, space, light, etc., when these are inadequate to supply the needs of all.

Collins English Dictionary (Millennium Edition), 1999