

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ  
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ  
ТА СОЦІАЛЬНИХ КОМУНІКАЦІЙ**



# **СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА**

**МАТЕРІАЛИ V ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ СТУДЕНТІВ,  
АСПРАНТІВ, ВИКЛАДАЧІВ ТА СПІВРОБІТНИКІВ**

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Water is a limiting resource, and the pressure exerted on surface and groundwater resources should be reduced or at best maintained, rather than increased, as the human population and industrial development increase. Thus, water recycling and reuse is of increasing importance, not only in arid regions but also in cities and contaminated environments.

In fact, groundwater aquifers, used by over half of the world population, are being over-drafted. Reuse will continue to increase, as the world's population is becoming increasingly urbanized and concentrated near coastlines, where local freshwater supplies are limited or are available only with large capital expenditure. Large quantities of freshwater can be saved by wastewater reuse and recycling, reducing environmental pollution and improving carbon footprint. The process of reuse can be an alternative water supply option.

Wastewater management and sanitation systems that are designed for safe, effective recovery of resources can play an important role in a community's overall resource management, supporting human well-being and broader sustainability.

Most of the uses of water reclamation are non potable uses such as: washing cars, flushing toilets, cooling water for power plants, concrete mixing, artificial lakes, irrigation for golf courses and public parks, and for hydraulic fracturing. Where applicable, systems run a dual piping system to keep the recycled water separate from the potable water.

## **CHARITY IN PRICING**

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Nowadays enterprises in any sphere of activities can not achieve their aims without considering important social needs.

The social importance of commodity producers is realized through various programs (sponsorship, patronage, support, etc.).

One of the new forms of activities is their involvement in pricing.

There are two economic ways to implement charitable programs through the price:

1) including some extra cost in the price with future investing this money to charity;

2) supporting buyers/consumers with some benefits through the different charitable programs.

It is important to explore this ways in details.

When enterprises include some costs for charity in the price, it is impractical to increase the price because of the high level of price competition. That is why, in fact, companies use for this purpose part of their profits. In this case they can get some benefits by raising the volume of sales through attracting the attention of socially responsible citizens.

The results of modern marketing research show that there is some constant target audience with positive reaction to charitable programs.

They react to slogans like “Buy this product and five percent of the cost will be transferred to the fund on the protection of children with cancer”. Such actions have a short-term character, and they are similar to measures of promoting sales.

On the other hand, commodity producers, who have significant market share, can provide permanent charitable programs to support beneficiaries (pensioners, disabled people, etc.). For example, they offer programs with an increased level of discounts, produce/sell special/specific products. These programs are usually carried out at the expense of the profit, but they are long-term. Normally, program conditions are defined for each fiscal year. Economic interests of commodity producers in such programs are to expand the target audience, increase the number of customers and attract attention to their socially responsible public activities.

Thus, realizing charitable programs through pricing mechanisms is cost-effective, commercially advisable and socially important for modern companies.

## **MENTAL CAUSATION PROBLEM SOLUTIONS**

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Mental causation is the cause and effect relationship of consciousness and the physical world, in particular, the influence of human consciousness on his/her behavior. In everyday life and scientific practice, the interaction between consciousness and the physical world is taken for granted. The influence of mental states and processes on human behavior is recognized as an established fact in everyday psychology, in scientific psychology, and in the philosophy of psychology. At the same time, in the modern philosophy of mind and cognitive science, the problem of mental causation is the subject of extensive discussions. This is due to the