

THE IMPACT OF EUROPEAN INTEGRATION ON THE MARKETING SECURITY OF DOMESTIC BUSINESS

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Bogma O. S., Silakova H. V., Vialets O. V. The Impact of European Integration on the Marketing Security of Domestic Business

In modern conditions of the economic management, ensuring the marketing component of economic security, which is responsible for the demand for products in the market and the possibility of successful market activities of enterprises, is extremely important, especially in the context of activation of the process of the European integration of Ukraine, which will have huge transformational consequences for both the country and its business. The purpose of the article is to systematize the positive and negative consequences of the influence of the European integration process on the marketing component of the economic security of business in Ukraine as the central link of the national economic system. In the theoretical and methodological plane, the interpretation of the marketing component of the economic security of an enterprise from the point of view of individual authors was studied, which made it possible to formulate the authors' own elaboration as to the definition under study. Based on the use of the system approach, the possibilities and threats of the European integration of Ukraine regarding the impact on the marketing security of domestic enterprises in the context of the main elements of the marketing conception "4P" are considered: product, price, place (place in the market), and promotional. The opportunities and threats of European integration for the marketing security of domestic business in the context of the people element (people, consumers, and staff) are considered, and the advantages of market activity by domestic enterprises through the implementation of the European integration strategy by Ukraine are studied. The need for further implementation of pro-European reforms by Ukraine is determined for full-range use of the advantages of the European integration process by domestic business. A promising direction for further research is the improvement of marketing strategies and tactics used by domestic business in the conditions of functioning "up to European standards".

Keywords: European integration, enterprise marketing security, business, 4P marketing conception, European market, opportunities.

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Богма О. С., Сілакова Г. В., В'ялец О. В. Вплив європейської інтеграції на маркетингову безпеку вітчизняного бізнесу

У сучасних умовах господарювання забезпечення маркетингової складової економічної безпеки, яка відповідає за затребуваність продукції ринком і можливості провадження успішної ринкової діяльності підприємств, є надзвичайно актуальним, особливо в умовах активізації процесу європейської інтеграції України, яка матиме величезні трансформаційні наслідки як для країни, так і для її бізнесу. Метою статті є систематизація позитивних і негативних наслідків впливу процесу європейської інтеграції на маркетингову складову економічної безпеки бізнесу в Україні як центральної ланки національної економічної системи. У теоретико-методичній площині досліджено трактування маркетингової складової економічної безпеки підприємства з погляду окремих авторів, що дозволило формулювати авторське визначення досліджуваної дефініції. На основі використання системного підходу розглянуто можливості та загрози європейській інтеграції України щодо впливу на маркетингову безпеку вітчизняних підприємств у розрізі основних елементів маркетингової концепції «4P»: product (товар), price (ціна), place (місце на ринку) та promotional (просування). Розглянуто можливості та загрози європейській інтеграції для маркетингової безпеки вітчизняного бізнесу в розрізі елементу people (люди, споживачі, персонал) та вивчено переваги здійснення ринкової діяльності вітчизняними підприємствами за рахунок реалізації Україною стратегії євроінтеграції. Встановлено необхідність подальшої реалізації Україною проєвропейських реформ для повноцінного використання вітчизняним бізнесом переваг процесу європейської інтеграції. Перспективним напрямком подальших досліджень є вдосконалення використовуваних вітчизняним бізнесом маркетингових стратегій і тактики в умовах функціонування «за європейськими стандартами».

Ключові слова: європейська інтеграція, маркетингова безпека підприємства, бізнес, маркетингова концепція «4P», європейський ринок, можливості.

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Modern macroeconomic conditions for the activities of domestic enterprises against the background of the impact of the global Covid-19 pandemic, the unstable political and economic situation, the full-scale invasion of the Russian Federation and the imposition of martial law in Ukraine form the maximum level of uncertainty and riskiness in the implementation of economic activities of domestic business, complicate the possibilities and worsen the prospects for its development. At that, in order to ensure and maintain a constant pace of economic development, sustainable competitive advantages and a strong competitive position in the market, the necessary and sufficient level of economic security, any enterprise should take into account the unpredictability and volatility of the external market conditions of activity, and quickly adapt to the changes that have taken place.

The above consideration brings to the fore the problem of ensuring the marketing component of the economic security of domestic business, which is responsible for the demand for products in the market, the possibility of successful market activity of the enterprise in conditions of objective uncertainty and volatility of the business environment, reduces the economic risk, increases the market capitalization of the enterprise.

Today, enterprises actively use the marketing complex as a means of competition, stability and a sustainable position in both the national and the world markets. It can be said without exaggeration that modern marketing is the philosophy of modern business [1, p. 176].

It should also be noted that the current situation in Ukraine actualizes and activates the process of its European integration, which will have huge transformational geopolitical, social and economic consequences both for the country itself and for domestic business in particular, concerning the aspect of opportunities to ensure and strengthen marketing security. Thus, on the one hand, the war with Russia, lingering for six months, caused a super-powerful devastating blow to all spheres and sectors of the national

economy, at the same time it prompted the countries of the European Union (EU) to intensify geopolitical efforts and significantly accelerated the process of the European integration of Ukraine, in particular, in June the status of a candidate was received, which officially launches the process of our country gaining the EU membership.

In such conditions, the expediency of studying the influence of the European integration process on the level of marketing security of domestic business as the central link of the national economic system is actualized, especially taking into account the desire of domestic enterprises to expand their own presence and acquire the status of active participants in the European and international markets.

The role of European integration in ensuring the economic security of Ukraine at different levels is studied by such domestic scholars as: I. Babets, I. Bulakh, Z. Gbur, L. Kormich, A. Stavitsky, L. Tushinskaya, A. Shimanskaya and others. The issues of formation and strengthening of the level of the marketing component of the economic security of domestic enterprises, in particular, in the context of the implementation of the European choice of Ukraine, are studied by such domestic scientists and economists as: N. Yurkiv, S. Vasylychak, N. Struchok [1], D. Asamoah-Cheremeh [2; 5], I. Boyko [3], T. Krakhmalova, V. Loiko [4], S. Matyukh [5], T. Romanchik, A. Romanchik [6] and others. The carried out analysis of the scientific economic literature proves the need for additional research to identify the impact of the European integration of Ukraine on the level of marketing security of domestic business, the opportunities and threats of the marketing component of economic security of domestic economic entities in the conditions of the formation of the European economy in Ukraine.

Statement of the purpose of the article – studying the essence and content of the marketing security of enterprise and summarizing the positive and negative consequences of the influence of the European integration process on the marketing component of the economic security of business in Ukraine.

The greater the uncertainty and riskiness of the external and internal conditions of the functioning of the enterprise are, the more attention should be paid to ensuring marketing security by the enterprise in question. Therefore, we consider it expedient to find out the essence and content of the enterprise's marketing security as the first step.

Thus, T. Krakhmalova and V. Loiko consider the marketing security of enterprise as a state of protection of an enterprise from an inefficiently chosen model of behavior in the market, errors in the commodity and marketing policy, pricing policy, and identification of non-competitive products [4]. T. Romanchik and A. Romanchik interpret the marketing security of enterprise as an integral element of economic security, a system for identifying, analyzing and preventing threats coming from internal and external elements of the enterprise marketing complex [6, p. 57].

D. Asamoakh-Cheremekh and S. Matyukh consider it as a component of the economic security of the enterprise, which, through the use of appropriate tools, is able to maintain demand for products, adjust the behavior of the enterprise in the market and, as a result, contribute to obtaining a certain financial result [5, p. 50]. Also D. Asamoakh-Cheremekh emphasizes that the marketing component in the system of economic security plays a significant role and is responsible for the formation of an optimal marketing environment, which provides for the development of sustainable supply chains, ensuring the effectiveness of the enterprise's marketing policy in the context of ensuring the economic security of the enterprise [2, p. 132].

In turn, I. Boiko considers marketing security as the ability to ensure the choice of the right strategy for an enterprise in the market of goods and services in which the enterprise operates, and to promote the product [3, p. 58].

Taking into account the carried out analysis, we believe that marketing security as an element of the economic security of an enterprise is a state of protection of the marketing activity of an enterprise, providing opportunities for preventing the occurrence, minimizing and overcoming the consequences resulting from the internal and external threats caused by its market activities, the ability to most effectively materialize priority market interests based on the effective use of the resource potential of the enterprise, providing opportunities for successful and efficient functioning of the enterprise, increasing its competitiveness and sustainable development in the long term.

Taking into account the above definition, let us move on to the analysis of the impact of the process of the European integration of Ukraine on the marketing security of domestic business.

Thus, European integration is seen as the formation and further strengthening of ties with European countries

at all levels – interstate, interregional, between individual economic entities, having a complex nature – economic, political, social, cultural, etc. [7, p. 113] and is a logical consequence of Ukraine's desire for a civilized State of law and the development of a democratic society [8, p. 756], the priority of the Ukrainian authorities, a reflection of the will of the Ukrainian people and the chosen strategic course of Ukraine towards the formation of a market, united with the EU and the common European space, pursuing a common foreign policy, also the relevant security and defense policy (which is a guarantee of the sovereignty and territorial integrity of Ukraine), free movement of citizens, convergence at the level of the legislative framework and obtaining full rights membership in the European Union, along with building "Europe in Ukraine".

As noted by a team of researchers [8, p. 753], the European choice opens up new prospects for cooperation between Ukraine and the developed countries of the world, economic development, social progress, implementation of national interests, building an economically developed and democratic State, strengthening positions in the world system of international relations and the international coordinate system.

We note that, on the one hand, the impact of the implementation of the European integration strategy of Ukraine on the marketing security of domestic enterprises will provide qualitative changes in the marketing activities and marketing environment of enterprise along with the formation of an aggregate of possible positive consequences regarding the formation, strengthening and development of marketing security. On the other hand, Ukraine's entry into the European economic space can not only give a favorable impetus to strengthening the marketing security of domestic business, but also generate additional threats to the marketing security of domestic enterprises.

So, considering to the main element of the marketing conception "4P" – product (goods, service) – as a result of European integration, domestic enterprises can get the following main opportunities:

- ♦ overcoming technological backwardness through the information and technological interchange between enterprises (including in knowledge-intensive industries), access, implementation and rapid diffusion of new technologies through increased international cooperation, as a result of which, in particular, it is possible to expect an increase in the output of products with a higher added value, an increase in the quality and safety of products (services), a reduction in the cost of production and transportation of products (which, accordingly, will positively influence the "4P" element of place (place on the market), which in the end will contribute to strengthening the competitive advantages of domestic enterprises, increasing the level of competitiveness of goods and the domestic producers themselves;

- ✦ liberalization of trade relations, free movement of goods (without customs and other restrictions) and services and the opening of new markets, which will lead to the expansion of foreign economic activity of domestic business and the growth of trade flows (volumes of exports of goods and services), in which the European Union will continue to be the main market for domestic products and will remain the main strategic trading partner of our country in the long term, which, in particular, will contribute to a positive domestic trade balance. Also, domestic business can hope for access to the market of State orders in European countries;
- ✦ harmonization of national and international standards for production and product quality, phytosanitary standards, which will help expand the access of the goods and services of domestic business to the markets of third countries;
- ✦ strengthening the positions of domestic producers in the domestic and foreign markets by increasing the quality and competitiveness of products (services), obtaining the relevant European certifications.

Along with this, in the event of a negative scenario for the European integration of Ukraine, there is a risk that the most attractive segments of the domestic economy will fall under the influence of international transnational corporations, which will force out the stagnation of domestic enterprises, while this will increase their dependence on international TNCs. Accordingly, the consequence of competitive intervention for most domestic enterprises will be a drop in income and the loss of a part of the domestic market, along with this, tariff quotas in foreign markets will lead to a reduction in exports and limit the income of domestic enterprises from export operations. Thus, in the context of the product element of the marketing conception “4P”, most domestic businesses will face a drop in demand for their products [7, p. 117]. It should also be taken into account the risk of loss of competitiveness of certain sectors of the domestic economy due to incomplete (partial) compliance with European standards and requirements, as well as the fact that a high level of competition in the European market may make it difficult to enter new markets for domestic businesses, along with the lack of certification of products according to international standards for many domestic enterprises.

Considering the element of price of the marketing conception “4P”, the implementation of the European choice of Ukraine can create an opportunity to sell domestic products on the European market at higher prices.

Along with this, one should take into account possible difficulties with the transition to the European price level, in addition, the very existence of a significant difference between prices in the domestic and European

(international) markets, there is a risk that domestic producers will be interested primarily in the export of goods (products, services, raw materials), as result there may be a lack of certain types of products or, above all, resources in the national market (for domestic producers).

It should also be taken into account that already now, as part of supporting the European integration course of Ukraine in the conditions of a full-scale invasion of the Russian Federation and the declaration of martial law, the European Union will not impose import duties on Ukrainian goods for a year, which will allow domestic business save tens of millions of dollars [9]. This proposal also provides for the suspension for one year of all EU anti-dumping and safeguards measures on Ukrainian steel exports. These steps are designed to help increase Ukraine's exports to the EU and alleviate the difficult situation of Ukrainian producers and exporters [10].

In the course of further deepening the process of European integration, the establishment of zero import duties by the EU on goods covered by tariff quotas will also contribute to the sale of products of domestic producers in foreign markets at competitive prices, while it should be taken into account that, supplied to European and third countries, domestic products will be of higher price than on the territory of Ukraine.

Considering the element of the marketing conception “4P” – place (place in the market), one can positively estimate the integration of our country into the transport and logistics system of the European Union, which includes the entire process of delivering goods by various modes of transport through a network of international transport corridors and logistics centers in compliance with established deadlines and quality shipping. Thus, in particular, the integration of the transport complex of Ukraine into the pan-European and world transport system through the development of international transport corridors can ensure the improvement of transportation technologies, the transport infrastructure of the country as a whole, and the formation in Ukraine integrated logistics chains capable of delivering products to consumers faster, on time and at minimal cost [11, p. 57], reducing the cost of transporting the goods and logistics costs, improving the quality of logistics services to consumers, more ample opportunities to establish cooperation between domestic producers and new distributors.

Considering the promotional element of the marketing conception “4P”, as a result of the deepening of the European integration processes, domestic producers can expect to expand the geography of communication, but there is a risk of the need to complicate the promotion strategy and increase marketing costs and reduce brand loyalty among the target audience.

In terms of the people element (people, consumers, staff), by improving the quality and standard of living at the level of European well-being and increasing the purchasing power of the population, domestic business can

expect an increase in demand for goods and services in the domestic market. Thus, in particular, economic integration will make it possible to use EU regional development funds, European structural funds and the EU programs for an accelerated transition to a higher economic level, characteristic of the more developed EU countries [12, p. 212], which will have a positive effect on the quality of life of people in Ukraine and will be reflected in demand accordingly. One can also expect an increase in the qualifications of the personnel of enterprises due to the free movement of labor within the framework of the united European market.

On the other hand, there is a risk of increasing competition in different sectors of the national economy due to the influx of a significant amount of goods and services from the EU countries. In addition, increased mobility of the population generates the risk of a rapid outflow of labor, which increases pressure on the domestic labor market and creates problems for domestic enterprises to access quality labor resources.

The benefits of the implementation of market activities by domestic enterprises through the implementation of Ukraine's European integration strategy should also include a general improvement in the entrepreneurial and investment climate for domestic business and the quality of the business environment; improvement of institutional conditions of economic management through the growth of the quality of the functioning of institutions in the financial, budgetary, banking, investment areas and corporate governance, also conducting the large-scale political, economic, social and institutional reforms.

Along with this, it should be noted that the domestic enterprises will gain their due place in the European market and the domestic business will fully use the advantages of the process of the European integration of Ukraine in terms of strengthening both economic security in general and its marketing security component, in particular, will directly depend on the effectiveness of Ukraine's implementation of pro-European reforms. For which, in particular, it is necessary to intensify the efforts of countering corruption in the public and private spheres and combating the economic crime, reduce the influence on the part of the State on the economy following the example of many European countries, reduce the number of control institutions, and reduce tax pressure on business, open the domestic market for Western capitals and create favorable and transparent conditions for investors to conduct business and protect investments, complete the formation of anti-corruption bodies and judicial reform, introduce changes in domestic fiscal and monetary policy, etc.

CONCLUSIONS

In general, we can conclude that the formation of the necessary and sufficient level of economic security

of an enterprise requires, in particular, a thorough study and analysis of the market in which the enterprise operates, the study of factors of the external and internal environment, allowing to consider the marketing component as one of the basic ones in ensuring the economic security of an enterprise.

At the same time, despite the fact that the implementation of the European choice by Ukraine is accompanied by both new opportunities and new challenges and can indeed create certain difficulties for domestic business, the benefits obtained, in particular, in the direction of liberalizing the conditions for doing business with European enterprises, improved trading conditions and new business opportunities, still exceed them. Therefore, strengthening and developing the level of marketing security of domestic enterprises is directly related to their adaptation to new conditions in order to fully and systematically use the favorable opportunities of European integration.

In turn, this requires the transformation of the conduct of marketing activities in the domestic and foreign markets, as well as the improvement and changes in the marketing strategies and tactics used by the domestic business in the conditions of functioning "up to European standards", which is the perspective for further research. ■

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