

THEORETICAL ASPECTS OF ENTERPRISE IMAGE MANAGEMENT

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Introduction. Today success of enterprise depends on many factors, one of which is enterprise image. The presence of attractive image makes a conquest of certain target groups to an enterprise and helps to see certain advantages which competitor's lack, that are why forming the image for an enterprise is quite important.

The strong image of a company helps to understand that the enterprise owns the special skills and abilities that allow promoting the value of goods and services that are offered to the consumers.

In the conditions of market relations the main factor of economic prosperity of an organization is a consumer of its production and services. The variety of external influences finds its expression in position of society towards the organization in result of which it serves as pre-condition for its image formation.

Review of the last sources of researches and publications. A significant number of works by foreign and local scientists are devoted to the item of enterprise image formation, among them are: L.E. Orban'Lembrik, A.K. Semenov, O.M. Lozovskyi, V.O. Sysoienko, I.O. Pshenyshniuk., T.B. Semenchuk, A.V. Petrovskyi and M.H. Yaroshevskyi, D. Doti, H.M. Andrieieva, O.S. Vikhanskyi, A.V. Zvirintsev et al. Despite considerable achievements in a theory and practice of enterprise image formation there is a range of problems which are the subject of discussions, the very important components of the structure of favourable enterprise image formation. Therefore this theme is quite relevant for today and needs further researches.

The aim of the article is to research of the essence and image formation as an important indicator of enterprise activity. A creating of a positive image directly influences on business success of organization that is why forming the image of organization, they should think about adequacy of the created character; about originality of the character; about ability to change depending on necessities.

Basic material and results. For today the image of enterprise plays a big role for success of any enterprise. Forming the positive image is quite difficult, for this purpose many efforts are needed, in fact it is the basic component of providing competitiveness of an enterprise.

From Latin a word "image" is translated as a "certain image, imaginary character, symbol, similarity", etc. Thus, consumers associate the image of an enterprise with an image about the product of the enterprise that was made in their imagination due to such its specifications:

quality;

cost of product;

design;

discounts that are offered by an enterprise to the consumers and others like that.

The life of firm is determined not only from the way it works but also from attitude of other people to it. For this reason creating an enterprise image is important activity of an enterprise. The enterprise image is constantly studied, each of scientists examines it in his own way, that is why there are many determinations of the notion "image" some of them are given in the table 1.

Table 1

Determination the notion «Enterprise image»

Author	Determination	Source
L.E. Orban'Lembrik	Impression that organization and its workers make on people and which is fixed in their consciousness in form the certain emotionally painted stereotype presentations (ideas, opinions about them).	7
A K. Semenov	Intentionally projected in interests of the firm, based on the peculiarities of activity, internal patterns, properties, advantages, qualities and descriptions of images, that are deliberately included in consciousness (sub-consciousness) of target audience, meets their expectations and serves as the distinctiveness of the firm from analogical ones.	10
O.M. Lozovskyi	Image is one of major components of competitiveness of an enterprise, base pre-condition of its successful activity.	6
V.O. Sysoienko	Positive character of any firm that forms permanent competitive benefit by means of creating general image, reputations, opinions of public, consumers and post trading service.	12
I.O. Pshenyshniuk	Persistent imaginations about the object of an enterprise, a set of associations and impressions about them, which are formed in the minds of customers, determine their position in the market. An image is a general impression that is made about a person, an organization or a company. The image is always socially conditioned and influences on public opinion and the results of business activity.	9
T.B. Semenчук	A factor that plays an important role in the evaluation of the enterprise, and is a consequence of management actions, which is expressed through the perception of customers, employees, and the manager himself. The carrier of the image can be an enterprise, an individual, meaning a representative of the enterprise or its product or a service.	11
A.V. Petrovskyi and M.H. Yaroshevskyi	Image is a stereotyped image of a specific object that exists in the mass consciousness. As a rule, the notion of image refers to a specific person, but can also apply to a particular product, organization, profession, etc.	8
D. Doti	Image is everything and everyone who has anything to do with the company and the goods and services it offers. It is a work that is constantly done both in words and images, which are bizarrely mixed and turned into a single complex.	2
Ph. Kotler	Image is the perception of a company or its products by society.	4
O.S. Vikhanskyi	The image of the phenomenon is a permanent idea of the specific qualities and features characteristic of this phenomenon.	1
A.B. Zvirintsev	Image is a relatively permanent representation of an object.	3

As we can see, there are many opinions about the interpretation of the enterprise image, each differs from each other, but what remains common is that it is the one that connects certain social groups with the organization itself, gives a certain vision of it. In the study of the concept of "image" there are 5 psychological approaches (pic. 1.).

According to the words by the manager of a number of large Greek and Cypriot companies Marcos Shiepanis, the image of any company consists of many concepts, first of all related to the organization of production. The main links are: responsibility, speed, efficiency. The image is created by the joint efforts of all employees without exception. First of all, you need to create an image within the company, among

employees, and then – within the country. Creating a good image is a long and arduous process [5, p. 200-201].

Synonymic	Classification	Functional	Communicative	Projective
The essence of this approach is to identify the concept of "image" with those close to it in meaning, for example, "business reputation.	An image appears as a set of certain qualities and characteristics that people associate with something.	There considered functions of personal image (therapeutic, self-expression, psychological protection, achievement of goals, social training).	The considers of image from the point of view of its inclusion into communicative processes.	While studying the image of a particular object (product, service, organization), scientists have found out that it has properties which belong to the psychological subject, but as it cannot think and feel, people do that instead , so the projection of human qualities goes on.

Fig. 1. Psychological approaches to the concept of «image»

The image has a number of tasks, namely:

1. Improving style of the firm.
2. Improving advertising.
3. Helping new products come out to the market.
4. Providing a high level of competitiveness of the enterprise.

The image of the company should correspond to the real image of the company, be different from others and make something new so that not to be outdated. Picture 2 shows the basis of the company's image.

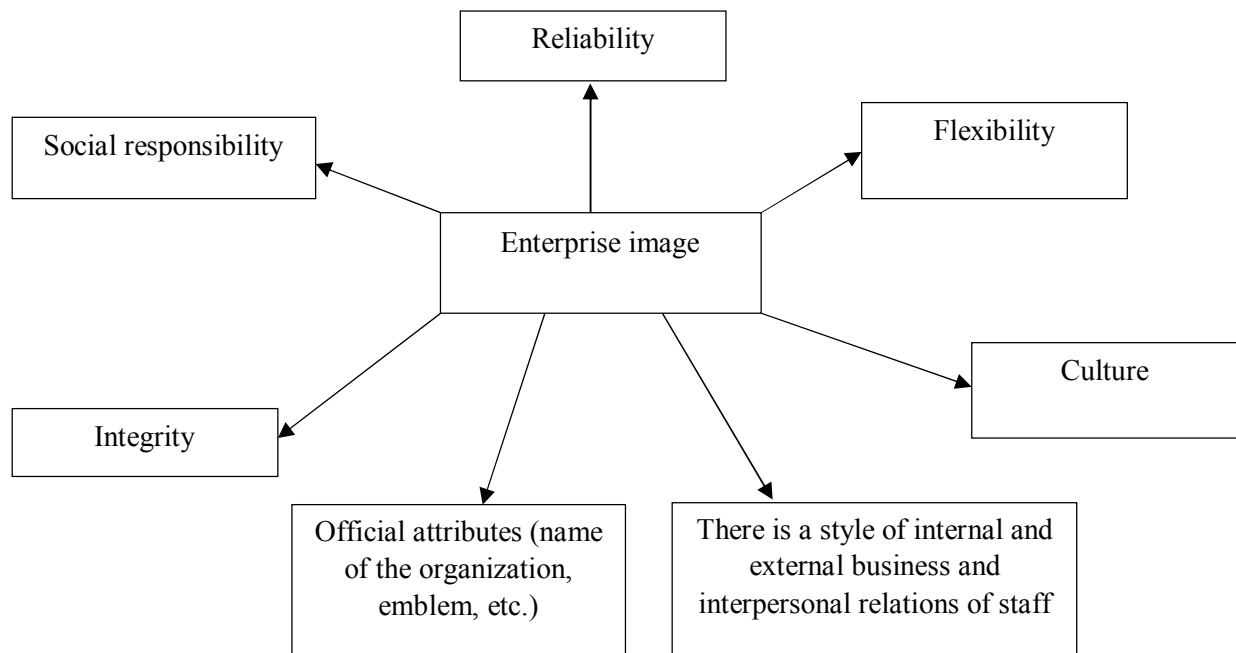


Fig. 2. The basis of the image of the enterprise

Image is a factor of trust towards the organization and its products, and therefore it contributes to its prosperity. Most people believe that the purpose of the image is to gain popularity by the organization, but that's not so, its purpose is to provide a positive attitude towards it.

Depending on certain characteristics, the image is divided into certain types. Figure 3 allows us to see categories by which the image of the enterprise is classified and types according to which it is divided by the given classifications.

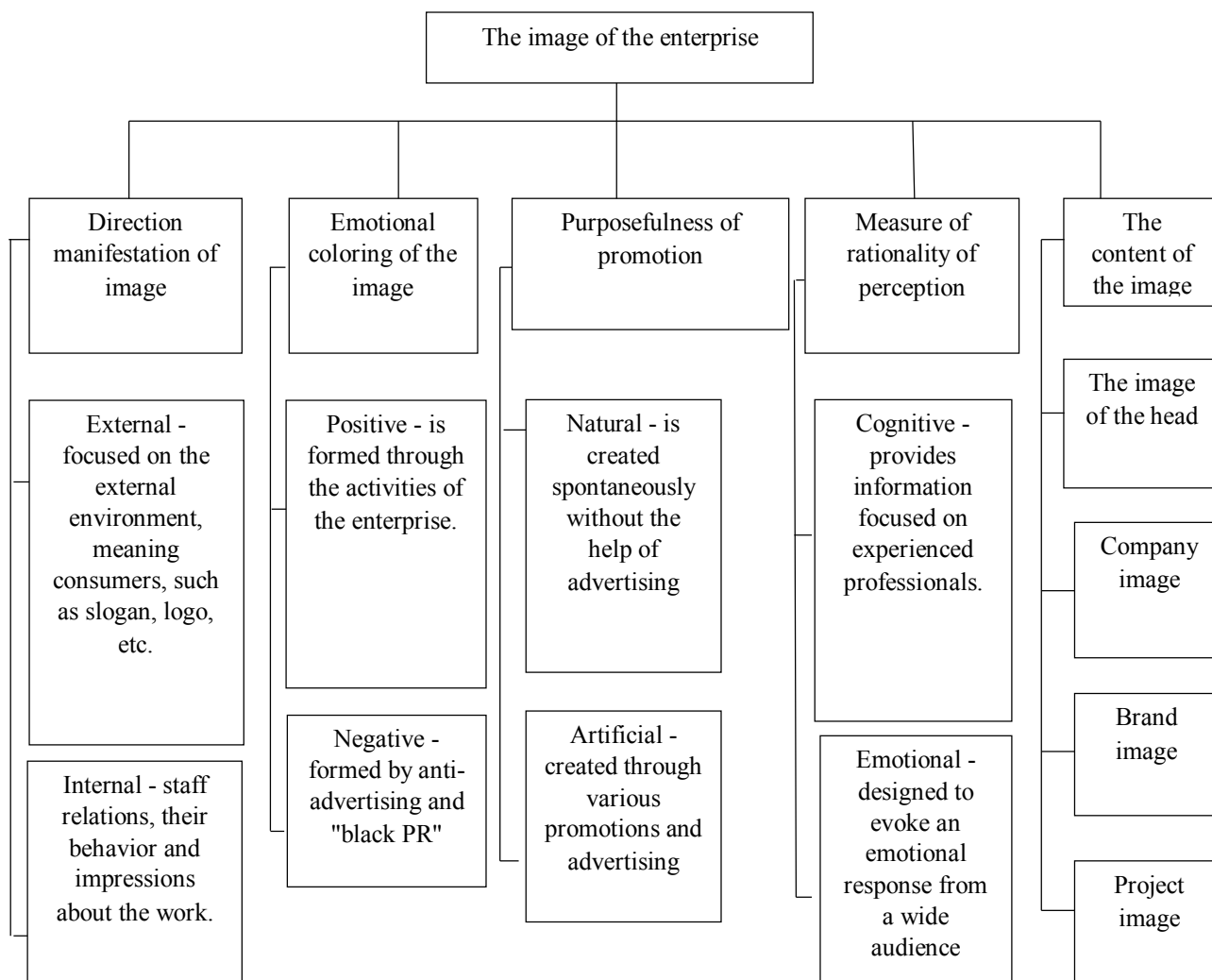


Fig. 3. Classification of the enterprise image

The functions of a positive image include:

1. Aesthetic – improves the idea of the organization.
2. Psychological – reduces the risk of moral frustration in the product or service of the enterprise.
3. Political – affects various decisions in government.
4. Economic - increases sales and profits.

Having started to creation of an image, you need to find out:

what the company is doing at this time;

how the goods (services) of the firm differ from the goods (services) of competitors;

to analyze the nearest competitors, highlight their shortcomings to turn them into our advantages.

The process of image formation begins with the creation of a vision, and then with the mission, meaning a strategic tool that identifies the target market and broadly defining business, then determines its individuality, identity and only then creates a positive image.

In his work "The image of the company: planning, formation, promotion" B. Dzy believes that the structure of the image of the enterprise consists of 4 elements, which are shown in Picture 4.

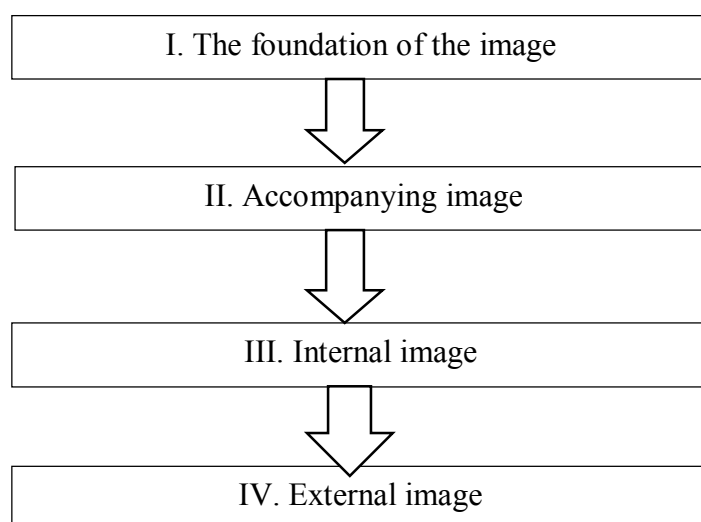


Fig. 4. Elements of the structure of the image of the enterprise by B. Dzy

The foundation of the image is something material, something that the customer can try, feels, for example, the goods of the enterprise.

Accompanying image – is a reaction of the customer to the material goods.

Internal image is a psychological climate that exists among the company's staff.

External image is the opinion of consumers, competitors and other subjects of the external environment of the enterprise about it, which is formed by means of advertising, product quality, etc.

Strategic management plays an important role in shaping the image; it creates a competitive advantage in the organization, which ensures its development and successful existence.

Marketing strategic management must create a competitive advantage, meaning offer consumers what most of them would like to buy. The image should be easy to remember, it should not contain unnecessary information. The image of the enterprise is formed by certain means; table 2 shows the main ones.

Table 2

The main means for forming the image of the enterprise

Name of means	Explanations
Visual means	Forming an image with the help of design techniques, such as creating packaging, decorating shop windows, etc.
Verbal means	Specially selected style, focused on the shortcomings of the consumer.
Advertising means	Used to bring advertising to consumers in any way.
PR-activities	Measures aimed at establishing and strengthening mutual understanding between customers and the company.

The main marketing tools for image formation are:

1. Commodity policy of enterprises is a set of measures to form an effective range, which is aimed at increasing the competitiveness of products, creating new products, and so on.

2. The pricing policy of enterprises is a set of economic and organizational measures aimed at improving the activities of the enterprise, ensuring the stability of sales, obtaining sufficient profits.

3. Distribution policy of enterprises – a set of measures for effective planning, organization, regulation and control of creation, delivery of products (services) to consumers, the purpose of which is to meet their needs and make a profit.

4. Communication policy of enterprises – the conscious formation of information coming from the enterprise to the market.

5. Personnel policy of enterprises is a set of specific rules and regulations that determine the forms and direction of work with staff.

To create a positive image, the company needs:

1. To study the needs and preferences of customers, offer the product / service that the consumer expects, use new technologies and improve the position of the product in the market.

2. Bring information as close as possible to customers and organize information monitoring, meaning to accumulate and disseminate information.

3. Improve the emotional climate and raise relations between employees on a new level as coordinated work gives the most effective result, which leads to the successful operation of the entire enterprise.

4. Carry out activities that show the environmental and social responsibility of the enterprise.

The image of the enterprise should be formed on the real facts of the firm's activity; the formed image should differ from other firms in the market, carry individual elements. To form it you need to have a focus, that is, clearly understand for whom to create it.

Conclusions. Thus, the image of the company is a certain impression about the company, which formed under the influence of certain factors among the people. Its formation is hard work, which is important for the company, as the image is an indicator of competitiveness, success, a factor of confidence in the product and prosperity of the company. It depends on each employee of the enterprise, so you need to monitor the psychological and emotional climate of the work staff.

It is much more profitable for the organization to purposefully form the favorable image, than to drop the case and to correct later undesirable and wrong representations of people about itself and the activity.

The formed positive image of the enterprise provides free access of the organization to various resources: financial, information, therefore the image of the enterprise needs to be studied, to follow changes and constantly to adapt to them as they say "to keep up with time", to improve, be original and then the enterprise will be on the peak of its success.

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Христенко Олена Володимирівна, кандидат економічних наук, доцент. **Калайда Валерія Олександрівна**. Національний університет «Полтавська політехніка імені Юрія Кондратюка». **Теоретичні аспекти управління іміджем підприємства**. Визначено суть поняття «імідж підприємства». Досліджено процес формування іміджу підприємства та встановлено основні проблеми, що виникають під час здійснення цього процесу. Сьогодні успіх підприємства залежить від багатьох факторів, одним з яких є його імідж. Він формується за допомогою чотирьох основних засобів: візуальні засоби – формування іміджу за допомогою дизайнерських прийомів, наприклад створення упакування й оформлення виставок тощо; вербальні засоби – спеціально підібрана стилістика, орієнтована на споживача; рекламні засоби – використовуються для доведення реклами до споживачів у будь-який спосіб; PR-заходи – заходи, спрямовані на встановлення та зміцнення взаєморозуміння між покупцями й підприємством. Наявність привабливого іміджу створює прихильність певних цільових груп до підприємства та допомагає побачити конкретні переваги, відсутні у конкурентів, тому формування іміджу для підприємства є досить важливим. Установлено, що позитивний імідж компанії вказує на те, що підприємство володіє спеціальними навичками й уміннями, що дозволяє підвищувати цінність товарів і послуг, які пропонуються споживачам. Розглянуто основні елементи структури іміджу підприємства. З'ясовано, що сформований позитивний імідж підприємства забезпечує вільний доступ організації до різноманітних ресурсів: фінансових, інформаційних та інших, тому імідж підприємства потрібно вивчати, стежити за змінами й постійно пристосовуватися до них, як говорять, «іти в ногу з часом», удосконалюватися, бути оригінальними, і тоді підприємство буде на вершині свого успіху.

Ключові слова: імідж, класифікація, конкурентоспроможність, підприємство, функції позитивного іміджу підприємства.

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Khrystenko Olena, PhD (Economics), Associate Professor. **Kalaida Valeriia**, student. National University «Yuri Kondratyuk Poltava Polytechnic». **Theoretical Aspects of Enterprise Image Management**. The essence of the “enterprise image” concept is defined. The process of forming enterprise image is investigated and the main problems that arise during the implementation of this process are identified in the article. The main elements of the enterprise image structure are considered. It was found that a positive image of the enterprise contributes formation of an appropriate level of stakeholders trust to the company and helps to see specific benefits that competitors do not have, so the formation of the enterprise image is very important.

Key words: image, classification, competitiveness, enterprise, functions of positive enterprise image.