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LOCALIZATION IN THE MANAGEMENT OF INTERNATIONAL ECOLOGICAL POLICY

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The article stated the need for integrated ecological-economical management that is based on principles of general management, the implementation of which enables the integration of ecological priorities in business management; examined the organizational structure of business entities operating functions in the system of economical-economical management, on this basis is separate ecological problem and the methods of its solution at the operational level of enterprise management; reasonably place the tasks and functions of ecological marketing in integrated ecological-economical management and set forth a range of ecological marketing, which is the basis of using ecological factors to improve the competitiveness of products and businesses in general.

Keywords: *greening of household activity, ecological-economical management, ecological management, ecological marketing, ecologically sustainable entrepreneurship.*

Introduction. Under modern conditions solving environmental problems in society more emphasis on management, politics, and culture, which are reflected in the style and methods of management. All this poses new requirements for the management of all types of economic activity and entrepreneurship, respectively, to the level of knowledge and competence of managers at all levels in environmental issues. Take into account environmental features in the management of production, product development, marketing operations, personnel, finances. Essentially we are talking about forming a new philosophy of ecological-economical management of the enterprise as a legal entity on the local management level based on principles for sustainable economy.

Analysis of recent researches and publications. Analysis of monographic and periodical literature on the problems of the dissertation shows that in general scientific publications on ecological-economical management highly diverse approaches and topics and covers a wide range of issues. Successful resolution of the modern ecological-economical issues and find ways out of extreme nature and household crisis largely determined by the degree of elaboration of the widest range

of environmental-economical issues and analysis inherent in the works of scientists following: E. Borshchuk, O. Veklich, D. Vetvitskii, B. Danilishina, W. Crooke, M. Hvesik, L. Melnik, Ie. Khlobystov, V. Khobta, O. Prokopenko, A. Sadekova, V. Salli, T. Tunitsa, etc.

Previously unsettled problem constituent. Traditionally ecological-economical management is considered as a subsystem of enterprise management system. At the same time, in business practice, insufficient attention to environmental strategy and the role of management in the formulation and implementation of environmental policies take place. In the initial stage in the domestic science research such tools of effective environmental and economic management. Undeveloped theory, unsolved problems of conceptual, methodological and methodical nature in shaping sustainable management at the enterprise level have identified the relevance of the research topic.

Main purpose of the article. Aim of this study is to solve scientific problems on the formation of mechanisms of ecological-economical management of business entity on the local level of government (of enterprise) in the context of international ecological-economical policies for sustainable development.

Results and discussions. Greening of household activity becomes an essential option for economic transition on the principles of sustainable development. Economical goals of sustainable development can only be achieved in the transition to a new type of economic development, in which the ability to cost-effective systems to economic integration and improvement within the general environmental exchange is provided, and naturally preserved balance of flows of matter and energy. In modern conditions require serial greening of household activity as a process of creation, development and use in the production of scientific-technical, technological, administrative-legal and socio-economic innovations [6, c. 308].

Integration of ecological aspects into all areas of the company's activity led to the need to allocate two different management approaches in the ecological field: environmental management and ecological-economical management. Environmental management is a coordinating start forming and driving the company's resources to achieve the objectives in the field of nature management, environmental protection and ecological safety. Ecological-economical management forms and drives the company's resources to achieve economic goals, which in this case are interrelated with the objectives of nature conservation and environmental safety, that is ecological-economical governance is not just a functional area management system, but also the work of the whole system, including staffing, manufacturing, financial management based on the principles of efficient nature management, environmental protection and ecologically sustainable economic development.

Currently, in the developed countries, there is a radical change of attitude to business to ecology. Almost universally, at least at the level of the largest

companies, the ecology is placed as one of the main tasks of the corporate business strategy [2, 4, 7].

Entrepreneurship is no longer considers the ecological factor as an obstacle to their development, but rather as an opportunity, a means of improving competitiveness. Over the past few years have contributed to environmental requirements increase competitiveness in areas such as cost reduction, creation of the commodity markets, and development of fundamentally new technologies.

Transition to sustainable development requires the ecological orientation of entrepreneurship, which is achieved by universal and constant integration of ecological considerations in management decisions. For this purpose, it seems appropriate to strengthen the position that ecological objectives are essential terms of economic goals. Moreover, they are prioritized, and their role is steadily increased. The immediate step in this direction should be to create the institutional framework of ecological entrepreneurship. In this regard, the greening program of entrepreneurship should be part of national and regional sustainable development strategies.

Integration of ecological aspects into all areas of the company's activity led to the need for addressing the ecological challenges of a strategic approach, which is a mandatory factor in the competitiveness of enterprises in modern conditions. This approach imposes special requirements for all stages of strategic management: an analysis of the environment, the definition of the mission and goals, the choice of strategy, strategy implementation, evaluation and monitoring of implementation.

Components of ecological-economical strategies reflect the integration nature of the ecological-economical optimization. Burden on the environment characterizes the interaction with the environment during the product life cycle. Thus manufacturing costs mean the production costs of the product and differentiation – the degree of originality of the product. Integrated accounting of all components helps to evaluate relationships between them. For all components of ecological strategy there is a rule of minimum standards that is a prerequisite for the continued existence of the company. Minimum requirements of competitive strategy are formed from the relevant market needs and consumer preferences of their borders. Minimum standards regarding the level of the maximum and minimum cost differentiation formed where changes in one component can not be recovered without a strong change in the other components. Thus, the field of action of the ecological strategy is between the boundaries of the minimum requirements for each of its components and the greatest possible distance from them. Simultaneous achievement of the maximum values for all components of the environmental strategy is hardly possible due to resource constraints.

Decisions on the choice of priorities of ecological-economical strategies determine the volume and direction of ecological-economical activities at the operational level management, i.e. in place of the direct environmental action. For integrated ecological-economical governance is characterized by the inclusion of all

production functions in the process of preventing environmental pollution. Ecological orientation scope of supply appears to provide ecologically acceptable production factors used by the enterprise to carry out its objectives. For effective ecological policy provision is particularly important as ecologically optimal supply allows minimizing the burden on the ecology since its initial appearance. The purpose of environmental action in the sphere of production is the partial or complete removal or prevent the load on the environment, arising in the production process. This can be realized with one hand, by optimizing the existing manufacturing process, or by selecting a new, ecology oriented manufacturing. Application particular mode of production is a matter of choice of ecologically friendly type of production, appropriate opportunities and conditions for a particular company. Problem of ecological-economical management in marketing is to manage the implementation of the enterprise produced goods and services and bringing them to the consumer, providing maximum load reduction on nature. Framework conditions oriented environmental policy sales are determined mainly by factors of state and international regulations relating to environmental protection, the requirements of the public in general and consumer and trade, in particular, environmental activity in the research and development of new environmental technologies and environment-oriented actions of competitors. In the field of waste management is the central task of creating the necessary structures to prevent their potential occurrence.

It should be noted that the common theoretical concept of integrated ecological management to date is missing. The reasons for this situation include the fact that the ecological management in enterprises affected all the functions and tasks of the modern business entity. Also worth taking into account the relatively short period of operation of environmental management systems (they have actually formed in the late 60's - early 70-ies of XX century), as well as their theoretical analysis (Table). Lack of a coherent theoretical concept of Environmental Management does not negate the relevance of solving this problem.

Table 1. Modern paradigm of entrepreneurial activity

<i>Criteria</i>	<i>Enterprise management, taking into account ecological issues</i>	<i>Enterprise management, aimed at sustainable development requirements</i>
Common imperative	consume less	consume as much as needs
Character of ecological harm	inflicted	potential
Perception	physical	mental
Parameters of action	material emissions	non-material emissions
Subjects of public interest	emissions as a consequence of processes and products	processes and products as a consequence of lifestyle
Criteria of success	eco effectiveness	sufficiency, moderation
Initiators	state bodies	non state bodies
Aimed at	owners of capital	interested persons

Source: [1, 3, 4, 5, 8, 9]

Becoming stricter environmental requirements and the increasing demand for environmentally friendly products give eco marketing, as an element of an integrated eco management, more and more importance. It helps management identify promising opportunities and risks of the company and form a proper basis for this business strategy. Core of a new marketing philosophy is that ecologic site of product in all its phases is becoming increasing argument for selling it. Preservation of nature, capable and affordable for future generations, becomes part of the "commodity basket" of products offered. Therefore, ecological marketing involves taking on social responsibility and involvement in the task of reconciling the interests of business and the ecology. Eco marketing` task is to promote the avoidance and reduction of the load on the environment for planning, coordinating and monitoring all activities aimed at the market. To ensure compliance with the objectives through the implementation of strategies recommended by eco marketing set of tools, combined in four groups: food set (service pack, the name, designation, production program of product characteristics), a set of marketing (marketing channels, reception of waste products from the client, storage, transport shipping time), a set of communication (advertising, public-relation, sales promotion, personal selling) and a set of marketing policy for contracting (loans, discounts, bonuses, prices). In the transition from traditional marketing to environmental key role played by changes in information systems and communications. These changes should include the establishment of environmental information systems and the implementation of ethical approaches in marketing communications.

Conclusions and further researches directions. Thus, in the set of recommendations designed to improve the effectiveness of ecological-economical management and the transition to ecologically sustainable business. Results, the basic situation, conclusions and recommendations are applied at companies in formulating and implementing strategies for sustainable ecological development and at different levels of environmental management and administrative state ecological control.

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ЛОКАЛІЗАЦІЯ В УПРАВЛІННІ МІЖНАРОДНОЮ ЕКОЛОГІЧНОЮ ПОЛІТИКОЮ

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У статті сформульована необхідність інтегрованого еколого-економічного управління, що будується на принципах загального менеджменту, реалізація якого забезпечує інтеграцію екологічних пріоритетів в систему управління підприємствами; розглянуто структури організації оперативних функцій суб'єктів господарювання в системі еколого-економічного управління, на цій основі відособлено екологічну проблему і розглянуто методи її вирішення на оперативному рівні управління підприємством; обґрунтовано місце, завдання і функції екологічного маркетингу в системі інтегрованого еколого-економічного управління та сформульовано комплекс екологічного маркетингу, що є основою використання екологічного чинника для підвищення конкурентоспроможності товарів і підприємств в цілому.

Ключові слова: *екологізація господарської діяльності, еколого-економічне управління, екологічний менеджмент, екологічний маркетинг, екологічно сталий підприємництво.*

**ЛОКАЛИЗАЦИЯ В УПРАВЛЕНИИ МЕЖДУНАРОДНОЙ
ЭКОЛОГИЧЕСКОЙ ПОЛИТИКОЙ**

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В статье сформулирована необходимость интегрированного эколого-экономического управления, что строится на принципах общего менеджмента, реализация которого обеспечивает интеграцию экологических приоритетов в систему управления предприятиями; рассмотрены структуры организации оперативных функций субъектов хозяйствования в системе эколого-экономического управления, на этой основе обособлена экологическая проблема и рассмотрены методы ее решения на оперативном уровне управления предприятием; обосновано место, задачи и функции экологического маркетинга в системе интегрированного эколого-экономического управления и сформулирован комплекс экологического маркетинга, что является основой использования экологического фактора для повышения конкурентоспособности товаров и предприятий в целом.

Ключевые слова: *экологизация хозяйственной деятельности, эколого-экономическое управление, экологический менеджмент, экологический маркетинг, экологически устойчивое предпринимательство.*