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Кафедра маркетингу та УІД
Сумський регіональний центр
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**«МАРКЕТИНГ ІННОВАЦІЙ
І ІННОВАЦІЇ У МАРКЕТИНГУ»**

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The requirements of a competitive market and legislative actions and the very specific nature of health care services, they allow a kind of force application of the principles of marketing and especially the relationship marketing and management of the marketing of medicinal organizations. There are some limitations here, which determine the procedure but does not prevent their use. Proper management of marketing allows the establishment medicinal increase their competitive advantage and better adapt to the needs of the patients and at the macro level to the faster development of the health sector.

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It is methodological and research article for managers of health care organizations.
JEL: I11

Kuzmin O.Ye., Bublyk M.I., Rybytska O.M.
Lviv Polytechnic National University

ANALYZING DEVELOPMENTAL PROBLEMS OF HOUSEHOLDS

Development problems of national economy are based on social policy. The size of social minima (the minimum wage, minimum pension, subsistence minimum and more) are underestimated. It is especially actual to construct the expert fuzzy-logic model that reflects patterns of growth rates impact (positive and negative) GDP, minimum wage and living wage indicators on quality of life and performance to meet the needs of households.

Principles of forming and determining nominal value of subsistence are causing many questions. The minimum wage exceeded a living wage only in 2010. This advantage was not due to sufficient growth of the minimum wage. It was due to underestimation of the subsistence minimum. The basis for calculating the subsistence minimum is consumer basket. According to the dynamics of index of real wages the minimum wage has been nominally increased but the index of minimum subsistence wages plummeted. Especially it is typical for the last 2014 and 2015 years. The calculation of the living wage is remained unchanged for over 15 years.

The growing disparity of minimum wages and the real needs of the working man is easily illustrated by the index, which indicates the dynamics of the number of employed people with minimum wages that can ensure the existence of one household (Fig. 1). We believe that an indicator of household welfare is the total percentage of total expenditures spent on education, culture and recreation. We found that the increase (or decrease) of these parameters is independent of the increase (or decrease) the basic social indicators. Indicator of household welfare is the total percentage of total expenditures spent on education, culture and recreation.

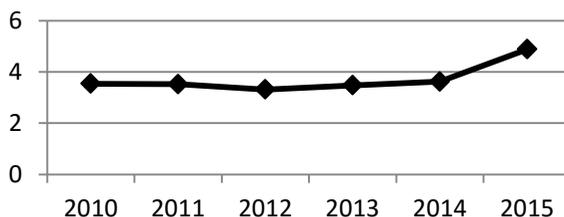


Fig. 1. – The dynamics of total costs of households in the amount of minimum wage

According to the works [1-3] and on the basis of the theory of fuzzy sets and fuzzy logic dependencies between parameters the difference between growth and average minimum subsistence index of inflation; the difference increase the minimum wage and average inflation index and total cost of households have been built.

Using the statistical data we define the universal sets of input variables described for x_1 (the difference between growth average minimum subsistence and index of inflation), x_2 (the difference increase the minimum wage and average inflation index), x_3 (total cost of households) and output y_1 (total cash deposits), y_2 (total expenditures spent on education, culture and recreation), respectively: $U_1=[0;1500]$, $U_2=[0;1450]$, $U_3=[400;640]$, $U_4=[7;10]$, $U_5=[7;10]$. For each input and output variables we built term-sets: $A_i=\{\text{«small»}, \text{«medium»}, \text{«large»}\}$, where $i=1,5$.

The proposed model uses Triangle membership function for the terms of input and output variables. To solve the partial problem experts constructed the fuzzy knowledge base. There have been obtained the level of standard of living and the level of quality of life in Ukraine in 2007-2015 years.

The survey results give reason to believe that the dynamics of growth indicators such as total public deposits (in local currency and dollars) and the percentage of the total cost of one household on education,

culture and recreation is closely linked with a trend growth rate of labor minimum wage and living wage. The dependence of these parameters on the average cost of one household in dollar terms are less evident. The growth of the studied parameters provide simultaneous and sustained at two years increase in the minimum wage with some ahead of inflation. The rapid growth of a jumping minimum does not provide the growth of deposits and (or) expenditures to meet the cultural needs of citizens. At the same time, even a small slowdown least one of the minimum causing the rapid decline of total deposits and the cost of education and culture.

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Natorina A.O.

*Donetsk National University of Economics and Trade
named after Mykhayilo Tugan-Baranovsky*

BRAND MANAGEMENT COGNITION

Today, the commodity marketplace is flooded with various brands. The requirement of the seller's brand to stand out among other parallel brands is crucial. Hence, there is a fierce competition among the sellers to make their products or services stand out in the market, thereby winning new consumers and retaining the existing ones. At times, it even leads to diverting the consumers following other brands to the seller's brand. To remain competitive in the marketplace, strong brand management is required [1].

Theoretical and practical aspects of brand management were considered by many scientists among whom: Kapferer J. [4], Keller K. [3], Ries A., Ries L., Sabri E. [2], Trout J., Van R., Ward K. However, these causes continue detailed study. Therefore, the aim of this study is to research and define the features of brand management for the enterprise and to develop a unified model of brand identity.

In order for brand image to become a source of competitive advantage for the firm, managers must carry out their strategic management on the basis of a series of fundamental elements: the development of a