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ТРАНСАТЛАНТИЧНА ІНТЕГРАЦІЯ: ВАЖЛИВИЙ СТРИБОК ДО ГЛОБАЛІЗОВАНОГО СВІТУ

Розглядається трансатлантична економічна інтеграція, що настає, через призму як економічної теорії, так і історичного розвитку. Стверджується, що економічна інтеграція на трансконтинентальному рівні є не менш прибутковою, ніж на регіональному рівні. Використано теоретичні та історичні аргументи, щоб підкреслити необхідність і можливість укладення торговельної та інвестиційної угоди між Сполученими Штатами і Європейським Союзом, що, імовірно, перетворить Атлантику на могутній економічний полюс. Показано, що Європа і Америка мають повну готовність до укладення цієї найважливішої угоди.

Ключові слова: трансатлантична інтеграція, міжнародна торгівля, регіональні блоки, інвестиції, партнерство.

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Рассматривается предстоящая трансатлантическая экономическая интеграция через призму как экономической теории, так и исторического развития. Утверждается, что на трансконтинентальном уровне экономическая интеграция не менее прибыльна, чем на региональном уровне. Используются теоретические и исторические аргументы, чтобы подчеркнуть необходимость и возможность заключения торгового и инвестиционного соглашения между Соединенными Штатами и Европейским Союзом, которое, вероятно, превратит Атлантику в могучий экономический полюс. Показано, что Европа и Америка полны готовности к заключению этого важнейшего соглашения.

Ключевые слова: трансатлантическая интеграция, международная торговля, региональные блоки, инвестиции, партнерство.

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IMPLEMENTING NEW MARKETING STRATEGIES IN THE CONTEXT OF THE ONLINE ENVIRONMENT – ADVANTAGES, DISADVANTAGES, STATISTICS AND TRENDS

In the context of the online environment and the pressure created by the new information and communication technologies, when the Internet is used by more than 40% of the world population, when the penetration rate of the online has reached more than 75% in Europe (52% in Romania) and almost 90% in North America and when the smartphone has become a constant companion of the individuals, today's companies must adapt or develop new marketing strategies that will help them win and retain the consumers, otherwise they will slowly perish. This paper aims to present several important marketing strategies based on the usage of the Internet tools like: search engine optimisation (SEO), content marketing, social media/online social networks, email marketing, lead generation, sales etc., that can be implemented by the Romanian companies. We are presenting several important advantages and disadvantages of these marketing strategies. We will also bring forth several important statistics regarding the Internet usage and of the online marketing tools and we shall underline future trends related to these aspects, all this being designed to support future managerial decisions and to better understand the need for the companies to implement and use them successfully.

Key words: online marketing, marketing strategies, internet, social media.

Introduction. The world is changing, the economies are fluctuating, the consumers are becoming harder and harder to please and to transform into loyal customers and therefore the companies, the managers and the marketing specialists must change, must adapt to the new challenges provided by the rapid modifications brought upon us by the environment where we work, live or do business. Probably, the most important marketing and communication environment for the 21st century companies in the Internet and the organizations and their employees must use to the best of their abilities as well as to the fullest in order to reach and develop a relationship with the clients (either current or potential ones).

Our paper aims, in the first place, to underline several important marketing strategies based on the usage of the Internet tools like: *social media/online social networks, search engine optimisation (SEO), content marketing, email marketing, lead generation, online sales* etc. that can be implemented by the Romanian companies. Secondly, we are presenting and explaining certain advantages and disadvantages of these marketing strate-

gies. In the third part of our paper we shall point out several important statistics related to the Romanian internet usage, online social media tools and we will underline future trends related to these aspects.

Brief literature review. As we know "in the past 20 years, the importance of using the Internet as competitive marketing tool has been recognized by many practitioners and scholars. Whether we are talking about small or large organizations, who compete on a local, regional or international basis, the Internet is the bridge between the organization and its stakeholders" [9, p. 536]. The online has given marketing new tools that help experts in the field to come more quickly to meet customer needs and had a crucial impact on how buyers and sellers communicate. In the past 20 years, especially since 2000, new digital media marketer-s enable greater creativity, accuracy and measurement capability to lead consumers through the stages of decision [8, p. 389]. The same idea is supported by Kotler and Casilone, "appearance of new means of communication, web sites, e-mail, instant messaging chat rooms, blogs, web seminars, have created a global system that

makes life easy for individuals and the companies that want to find each other" [10, 2009].

The emergence of the Internet has favored, in addition to changing the media and communication channels, the expansion of the marketing research to the new virtual space. In the past years more and more organizations have turned to marketing companies that organize online marketing research campaigns. There are many ways an organization can conduct an online marketing research. Companies can include their website in a questionnaire and provide an incentive for completing it, or add this questionnaire on a website well known, such as Yahoo which invites visitors to answer a few questions and possibly to win a prize [11 p. 166].

As we can see, these are several elements show some of the changes brought upon by the emergence and implementation of the internet based technologies. But these elements are not the only ones, in the last five to ten years new communication, interaction marketing tools and marketing strategies have emerged and we will present them as follows:

Online social networks / social media / social networking sites are as shown in earlier researches developed by the authors "as tools for building virtual communities, or social networks, for individuals with similar education, lifestyles, interests, or activities" [2, p. 8]. One of the earliest social networking sites definitions was offered by Boyd and Ellison in 2007, which state that "as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system" [3, 2007]. Diffley et. al. 2011 mention that OSN "are tools that provide people with the ability to collaborate and communicate with one another online. They facilitate the creation and sharing of knowledge, information, media, ideas, opinions and insights, and allow people to actively participate in the media itself" [5, p. 47-65].

Search engine optimisation (SEO). Before underlining the concept of SEO, we must understand the concept of *search engine* as types of software, which collects data about web sites. At this point, the collected data includes the web site URL, some keywords or keyword groups that define the content of the web site, the code structure that forms the web page and also links provided on the web site. The related collected data is indexed and stored on a database [15, p. 488]. "The search engine optimization (SEO) is enabling a web site to appear in top result lists of a search engine for some certain keywords. There are many different factors that enable a web site to move up top results. The most effective way to take attention of many users is connected with search engine optimization. Because the search engine optimization is basically based on keywords that are suitable to the web site and can be used to search with search engines. In order to optimize a web site according to search engines, it must be suitable to some technical conditions [14, p. 488].

Content marketing. According to the American Marketing Association and the Content marketing Institute, content marketing is "marketing technique of creating and distributing *valuable, relevant* and consistent content to attract and acquire a clearly defined audience, with the objective of driving profitable customer action" [16; 17].

E-mail marketing / E-marketing. "Email is an online communication format that involves sending digital messages from an author to one or more recipients (i.e., email addresses) across the internet or other computer networks and therefore mail marketing is simply "marketing via email". [18]

Lead Generation. "Describes the marketing process of stimulating and capturing interest in a product or service for the purpose of developing sales pipeline. Lead generation often uses digital channels, and has been undergoing substantial changes in recent years from the rise of new online and social techniques. In particular, the abundance of information readily available online has led to the rise of the "self-directed buyer" and the emergence of new techniques to develop and qualify potential leads before passing them to sales." [19]

Advantages and disadvantages. Of course, all marketing strategies, all marketing tools, especially those that are based on the usage of the online environment have certain advantages and disadvantages for the companies and for the managers that must take into account these elements in the decision-making process.

Online social networks / social media main advantages: (1) *Low costs* – it is much cheaper to contact the consumers using the online; (2) *Fast* – a company can reach its consumers faster, almost instantly; (3) OSN is able to rise internet traffic of your website resulting in a better image for your company; (5) It helps the company to develop a direct and personalized connection with the consumer; (6) *Worldwide* – the consumer can be reached at any time, in almost any part of the world; (7) It offers the possibility of a greater contact with the consumers by a faster feedback, interaction and support; (9) it improves the CRM system of the company etc. [4, p. 501-506]. The main disadvantages are: "(1) *OSN are time consuming* – the usage of OSN means that the employees and in the same time the potential consumers spend to much time online. (2) *Continuity in action* – if a company wants to be successful it has to present online 24/7 not just now and then. This means that the company may need to hire someone for this purpose. (3) *Speed* – a negative message sent or placed on the company's OSN page is moving fast and viral and it can reach the consumers in a matter of hours; (4) *Target audience using many social sites* – the social networking sites are so many and they serve many different audiences, use many ways to convey messages it becomes difficult to decide where to go, what to do and to what extent; (5) *Lack of control* – once a message is posted about the companies' products and services it can not be controlled by the marketing or public relation specialists especially if this message is negative etc" [7, p. 501-506].

The other major player in the new marketing tools, *content marketing*, also has certain advantages and disadvantages. Among the main advantages of this marketing method of connecting with the consumers we underline: (1) *You develop an emotional response from the consumers* – you must create content that means something for the targeted consumers; (2) *You increase the chances of going viral* – a meaningful and well-chosen message can go viral, especially in combination with social media; (3) *Possibility to emerge as a reliable information source* – constant update, clear and insightful information will lead to the development as an information source; (4) *Relevant content attracts consumers o your website* – providing a strong content and a reliable one, with time, energy and dedication invested in your message will lead to greater number of site viewers. At the same time, there are several important disadvantages that one must into account: (1) *It can lead to some costs* – even if the online marketing strategy is cheaper, the content marketing strategy will incur costs; (2) *It takes time and dedication* – a proper content marketing strategy implies employing dedicated people which must dedicate a lot of time to this strategy; (3) *New and innovative strategy can lead to conflict* – the idea of using a content marketing based strategy is much different

than the traditional one and certain companies may still adhere to traditional marketing tools and strategies. [13]

Statistics and trends related to the online marketing based strategies. As mentioned before, the development

of the Internet and its based marketing strategies has developed greatly in the last decades. The same can be said in the case of the Romanian internet users. But before we can do that we must see the worldwide Internet statistics.

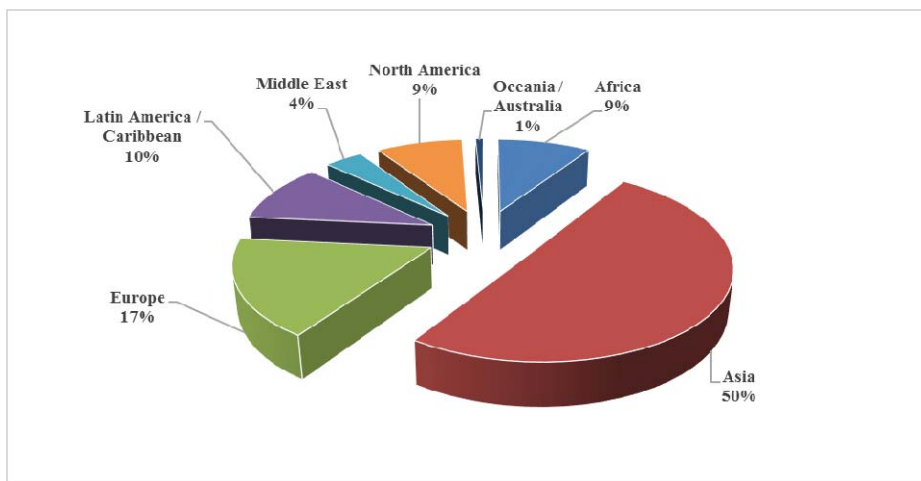


Fig. 1. Internet users world wide

Source: <http://www.internetworldstats.com/stats.htm>, accessed by the author on May, 10th, 2017

As we can see from figure 1, the largest number of Internet users are from Asia, at about 50% of the population (taking into account that in Asia we have more than half of the world population). Followed by Europe with 17%, Latin America / Caribbean with 10% and North America with 9%.

Regarding the Internet penetration rate within the population, we can see a world average of 60,5%, with the highest levels registered in North America (88,1%), Europe (77,4%), Oceania and Australia (68,1%), Latin America and the Caribbean with 59,6% and Middle East with 56,7%.

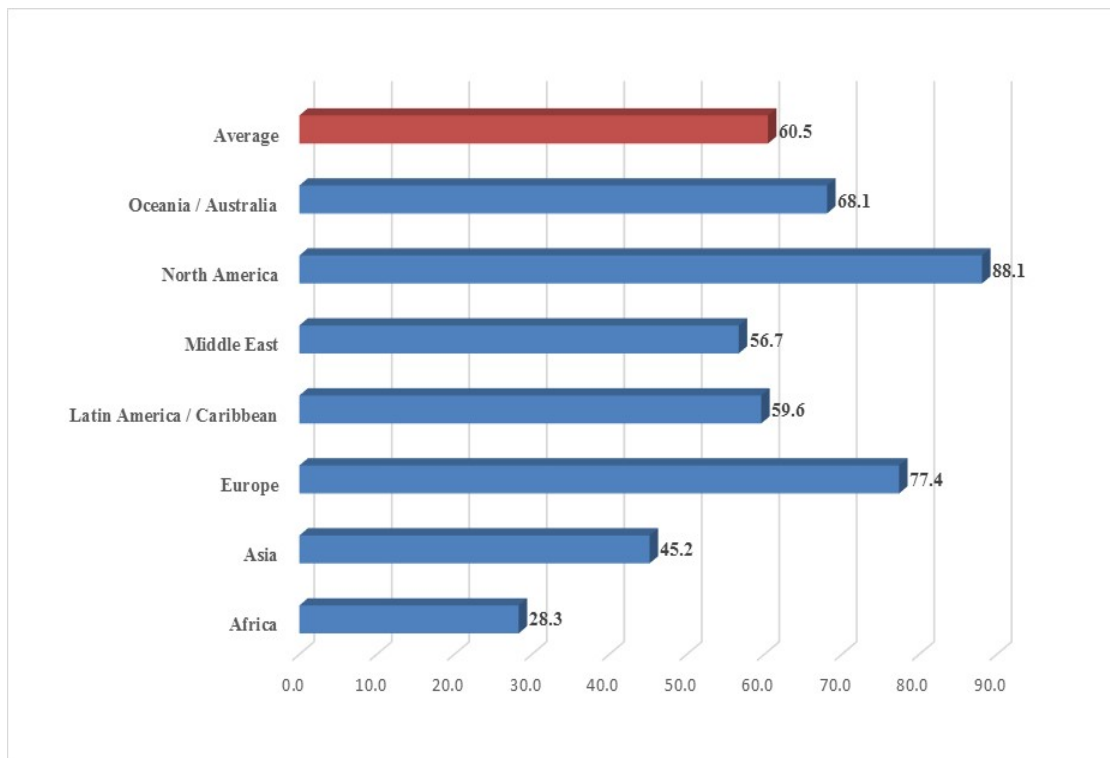


Fig. 2. Internet penetration rate – worldwide

Source: <http://www.internetworldstats.com/stats.htm>, accessed by the author on May, 10th, 2017

Regarding the internet users in Romania, according to the internetworldstats.com platform, Romania has a population of 21,599,736 inhabitants with 52% of the population

as Internet users (11,236,186). According to the United Nation, [20], Romania has as of June 2017 a number of 19,241,873 inhabitants which leads to a difference be-

tween the stats of UN and InternetWorldStats.com. The number of Romanian internet users is of 10,6 million people in 2016, a rise of 1,2% from the previous year. At the same time according to the National Institute of Statistics of Romania [21], the internet usage between the ages of 16 and 74 years old, the population that used the Internet at least once is of 69.7%, those that have use the Internet in the last 3 months are of 85,3%. The Romanian Internet users that have a daily usage frequency are 71,3% of the total of internet users of Romania.

Based on these statistics, we have researched the usage of online social media in Romania and at a international level. According to Facebook.com and Zephoria Digital Marketing and other sources [22; 23]: "1.94 billion monthly active Facebook users for March 2017; 1.28 billion daily active users on average for March 2017; 1.15 billion mobile daily active users (Mobile DAU) for December 2016; in Europe, over 307 million people are on Facebook; Age 25 to 34, at 29.7% of users, is the most common age demographic; Facebook users are 76% female and 66% male". In Romania, at this time, there are [24]: "9.6 million Facebook users; representing 44,44% of the Romanian population and 85,44% of the Romanian users; 57,54% of the Facebook users are between 13 – 34 years old".

As we can see from these data, we can underline the importance of using social media platforms to develop a clear online consumer profile and develop personalized marketing strategies and messages in order to increase the number of users and consumers that see the products and services offered by the companies.

Search engine optimisation and content marketing are two other marketing tools and strategies that can be used to attract consumer, to transform them into loyal consumers. Among the most important SEO statistics underlined by HubSpot in 2016 and 2017, at a worldwide level, and especially in North America [25]: "the first position on Google search results on desktop has a 34.36% click through rate; 81% of shoppers conduct online research before making big purchases; 72% of consumers who did a local search visited a store within five miles; 65% of smartphone users agree that when conducting a search on their smartphones, they look for the most relevant information regardless of the company providing the information".

Content marketing statistics for 2016 and 2017 presented by the same website [25], show: "53% of marketers say blog content creation is their top inbound marketing priority; 55% of B2B marketers say they are unclear on what content marketing success or effectiveness looks like; 47% of buyers viewed 3-5 pieces of content before engaging with a sales representatives; 96% of B2B buyers want content with more input from industry thought leaders; 64% of podcasts are listened to on a smartphone or tablet".

Starting from the above-mentioned statistics and the main trends underlined by specialists for the next years' show that: (1) mobile technology will become more and more important; (2) social factors will have more weight; (3) fresh / up to date content will be rule; (4) voice search appears to be the next best thing; (5) increase relevance of local search in the next period of time. [6; 12]. Content marketing activities and strategies directed in this year and in the next year [1]: "(1) an increased content marketing strategy that is more and more documented; (2) Increase level of visual content; (3) a personalised and more niche orientated specific content; (4) an increase in the level of user generated content; (5) promoting is more and more a priority while using the online environment; (6) Virtual Reality (VR) is becoming more accessible by the average user."

Conclusion & Discussion. The economic word is in a continuous state of flux and of change. Consumers have a

more chases than ever, they are better informed, they can buy products and services from all over the world, at every time, conditioned only by Internet access. The development of the internet, the evolution of the information and communication technologies of the last decades, the rise of online platforms like online social networking sites (social media), microblogging, emailing, video content sharing platform and more have offered the companies, to managers, to the marketing specialists, web developers and more the opportunities and the possibility to better target, to better develop relationships with consumers and in general with the companies' stakeholders.

By underlining the concepts of social networking, content marketing, lead content etc, by presenting several important advantages and disadvantages and by pointing out several important statistics and trends for the upcoming period, we hope to bring forth the importance of developing specialised marketing strategies designed in order to target the 21st century consumers. Based on our current research and previous one, we can see a change in the statistics, trends and the main manner in which the consumers and companies target each other.

The smartphone, the tablet, the laptop, the SmartTV and other interconnected devices are to be targeted by companies in order to promote their organisations, their products and services. As we can see, the current paper is a statistical analysis that is meant to offer companies, managers and marketing specialists the tools to understand new marketing strategies and tools, and to open their appetite for them as well as to lead them towards the new ways of relating to the consumers.

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УПРОВАДЖЕННЯ НОВИХ МАРКЕТИНГОВИХ СТРАТЕГІЙ У КОНТЕКСТІ ІНТЕРНЕТ-СЕРЕДОВИЩА – ПЕРЕВАГИ, НЕДОЛІКИ, СТАТИСТИКА ТА ТЕНДЕНЦІЇ

У контексті онлайн-середовища й тиску, створеного новими інформаційними та комунікаційними технологіями, коли Інтернетом користуються понад 40% населення світу, коли рівень проникнення в Інтернет у Європі досяг більш ніж 75% (52% у Румунії) і майже 90% у Північній Америці, і коли смартфон став постійним супутником окремих осіб, сьогоднішні компанії повинні адаптувати або розробляти нові маркетингові стратегії, які допоможуть їм вигравати і зберегти споживачів, інакше ці компанії поволи щезнуть. Тому метою є представлення кількох важливих маркетингових стратегій, що базуються на використанні румунськими компаніями таких інструментів Інтернету, як оптимізація пошукової системи (SEO), контент-маркетинг, соціальні мережі / соціальні мережі в Інтернеті, маркетинг електронної пошти, продажі тощо. Показано кілька важливих переваг та недоліків цих маркетингових стратегій. Також наведено кілька важливих статистичних даних стосовно використання Інтернету та інструментів онлайн-маркетингу й підкреслено майбутні тенденції, пов'язані з цими аспектами. Усе це призначено для підтримки майбутніх управлінських рішень і кращого розуміння необхідності їх запровадження та успішного використання компаніями.

Ключові слова: інтернет-маркетинг, маркетингові стратегії, інтернет, соціальні мережі.

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ВНЕДРЕНИЕ НОВЫХ МАРКЕТИНГОВЫХ СТРАТЕГИЙ В КОНТЕКСТЕ ИНТЕРНЕТ-СРЕДЫ – ПРЕИМУЩЕСТВА, НЕДОСТАТКИ, СТАТИСТИКА И ТЕНДЕНЦИИ

В контексте онлайн-среды и давления, созданного новыми информационными и коммуникационными технологиями, когда Интернет использует более 40% населения мира, когда уровень проникновения в Интернет в Европе достиг более 75% (52% в Румынии) и почти 90% в Северной Америке, и когда смартфон стал постоянным спутником отдельных лиц, сегодняшние компании должны адаптировать или разрабатывать новые маркетинговые стратегии, которые помогут им выигрывать и сохранить потребителей, в противном случае они постепенно исчезнут. Поэтому целью является представление нескольких важных маркетинговых стратегий, базирующихся на использовании румынскими компаниями таких инструментов Интернета, как оптимизация поисковой системы (SEO), контент-маркетинг, социальные сети / социальные сети в Интернете, маркетинг электронной почты, продажи и т. п. Показано несколько важных преимуществ и недостатков этих маркетинговых стратегий. Также приведено несколько важных статистических данных по использованию Интернета и инструментов онлайн-маркетинга, подчеркиваются будущие тенденции, связанные с этими аспектами. Все это предназначено для поддержки будущих управленческих решений и лучшего понимания необходимости их успешного внедрения и использования компаниями.

Ключевые слова: интернет-маркетинг, маркетинговые стратегии, интернет, социальные сети.

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ANALYSIS OF THE ORIGIN, MODERN CHARACTERISTICS AND PROSPECTS OF DETERMINING THE PROFILE OF UKRAINIAN MANAGER

The article is devoted to the development of the initial theoretical and methodological provisions for the study of profile of modern Ukrainian manager. The results of the corresponding applied empirical analysis carried out by the authors are presented. The characteristics of the features of modern Ukrainian manager in the context of existing models of national business cultures are given.

Keywords: manager profile; Ukraine; entrepreneurship; national business culture; characteristics.

The introduction. The socio-economic situation of any country, as well as the common level of its development, is, in many respects, predetermined by the nature and level of

development of its national management and directly – the level of professionalism of managers of this country. In the generalized categorical definition in modern economic