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THEORETICAL AND METHODOLOGICAL IDENTIFICATION OF THE PUBLIC MARKETING IN THE CONTEXT OF THE MODERN RESEARCH APPROACHES

Abstract. The ambiguity of the concept of “public marketing” and basic research approaches to its definition is considered. The authors offer their own interpretation of the conceptual foundations of marketing use in the public administration. The analysis is performed with the purpose of formation of the theoretical and methodological framework for the realization and satisfaction of needs of the “public market”.

Keywords: public marketing, governance, citizen’s needs the subjects of the “public market”.

ТЕОРЕТИКО-МЕТОДОЛОГІЧНА ІДЕНТИФІКАЦІЯ ДЕРЖАВНОГО МАРКЕТИНГУ В КОНТЕКСТІ СУЧАСНИХ ДОСЛІДНИЦЬКИХ ПІДХОДІВ

Анотація. Розглядається багатозначність поняття “державний маркетинг” і основні дослідницькі підходи до його визначення. Авторами пропонується власне трактування концептуальних основ використання маркетингу в державному управлінні. Аналіз проводиться з метою формування теоретико-методологічних основ для реалізації та задоволення потреб “державного ринку”.

Ключові слова: державний маркетинг, державне управління, потреби громадян, суб’єкти “державного ринку”.

ТЕОРЕТИКО-МЕТОДОЛОГИЧЕСКАЯ ИДЕНТИФИКАЦИЯ ГОСУДАРСТВЕННОГО МАРКЕТИНГА В КОНТЕКСТЕ СОВРЕМЕННЫХ ИССЛЕДОВАТЕЛЬСКИХ ПОДХОДОВ

Аннотация. Рассматривается многозначность понятия “государственный маркетинг” и основные исследовательские подходы к его определению. Авторами предлагается собственное трактование концептуальных основ использования маркетинга в государственном управлении. Анализ проводится с целью формирования теоретико-методологических основ для реализации и удовлетворения потребностей “государственного рынка”.

Ключевые слова: государственный маркетинг, государственное управление, нужды граждан, субъекты “государственного рынка”.

Target setting. At the present stage of socio-economic and political development of the society in many countries the importance of the application of marketing principles in the activities of public authorities at various levels, and also in the activities of the local governments increased considerably. However, questions of the practical implementation of the key aspects of marketing in the system of public administration and, as a result, the settlement of the problem of determination of the value orientation of its institutions, which gives special relevance to the recognition and preservation of human rights and freedoms are still unsolved.

Analysis of recent research and publications. Some theoretical and practical basis of the modernization and development of existing in Ukraine system of public administration by the way of its social orientation are studied in the works of such scholars as V. Gomolska, S. Dubenko, O. Ivanitskaya, I. Koliushko, S. Kravchenko, S. Martov, R. Naumenko, M. Oklander, E. Romat V. Tymoshchuk, T. Fedorov et al.

Certain aspects of the implementation of marketing principles in the activities of the public authorities and management of the forms and methods of the public administration is the object of attention of such do-

mestic and foreign scientists as V. Av-eryanov, B. Vakulenko, P. Wojtowicz, B. Dove, B. Polyak, Y. Romanenko, K. Romanenko, V. Soroko, Surmin Yu, A. Cheban, J. Ball, S. Shubin et al.

The purpose of the article is the investigation of the problematic issues of formation of the public marketing in the context of modern, research approaches.

The statement of basic materials. Now widespread use in public administration gets public marketing. As for the essence of the public marketing is among researchers is that there is no unanimity due to the interpretation of this concept. This is explained to the lack of a clear legal definition of this definition.

A significant part of managers and practitioners are tended to reduce its instrumental basis to one or more auxiliary functions in the practice of executive authorities (analytical, predictive, image positioning features, etc.), which is unacceptable, because in this case the problem of the complex analysis of the conceptual basis of state marketing remains unnoticed.

An active researcher of the conceptual foundations of usage of marketing in the public administration, Romanenko K. M. offers to interpret public marketing “within the concepts of the theory of economic fundamentals, social marketing, marketing services, nonprofit marketing, territorial marketing and also within the innovative concepts of state regulation in conditions of the market society (reengineering concepts, public administration services, etc.)” [1].

It should be noted that, in our opinion, such an approach does not fully re-

flect the global, system-forming role of the marketing in relation to the process of creating of the global community-oriented system of public administration, the development of which, first of all, requires the implementation of systematic steps, rather than their differences especially by the questions of strengthening the regulatory functions of the society.

Other researchers argue that the basis of the public marketing constitutes adaptation of the marketing paradigm for the management needs of public authorities [2, p. 8]. The above depicted interpretation first, ignoring the subject-object relation in public administration; secondly, in fact doesn't say anything about the social orientation of the use of marketing tools in the public administration.

Several authors overcome this limitation and justify the systematic interpretation of the public marketing, based on its sociocentric orientation as the branch of non-profit marketing industry, which brings together participants, techniques that they are used, and a set of relations between the subjects of public administration and “consumers” of results of their activity [3, 4, 5]. However, in this approach, understanding of the integrative nature of public marketing as a paradigm of management activity are absent and also a nature of the subject-object relations in the public marketing system is represented simplistically.

Summarizing some intermediate consequences its proposed to consider the public marketing as one of the types of non-commercial marketing in which the nature of the relationship between its objects and subjects is based on the

free exchange of immaterial, in addition, non-profit resources, under the conditions of compliance of the main principles of marketing, and that is main objectives of the activity aims:

- formation of the behavioral models of behavior of citizens, which will contribute to the realization of the national objectives in the greatest extent;
- achievement of harmony (or at least, balance or relationship) between the demands and needs of citizens and the results of the activities of public authorities of their satisfaction;
- minimization of negative attitudes and resistance in society that hinder the realization of the objectives of government entities, etc. [6, p. 32].

As the individual segments of consumers in the public marketing system, citizens, society, as a whole, some public and political associations, institutions of state power itself can be considered. Meeting of the diverse needs of this 'market' (economic, political, cultural, personal, etc.) is the pledge of achieving the goals, which modern system of democratic governance is set ourselves. This is true, of course, in the case if the public marketing is perceived as a marketing concept of the driving system.

Further analysis of the possibilities of using of the elements of marketing in the public administration requires a more detailed analysis of the characteristics of its subjects and objects.

The subject of the public of marketing (as, indeed, and the main subject of public administration) in the broadest sense is the state. The main object of public marketing, the main "consum-

ers" of the total product of activity of state bodies in the broadest sense of this term is all citizens of the state.

Needs of the "public market" is very specific. So, if we look at the provisions of the Constitution of Ukraine (as well as other countries), it may be noted that the basic social needs of the citizens, on satisfaction of which state activity should work are divided into two large interrelated groups:

1) basic needs.

They are represented by the so-called package of social guarantees. It includes the right of the life, right on the work, right on the rest, right on the social protection; right to an adequate standard of living for himself and his family, which includes adequate food, clothing, shelter; right on the health, right on the secure for life and health of the environment and to the compensation for the violation of this law;

The most important needs for the development of the individual of the citizen.

This type of social needs are realized through the provision of the right on the free development of his personality, right on the dignity of a citizen respect, right on the freedom and personal security, inviolability of the home, the right to privacy of correspondence, telephone conversations, email and other correspondence, the right to freedom of thought and speech, to freely express their opinions and beliefs, the right to freedom of thought and religion, freedom of association in political parties and public organizations, to take part in the conduct of public affairs, the right to peaceful assembly, the right to send written requests and personally appeal to bodies of state power, right

on business, the right to strike, the right to education [7, p. 21–23].

In order to achieve the objectives of the subjects of marketing activities the specific marketing tools already well-known as marketing mix is used. Very briefly touch on adaptation of the concepts of commodity, price and sales marketing policies regarding public marketing specifics.

From this point of view, under the item (product of the public marketing) we proposed to understand all the services provided by public authorities, which meet the requirements of the object: regulation and ensuring of the sustained economic development; preservation and increasing the foundations of spirituality of the peoples inhabiting the country; maintenance and development of the infrastructure of life of the population: medical, educational, housing, road systems, etc.; protecting of citizens from criminals and external enemies in emergency situations; environmental protection, and others. Exactly the implementation of this state functions should, ultimately, contribute to the meeting of the basic needs and requirements of citizens of the state, which are defined by the Constitution.

As the price in the public marketing actions that expect the subject of the marketing from the object in the process of meeting its needs can be considered. If as the object to consider the population, the cost of the public marketing is a approval of the actions of state bodies, loyalty to him, as well as support of political forces, they formed. In this particular area we see expressed the objective link between marketing and public political marketing.

As a mediated expression of the price in the public marketing voluntary, full and timely payment of taxes can be considered. By paying taxes, the citizen, the taxpayer indirectly expresses the support for state policy, especially its economic direction. In this case, the repressive functions of the tax departments play a role of the monitoring for the integrity of subjects of taxation. The massive nature of the care of taxpayers from paying taxes, finding them more and more new schemes of the disguising of the income show about the insufficient effective tax policy of the state.

Sales tools, or distribution, should provide to the “consumer” convenience of location and the time of consumption. Therefore, as the elements of the “public distribution” can be considered as measures to increase of the availability of public services: the development of a network of public institutions, convenient for visitors modes of reception of citizens, possibility of providing similar services to government officials in the field of direct accommodation of consumers, availability of specific public services for the entire population, not just for its separate parts, etc.

On the next level of analysis integrated subject of public administration — the state — can be presented not as a whole, differentiated, ie, but as a collection of state and government bodies, between which the different types of state activity are distributed [8, p. 11]. At this level the legislative, executive and judicial branches of government are highlighted primarily.

The most promising area of public administration in terms of use of the marketing tools of the public admin-

istration is the executive state power [9]. Accordingly, the executive power of the state can and should be considered as the subjects of public marketing entities. It is possible to allocate such levels of marketing subjects:

1. The highest level of the executive power.
2. Sectoral central bodies of executive power.
3. Local government.
4. The individual government agencies.

Lets consider the most fundamental features of formation of the marketing systems at the designated levels.

1. The highest level of the executive power (the government).

As the subjects of the public marketing facilities at the highest level of executive power can be considered:

- entire population (for example, the implementation of the national program on family planning, etc.);
- different categories of the population (eg, taxpayers, pensioners, veterans of the Great Patriotic War, and others.);
- subjects of the economic activity (individual enterprises, companies, major employers);
- objects of public marketing in foreign countries (in the case of actions aimed at the mitigating the customs regime for goods of domestic producers; attraction into the ranks of the supporters of the government and foreign entities, etc.).

2. Sectoral central bodies of executive power.

Ministries and other central executive authorities (primarily state com-

mittees) within its competence develop the programs in subordinate areas of the country activity (economics, law and order, defense capacity, education, culture, health). They define the national standards, criteria and requirements that need to assist to the improvement of the situation of affairs in a particular area.

The above-mentioned bodies of the executive power in a greater extent have the ability to act as subjects of public marketing. The number of situations in which the success of achieving of goals of their activity depends on the “consumers” of their activities increasingly demonstrates the degree of freedom of choice.

The most likely types of the objects of public marketing at this level include:

- the entire population of the country (for example, arrangements of the conduction of the population census by the state committee of statistics agencies);
- a specific category of the population (for example, citizens who received profit is not the main job during the campaign of income declaration, which is organized annually by the State Tax Administration, defense agencies of democratic states must conduct a large-scale work to attract people into the ranks of the armed forces on a contractual basis and etc.);
- local governments (especially in those cases where the sectoral interests are in conflict with the interests of the local population, for example, in cases of need to accommodate enterprises that threaten the environment ob-

jectively oil refineries, nuclear power plants, etc.);

- individual enterprises, institutions, companies (especially directly subordinate to the system hierarchy branch);
- individual citizens, and so on.

3. Local government.

Using of the basics of marketing in the activities of local authorities is most justified. Because the local executive authorities have a direct and daily contact with citizens. This level of public administration has been so receptive to the introduction of marketing principles and self-introduction is so effective that some experts distinguish independent branch of public marketing – municipal marketing.

Among the most important objects of marketing of the local governments such categories of consumers of their services should be distinguished:

- all the citizens who live on the slave territory (set of possible reasons for the interaction);
- specific population groups (eg pensioners, employees of educational institutions, etc.);
- subordinate bodies of local self-government;
- the establishment of branch of government;
- enterprises, firms (relations as a with enterprises that are located on the slave territory and those that have a direct impact on the processes of life in the region, for example, providers of electricity, water, heat, etc.).

4. The individual government agencies.

Features of the management process at this level is that the types of custom-

ers, on the satisfaction needs of which the activity of these institutions is directed, are specific and clearly defined. This allows to deeply research needs and to develop an adequate to them marketing complex.

Conclusions. Thus, despite of the certain specifics, marketing can be used actively in the activities of the modern state authorities and local self-government. Public marketing constitutes as the basic principle of the activities of public officials the principle of responsibility of management and executives to society for the results of their work [10, p. 256–258].

In general, an integrated purpose of the public marketing is the ensuring the quality of life of citizens in the modern socio-oriented, market society. Its application in public administration contributes to the reorientation of the latter on the needs of society and citizens to the overcoming of the social origins of bureaucracy and alienation power from the people.

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