

child of writing and literacy than its equivalent for the internet and world wide web is 'ecosystem'.

'Two centuries of economic thought, both capitalist and socialist, are based on the concept of 'economy as machine' rather than 'economy as ecosystem'. Nonetheless, history has demonstrated that no economy behaves as a simple, cyclical machine. Like ecosystems, economies are spectacularly complex and endlessly adaptable.'

The background to ecosystem - the 12 principles of networked business.

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| 4. Learning | 8. Security | 12. Invent/log |
| 5. Planning | 9. Payment | 13. Selling |
| 6. System | 10. Buying | 14. Customer |
| 7. Network | 11. Supplier | 15. Personal |

The 12 principles is not a process it is an ecosystem of organizations each of which has four main communities: a community of customers, a community of businesses, a community of shareholders and a community of employees. The 12 principles is also a catalogue of the whole market. All organizations fit into one of the principles on the basis of their core activity. The 12 principles have diverse in any organization. They can be used to define clearly which board member is responsible for what areas. They can be used as the framework or language between the technical and the sales sides of organization as well as between partnering organizations working on a project for the same client. They can be used to train your employees. But the real benefit of the 12 principles for your organization is when you implement and cross-fertilize it with, within and without your organization.

SIGNIFICANCE OF ECOLOGICALLY FOCUSED MARKETING IN SYSTEM OF ECOLOGICAL MANAGEMENT

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Decision on introduction of ecological management at the enterprise is the important step attracting changes of many processes and, first of all, administrative and production. The primary goal facing to such enterprises are search and realization of such directions of development which alongside with satisfaction of interests of concrete consumers and manufacturers, would allow to support the certain balance of ecological and social and economic interests of a society.

In a situation which was generated now, such concept is actual. First, sharp disbalans between manufactures and distributions of the goods and services creates threat for global ecosystem. Second, rates of changes occurring in the world are constantly accelerated and rational wildlife management considerably lags behind

rates of economic development. Overcoming of such disproportions is a unique way to maintenance of sustainable future of our society.

For introduction of effective ecological management decisive importance plays creating of the system of ecologically focused marketing. The main difference of ecologically focused marketing from traditional is an orientation of supply, manufacture, selling and consumption to ecologically sustainable social and economic development. [1]

Main tasks of ecologically focused marketing are:

1. revealing ecologically focused needs of consumers;
2. orientation of "know-how" and production of goods and services to satisfaction of ecologically focused needs of consumers and societies as a whole;
3. promotion and stimulation of consumption of the harmless (ecological) goods, and formation of ecological needs of consumers.

For realization of these tasks marketing should contain a number of processes:

1. the analysis of existing market opportunities (revealing of missing / unsatisfied ecologically focused values and needs by the analysis of the markets, the basic players, existing technologies, products, etc.);
2. analysis of internal opportunities (the analysis key competencies of the company: potential, resources, skills, knowledge, technologies, etc., allowing to achieve efficiency of actions within the framework of the chosen strategy of ecologization);
3. revealing of new opportunities (comparison of existing market opportunities and internal opportunities of the company);
4. formation of general strategy (a choice of a segment, a target audience, consumer value of the goods, market behaviour);
5. development of concrete strategy (strategy of creation of product / service, an output on the market, promotion, pricing, the organization of manufacture, distribution (selling), service).

Maintenance of functioning of system of ecologically focused marketing will allow the company developing in a direction ekologozation of the activity, to reach competitiveness and leading position in the market and will provide an innovative way of development of the company.

SOCIAL ECOLOGY

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Both anthropologists and sociologists have studied the relationships among population, natural environment, technology, and society.