

## **PARTICULARIZED INFORMATION SYSTEMS AS AN ELEMENT OF STOCK OF ORDERS MANAGEMENT PROCESS**

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Modern management conditions based on the marketing concepts, economy of stable development, globalization, general quality control and orientation to the consumer that had been formed in so-called epoch of "The Economic Renaissance" are demanding practices from the modern business new approaches to the industrial and economic activity organization process, data ware, stock of orders management process etc.

The one from the actual problems which had on the agenda for all scientific-industrial enterprises, that had appeared on realization of marketing projects and forming the stock of orders was got a problem of absence accurate mechanism that was capable to ensure institutional and organization support of interchange process at the conditions of exchange relations. Major task of this mechanism is utilization support of consulting firms' potential for decision of accurate marketing problems, forming of bracing that will be able to help to enterprises takes necessary marketing information and executors which will be capable to realize accurate marketing projects with maximum efficacy.

Forming of this mechanism assigns a work on the two interrelated directions. The first direction is creation the information base for enterprises use. Second – is the permanent coordination employ and offer to enterprises accurate executors.

In our opinion, one of the effectiveness ways of task this one in two solution can be creation "The National Marketing System of Ukraine". As an example, it can be the business model of "ABB" corporation which was built Percy Barnewik at the base of global specialists' network or "The National Marketing System of Russian Federation" that was created in Marketing Association of Russian Federation.

## **ECOLOGICAL PRODUCT PACKING**

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Protection of environmental from the impact made by the results of people's industrial activity becomes urgent and important target for society. Because of that the packing is supposed to play its protection role. First of all it is to protect people and the objects around — shelves, loading facilities, storage areas, city — from pollution and harmful impact of the product. Moreover, the impetuous development



of scales and form of the packing shouldn't turn out to be irrational resource usage and global pollution of the environment.

More and more difficult and serious becomes the problem of protection of the environment from irrational development of the packing and thoughtless and massive destruction of the irreplaceable raw materials. For the last decade this problem has been of global character and its solution brooks no delay. People that are interested in protection of the world resources are sometimes called "tree-hugger". In fact protection is to become the target of great moment of the whole society. The scientists, enterprises managers and professionals involved in packing must admit choosing of the right packing materials, projecting and applying of the resource saving strategy in packing, providing of the peak reuse of the packing materials, massive treatment and resource restoration, and finally the elimination of the environmentally harmful rests, to be the matter of first importance.

Due to the topic another urgent point should be mentioned — the priority development of the kinds of packing that could be reused after outputting the product. Jelle package, for example, could be used as juice glasses, metallic package becomes the capacity for flour, coffee, tea etc., baby food cans are used for the small screws that should be separated and efficiently placed on the working table. Such creativity in packing reuse can stimulate the sales and reduce the packing materials expenses.

Natural resources restoration by picking up and using secondary raw materials means aluminum tan melting applied to get aluminum for other goods, using of breakage for new glass packages, or even the usage of paper fibers as isolation material. All mentioned above presents great possibilities for saving of natural resources.

Deliverance of the unnecessary rests of the packing is another problem while making a package. Here are most of the packing materials: paper, cardboard and plastic that are flammable and can be burnt. If burning is inaccessible or not allowed by the government, deliverance causes a lot of problem. That's why it is important to point out that one of way to improve the packing is reduce of using the packing materials. That is the point that could possible become the criteria for more potential efficiency and influence the techniques of producing the form of the packing for each product.

## **PROSPECTS OF RATIFYING THE KYOTO PROTOCOL IN UKRAINE**

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The Kyoto protocol, which was adopted in 1997, is an international agreement between Europe, Japan and Canada which obliges its participants to restrict the volume of greenhouse gases emitted into the atmosphere.