

**Oksana Ilienکو**

PhD in Economics, Associate Professor,
Dean of Faculty Management and Logistic, National Aviation University, Kyiv, Ukraine
oks-ilenko1@yandex.ru
1 Kosmonavta Komarova Ave, Kyiv, 03680, Ukraine

CONCEPT OF INTERNATIONAL ECONOMIC SECURITY FORMATION BASED ON THE SYSTEM OF INTERNATIONAL MARKETING

Abstract. *The theory of international economic security should directly consider inertia problems, which occur in international business area through the use of instruments of international marketing, both on theoretical and applied levels.*

The purpose of this research is to establish the conceptual scheme of international economic security, which is based on principles of international marketing as the basis for modern business processes establishment areas in the world economy in crisis conditions.

When discussing the features of the competitiveness growth ensuring of international business entities (at the level of individual enterprises, their associations, and at the level of individual countries and globalization associations) with maximum ensuring of international economic security, certain results from such fields of knowledge as general economics, economic theory, sociology of organizations, educational psychology are used, which allows to explain connection between the theory of international economic security and the concept of international marketing.

When developing international marketing, it is necessary to take into account a principle of innovative development. Based on analysis of modern approaches to establishment of international economic security concept, model of modern international marketing and multi-level mechanism of international business processes management in conditions of globalized economy, it was found that in conditions of crisis economy there is a complication of international business procedures.

Given scheme of «international economic security» and «international marketing» system interrelation provides an opportunity to consider it as an independent scientific direction, established in conditions of the world economy globalization processes intensification, based on the following international marketing principles.

Keywords: *international economic security; international marketing; risks, globalization.*

JEL Classification: *E17, E19, F01, F15, M31*

О. В. Ільєнко

кандидат економічних наук, доцент, декан факультету менеджменту та логістики,
Національний авіаційний університет, Київ, Україна

ФОРМУВАННЯ КОНЦЕПЦІЇ МІЖНАРОДНОЇ ЕКОНОМІЧНОЇ БЕЗПЕКИ НА ОСНОВІ СИСТЕМИ МІЖНАРОДНОГО МАРКЕТИНГУ

Анотація. У статті проаналізовано багаторівневу систему показників оцінки привабливості міжнародного ринку. Вдосконалено концептуальну схему міжнародної економічної безпеки з урахуванням взаємозв'язку з міжнародним маркетингом в умовах нових ризиків, викликаних глобалізацією світової економіки. Цю схему пропонується розглядати як самостійний науковий напрям, що ґрунтується на конкретних принципах формування міжнародного маркетингу.

Ключові слова: міжнародна економічна безпека, міжнародний маркетинг, ризики, глобалізація.

О. В. Ильенко

кандидат экономических наук, доцент кафедры логистики, декан факультета менеджмента и логистики,
Национальный авиационный университет, Киев, Украина

ФОРМИРОВАНИЕ КОНЦЕПЦИИ МЕЖДУНАРОДНОЙ БЕЗОПАСНОСТИ НА ОСНОВЕ СИСТЕМЫ МЕЖДУНАРОДНОГО МАРКЕТИНГА

Аннотация. В статье проанализирована многоуровневая система показателей оценки привлекательности международного рынка. Усовершенствована концептуальная схема международной экономической безопасности с учетом взаимосвязи с международным маркетингом в условиях глобализации мировой экономики. Эту схему предлагается рассматривать как самостоятельное научное направление, которое базируется на конкретных принципах формирования международного маркетинга.

Ключевые слова: международная экономическая безопасность, международный маркетинг, риски, глобализация.

Introduction. In view of increased risk of entering the market to international business entities, in modern conditions of the world economy development, which features a high degree of uncertainty and instability, there is a need to ensure the maximum connection of the international economic security system and international marketing system, not formally, as it was in the pre-crisis period, but consciously and with a certain scientific approach.

Current interest of the research topic is explained by the fact that the level of enter the market risk depends on its results, as well as the quality of ensuring international economic security. Besides, which is also important in the existing circumstances of market economy development, the quality of this relationship affects the probability of winning leading positions in general or by any criteria in the international market, which is the goal of

almost every international business entity planning long-term successful operation in the world market. Therefore, if any entity of international business (national economy, region or enterprise, regardless of the sphere of activity) participates in the international business process, in conditions of globalization and internationalization of the world market, there is a need to intensify the whole mechanism of international marketing which significantly complicates its functions, especially in crisis economy when the risk of market operation and participation in any business processes increases significantly (especially in international scale).

Brief Literature Overview. Conducted analysis of world market and individual target markets proved that in order to achieve strategic goals and to solve current problems of the international business entities it is necessary: to intensify ensu-

ring the international economic security with the aim of reducing general risks of international business activity and improving the approaches of international marketing, which allow reducing the risk of entrance the target markets and operation there for more detailed study and research; to analyze and systematize marketing information and knowledge about the interconnections that exist and suddenly emerge in the world market; to find the best ways to satisfy the international level target consumers; to intensify the competitive advantages of international business entity, taking into account features and requirements of market of each national economy individually to reduce market risks of operation of international business entities in the world market and markets of individual national economies, which are the target markets of international business entity. Many works of modern scientists-economists and marketers, among which are Ukrainian: T. Tsyhankova (2004) [1], V. Novytskyi (2003) [2], A. Starostina (2007) [3], M. Yankovskyi (2004) [4], O. Martianov (2005) [5], Yu. Makohon (2004) [6], O. Bilorus & D. Lukianenko (2001) [7], I. Lylyk (2007) [8], V. Vasylenko (2003) [9], O. Kanishchenko (2005) [10], as well as foreign: V. Abchuk (2005) [11], V. Kotylko (2007) [12], Peter F. Drucker (1992) [13], R. Bazzel (1993) [14], and others, are devoted to the issues of study and market risks reduction and the role of marketing in solving problems of risks.

The purpose of this research is to establish the conceptual scheme of international economic security, which is based on principles of international marketing as the basis for establishment of modern business processes areas of development in the world economy in crisis conditions.

Results. International marketing presents a complex institutional system that provides interconnection of two major business sector spaces in the world economy: production and market, which is aimed at ensuring the needs and requirements of all participants in international business processes both at the global level and at the level of individual national economy in order to enhance socio-economic growth of the world economic system [15, p. 137]. In terms of increasing the penetration of economic coverage in the orientation of the demands of the world market is complicated mechanism of selection criteria for the formation and development of the organization as a production and marketing system (Figure 1).

Feature of international marketing and its position in the overall economic system of the world economy makes it possible to conclude that international marketing of direct impact on the effectiveness of the global economy and efficiency of the functioning of the global economic system, so the role of international marketing in the global industry further increases in times of crisis, and the functions of international marketing are complicating.

Thus, international marketing requires more attention in a crisis economy, which is the global economy (and in which countries are more vulnerable and transitional housekeeper) when inertia on changes greatly enhanced, which manifests itself at the level of countries with economies in transition, and which is not possible to eradicate completely. Special attention is needed when temporal stability in the market when there is a large inertia about minor changes necessary to preserve the stability of the permanent position in the market.

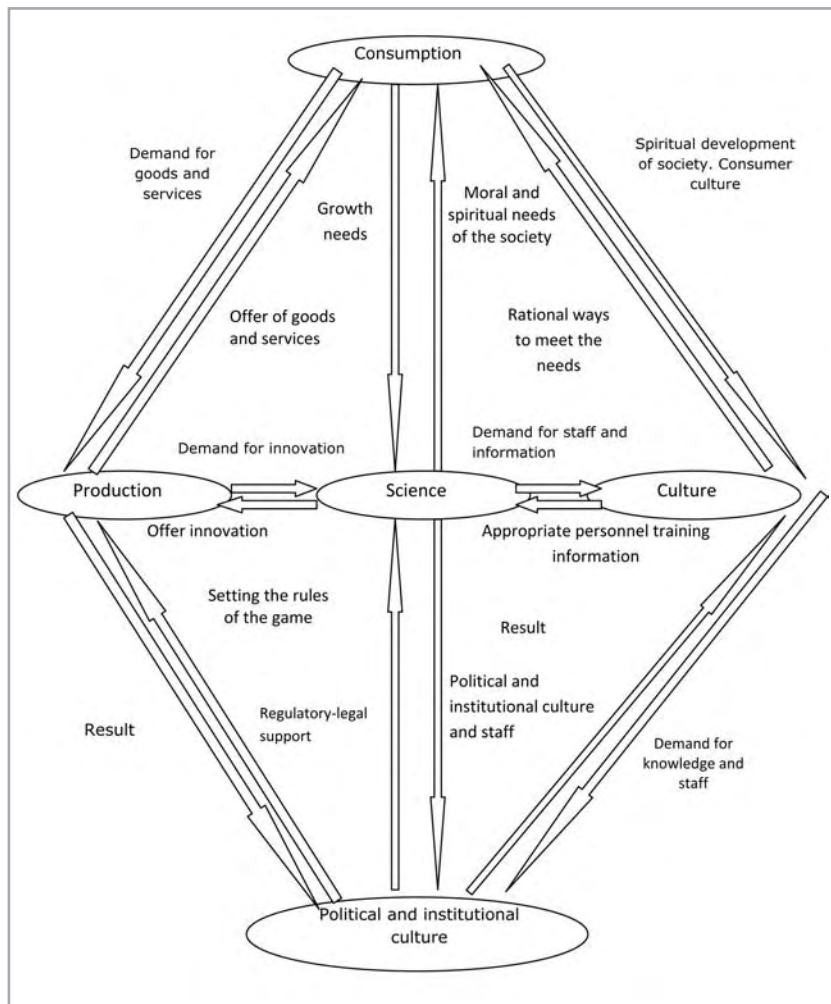


Fig. 1: The model of international marketing
Source: [15, p. 137]

Development of international relations inevitably causes the intensification of marketing activities of enterprises seeking to establish fair and adequate international partnership according to substance and forms. Actually intensification of presence in foreign market leads to the corresponding marketing tasks and functions complication [10, p. 40]. The scheme developed by O. Kanishchenko, shows direction of marketing activities complication in the system of international business (Figure 2).

When examining an international marketing, in modern conditions of world business area development, it is necessary to focus on the fact that the «international marketing» category cannot be replaced by the export marketing «notion», because the latter concept is narrower and it is a part of the first. Export marketing strategy introduction is the first step of any entrepreneur in international business.

However, if an enterprise tends to deep penetration into the global market and international economic relations sphere expansion, in this case it is necessary to form, develop and manage the international marketing system, which must be focused on ensuring the long-term profitability and conquering stable market positions at the international level.

With strengthening of international economic security in crisis economic conditions there is a need to improve the marketing analysis conducting quality and to improve the market attractiveness parameters estimation accuracy at different separate levels (mega-, macro-, meso-, and macro levels) which is considerably complicated in comparison with the similar analysis at the internal level, that is based on the principle of secondary nature of marketing influence which is active at the level of establishment of strategy of international marketing. In sup-

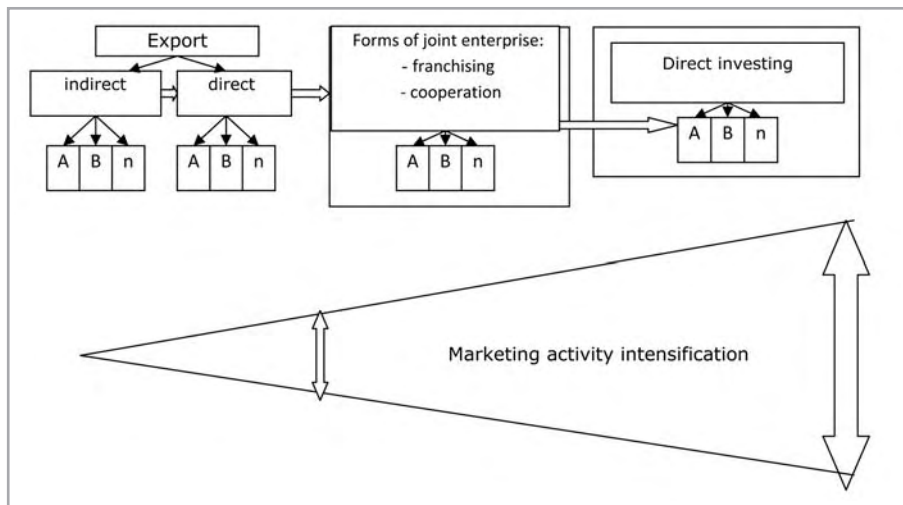


Fig. 2: Marketing procedures complication in international business
Source: [10, p. 41]

ized economy, it was found that in conditions of crisis economy there is a complication of international business procedures under the following conditions: in conditions of increasing risks of international business entities operation; when providing standard products with personal services; when entering the international market based on personalization of products designing; when personalizing the sale of products, etc. Given the above mentioned data, we improved the conceptual scheme of international economic security, which is based on the international marketing principles (Figure 3) as the basis for establishment of modern business processes areas of development in the world economy in crisis conditions.

Given scheme of «international economic security» and «international marketing» system interrelation provides an opportunity to consider it as an independent scientific direction, established in conditions of intensification of processes of the world economy globalization, based on the following «international marketing» establishment background: world trend to conduct policies of ensuring independence of states of countries international combination with simultaneous national economies interconnection intensification in globalization associations; intensification of globalization and integration processes in the world economic system; stiff competition in the global market and national economies markets, which are target markets for international business entities due to the high saturation of markets in goods and services, as well as presence of excessive choice on the part of target consumers; high level of market infrastructure development; will of enterprises to expand foreign markets in order to increase their own profitability; wide range of consumer's behavior in different countries, markets of which are target for international business entities; high level of manufacturing cooperation development; internationalization of the world economy and the world market; the

intensification of globalization and integration processes in the world economic system.

Conclusions. Thus, when establishing and developing international business activity to strengthen the international economic security of international business entities in establishment of its mission and long-term strategy, it is necessary to focus on opposition to changes, which is impossible without development, implementation, management and maintaining of international marketing.

Thus, the author formed the conceptual scheme of international economic security, which is based on principles of international marketing as the basis for establishment of areas of modern business processes development in the crisis world economy.

Developed by the author scheme of «international economic security» and «international marketing» system interrelation provides an opportunity to consider it as an independent scientific direction for intensification of processes of the world economy globalization, based on the following international marketing paradigm.

Table: Multilevel system of indicators of international market attractiveness estimation	
1st stage of international market attractiveness estimation	
Market attractiveness at mega level – world level	Mega factors: <ul style="list-style-type: none"> condition of world economy development, international factor markets level of transnationalization and regional integration factors of national, interstate regulation of international economic relations
Market attractiveness at macro level – level of country	Macro factors: <ul style="list-style-type: none"> political and legal environment economic environment social and legal environment scientific and technical environment
Market attractiveness of at macro level – level of a separate branch	Meso factors: <ul style="list-style-type: none"> field market capacity rates of growth of field market product life cycle duration at market technological requirements level of competition input and output constrains at the market seasonal and cyclical fluctuations
2nd stage of estimation of attractiveness of international market	
Market attractiveness at micro level – levels of a separate company	Micro factors: <ul style="list-style-type: none"> strong points of a company's activity company weak points

Source: [3, p. 42]

port of the thought of necessity of international marketing to enhance the attractiveness of international markets (which is understood as the economic category that «describes the economic relations between entities of international market: customers, competitors, suppliers, government authorities – regarding coordination of their economic interests and neutralization of risks related to the strategies of their operation in international commodity markets in short-, medium- and long-term prospects» [3, p. 41–42]), group of authors headed by A. Starostina, offers its own ranking of such factors of all levels of operation of the world economic system (Table 1) [3, p. 42].

Moreover, when forming the international marketing system, it is necessary to remember about innovative orientation of the world economic system, since with development of scientific and technological progress and the world economy mass integration almost all markets tend to globalization.

Based on analysis of modern approaches to establishment of international economic security concept, model of modern international marketing and multi-level mechanism of international business processes management in conditions of global-

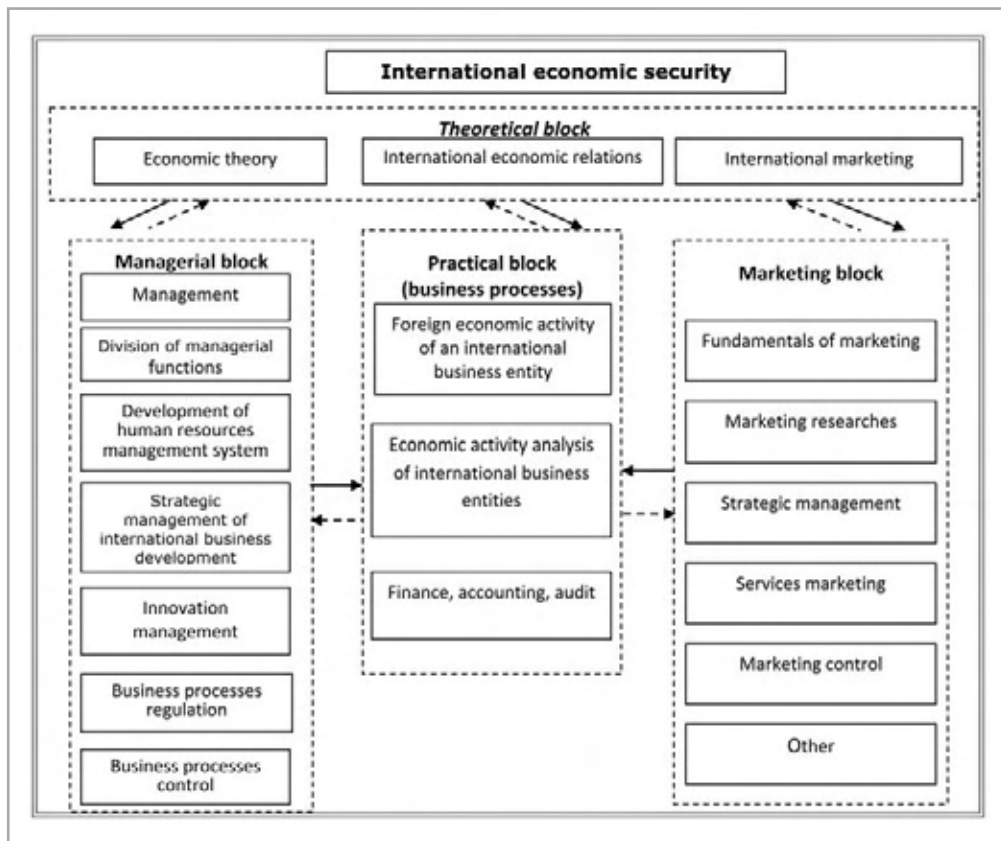


Fig. 3: Conceptual scheme of international economic security, based on interrelation with international marketing in conditions of the world economy globalization
Source: The Author's own development

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Received 22.09.2013

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Стаття надійшла до редакції 22.09.2013

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