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GENESIS OF MARKETING CONCEPT TRANSFORMATION IN MANAGING THE COMPANY

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marketing, concept, management, stages, methods, consumers, demand, proposal.

We have examined formation of marketing worldview genesis. This work has identified factors influencing formation of marketing policy in the world economy. This study outlines international legislation that regulates and ensures compliance with concepts of human rights in the context of company's marketing concept formation. Article research outlines the problems of neglecting people's rights and its consequences in the form of adverse economic impact on the business activities of enterprises, society, the state and formation of the international market environment. We provided an insight to a historical analogy and chronology of events regarding the loss of business reputation by russian companies and its citizens. Article provides an overview of interference of russia onto the influence of disruption of economies around the globe, Ukraine's economy and various other individual countries's economies. We drafted an overview of russia's violations that it has been doing to upset ecological balance in the world and its various solicitations in doing business. The truth has been revealed about russians who have created a nuclear threat to the whole world. A certain code of global business conduct is outlined that facilitates business making without discrimination based on various characteristics of a person's personality traits, however taking into account the true facts regarding the criminal crimes of russians against humanity, which thereby emphasizes how in turn russians themselves striped away from themselves their own privileges of equality in business and became a lower level animal of animal kingdom as opposed to all mankind; as well russians took away their own equality rights as people before all nations and races of the world when building marketing steps to sell goods and services. Conclusion has been delivered that company's managers should form a strategy of socially responsible business conduct taking into account the interests of employees for the financial benefits of the company and solving social skills problems of employees. Additionally, we proposed a concept of "Soft Language" for the sales department in present day's conditions as a product marketing tool. Finally, this article proposed directions for channeling marketer's energy, aiming for the expansion of sales of products or penetrating into new markets.

ТРАНСФОРМАЦІЯ МАРКЕТИНГОВОЇ КОНЦЕПЦІЇ В УПРАВЛІННІ ПІДПРИЄМСТВОМ

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маркетинг, концепція, управління, етапи, методи, споживачі, попит, пропозиція.

Дослідили генезу формування маркетингового світогляду. Визначили чинники, які впливають на формування маркетингової політики у світовій економіці. Окреслено міжнародне законодавство, яке регулює та забезпечує дотримання концепції прав людини в розрізі формування маркетингової концепції підприємств. Викреслено проблеми нехтування правами людей і їх наслідки у вигляді негативного економічного впливу на діяльність підприємств, суспільства, державу та формування інтернаціональної кон'юнктури ринку. Проведено історичну аналогію і хронологію подій щодо втрати російськими компаніями і громадянами своєї ділової репутації. Здійснено огляд впливу росії на порушення світової економіки, економіки України та втручання у економіку окремих держав. Здійснено огляд впливу порушення росією порушення екологічного балансу у світі та створенні перешкод у веденні бізнесу. Висвітлено правду про росіянів, які створили ядерну загрозу всьому світу. Окреслено окремі питання світового ведення

бізнесу без дискримінації за різними ознаками особистості людини, але із урахуванням правдивих фактів щодо кримінальних злочинів росіян відносно людства, що тим самим підкреслено як, у свою чергу, самі ж росіяни відібрали у самих себе привілеگیю рівності у бізнесі і стали на нижчу ступінь тварин від всього людства, а також, що, у свою чергу, забрало їх права людей у рівності перед всіма націями і расами світу при створенні маркетингових кроків продажу товарів та послуг. Зазначено, що менеджери компаній повинні формувати стратегію соціально-відповідальної поведінки ведення бізнесу з урахуванням інтересів працівників задля фінансової вигоди підприємства та вирішення проблем працівників розуміння соціуму. Запропоновано концепт м'якої мови для маркетингової служби в умовах сьогодення як інструмент товарного маркетингу. Запропоновано напрями спрямування енергії маркетолога із метою розширення ринків збуту продукції або виходу на нові ринки.

Problem statement

The biggest problem of modern companies is the inability to recognize true business ethics and quickly adapt to its constant development. The inability to adapt to the ever-changing world and legislation leads to chaos in the evolution of companies; financial losses; rapid and constant change of personnel, which leads to loss of time during training procedures; unstable development; regression in taxation or in the impossibility of implementing state monetary projects; inability to keep up with planned volunteer work; slow regression in building family relationships (due to additional working hours); the inability to hire the right people for work, which leads to general decline of economy in the country; regressive impact on the world's economy; inability to influence the legislation of other countries, which should benefit one's own business and the lives of ordinary citizens; decrease in the general quality of life and many other adverse consequences.

Analysis of recent research and publications

The work performed by the company has several directions, such as: finding new customers, sales, production, delivery, aftersales service, process improvement and repetition of the production and sales cycle [1, p. 1–2]. Personality development makes a great contribution to the formation of a person's purchasing habits, health and consumer intentions for the future, this trend is clearly highlighted by the paradigm performed in many different articles, starting with Maslow's pyramid or i. e. diagnostic and statistical manuals of mental disorders (practical parts DSM-IV-TR) or even from the latest study in the edition of "Research of the Zaporizhia National University" Economic Sciences magazine, in the article "Improving organizational-economic, humanitarian and other mechanisms of formation of entrepreneurial culture and personality" [1, p. 3].

Domestic scientists like B. M. Andrushkiv, Cherep A. V., L. M. Melnyk., and others, in their article "Improving organizational, economic, humanitarian and other mechanisms for the formation of entrepreneurial culture and personality" paid attention to the problems of forming an entrepreneurial culture for the strategy of further development of the enterprise in both directions at internal and external markets [1, p. 4].

The research direction of this article will explore the simplest basic things like human rights and basic human behavioral instincts. Balazh P., Sterbova L., Seldakova G., Kuk D., and others, in their scientific work "International Marketing" ("International Marketing" 2010), have revealed the essence of business development at the current state of European integration, as well they have also separated marketing as the basis for managerial decisions making process [2, p. 10–50].

A part of this article is devoted to processing fears of an individual (a potential client of the company) into the intellectual strength of the enterprise. Before starting any sale of a product or service, the company should investigate the fears of target customer, both an individual and collective type of intended groups of consumers, as well as it should look into own employees and uncertain consumers in order to be able to explain how any company can reach for the top level of sales of goods and services.

Shifting the analysis of customer fears to the "company's fears" or company's intellectual strength will be only a critically and exclusively hypothetical axiomized with the intention of developing the author's thinking and the requirements of the university for the potential development of theoretical thinking, but in no case does a company in business practice have the right to have fears before the beginning of any type of work which it is about to be performing. Fears of company's employees or lack of confidence in their part of job can lead to big problems and, of course, not only financial ones. A business should not start any work when there are significant risks or fears before starting the work, thereafter it is better to shut down the business entirely at any stage if the management has received a warning signal about "starting of an uncertain move", rather than to start producing and get many problematic cases. Even if your decision will not only lead to the bankruptcy of the company, but also force you to change the type of business activity, but at the same time you will keep your reputation, both your own and the company's, then it is much better to close the campaign and start over rebuilding everything again from a scratch.

Uncertainty and fears are the client's privilege, but not the business's. Practical approach dictates that an enterprise it is such an institution that has no right for inappropriate delays or making mistakes. The enterprise should work

only reliably, adequately, planned, humanely and, first of all, legally safe for itself. Self-employed managers are kind of informal micro-arbitration judges, who sometimes have to make not only unpopular decisions, but also decisions that will bring financial losses to their own company, simultaneously protecting their company, ensuring a high level of product and service quality, and saving the company's impeccable reputation in the long run. Online company by the name "Ted Talks" show examines in its research scientific findings of the latest theory and practice of enterprise management, which confirm the necessity of making unpopular decisions by the management [3, p. 1–5].

The task of the article is to develop the directions of the company's marketing service from the perspective of the consumer's philosophy, taking into account needs, requirements for the level of product and service quality, delivery terms, branding and product or service localization, according to the traditions or whims of a particular nation or nationality.

As a result of the genesis (transformation) of marketing or the main research prioritizing that at the academic and practical levels should be in the form of human rights activism (the study done by the company "Navis Stella" in the translation of the article "Human Rights of the Earth") [4, p. 1] and its impact on sales in the form of a partnership other two factors such as: business ethics and tendencies of whims of buyers in relation to their mental health deviations [5, p. 15–45].

Customers' perception of "Soft Language" is represented as a tool for researching the company's potential clients as part this study [6, p. 1].

The research of the union of scientists (more than 160 scientific co-authors), starting with Robert Spitzer and Miriam Gibbon in the field of psychiatry and the treatment of patients with disabilities of mental development of people, investigated the psychoneuropathology of the occurrence of individual cases of patients' diseases and the ways of their treatment in the work "Case Book DSM-IV-TR (2002)" [5, p. 1–577], alongside with the co-research of Mrs. Cook and colleagues [2, p. 1–190] in "International Marketing" allowed us in this article to draw a parallel between the subconscious addictions of the company's customers habits and their manner of goods and services consumption with the possibility of working out the marketing vector for managing the enterprise, guided by the input signals coming from the company's consumers.

Mental health disorders are fundamental triggers that lead a person to purchase a product or service, whether a short-term decision in the purchase of consumer goods or a long-term decision such as a multibillion-dollar investments in illiquid assets of production equipment, materials or real estate. Any decision that involves spending money that are not for a minimal set of goods or services for persons' survival, but for creation a comfortable life indicates a lesser or greater degree of an individual personality disorder. This statement applies to the majority of the population who suffer from the impulsiveness of consuming goods and services that

they do not need or to which they create a self-invented illusory or delusional importance of existence in their life, hidden by their own subconscious.

Fears are the privileges of the client, who spends his or hers money where he or she wants and when he or she wants. Therefore, clients in the company, as long as they follow the directives and rules of the internal policies of the company and the laws of the state, are not just bosses, but also "Gods" of business. "Gods" in business are allowed to have little quirks, for example: anxiety, small panic attacks, fears, insecurities, deviations disorders of mental state of mind, defects of sight, hearing, speech, communication, movement, smell, uncontrolled sporadic or impulsive mood attacks, preferences in choosing a sexual partner or several, in choosing a religion, in choosing the use of free time, in the privacy of one's own data, in the choice of a company with which he or she will spend their financial opportunities, in the choice of the number of partners and the amount of private property to be purchased, in the choice of the variety of things to purchase, in the impulsive-compulsiveness of consumption of goods and services or in the opposite in choice of stagnant acquisition of goods or services, in the choice of citizenship and place of residence, in the choice of moving around the world, in the choice of employment or self-employment, etc.

Many customers have a mild form or even no disease in the impulsiveness of consumer decision-making, but the system prompts a perfectly executed marketing campaign to catch the slightest impulse or breath of air from the customer in the direction of buying a product or service and then the marketing system (not even a human resource anymore, but an informational field) does its work and does everything necessary to make the client to do what he or she came to the business for: make a purchase, leave his or hers money at the point of sale. (A vivid example of impulsiveness and uncontrolled consumption of goods is an example of Mrs. Ellen Farber case [5, p. 395–398], as well as a separate study of the marketing strategy of the enterprise done by Engineer Denys Reva.)

The main research material

Respect for people and human rights is the key to the success of the company's financial benefits. In 1949, the United Nations organization has created a universal bill (concept) of human rights that puts all people on the same level with equal opportunities and introduced a ban on discrimination.

When forming the mission of the company, it is mandatory to comply with the laws. Disrespecting or implicitly intimidating minorities will bring your business to a disastrous end in one way or another (i. e. gays, lesbians, transgenders, blacks, Asians, dwarfs, giants, non-religious, crippled, etc.). The problem of neglecting people's rights will lead to:

- the beginning of the collapse – there will be one or two bad reviews on the Google business page;
- loss of customers, which will lead to the closure of business directions activities;
- slight discoloration on the company's rating stickers;

- lowering the position in search line from the first five companies on the list to the first in between 20th–400th one on the list;
- other companies with better reviews and ratings will take your place on the list;
- more real customers will turn to competitors;
- users who called 5-star services will no longer see in the list recommended for them the company, because the automated system moves it down the list;
- the estimated 80 % of customers left out of 100 % will stay not for business purposes, but to find nasty things about you in the comments section under the bad reviews filter – just for fun or out of a curiosity.

The Geneva Convention on Human Rights and many other accompanying acts, bills, orders, competences and other documents were written over the last 70 years. These human rights acts and documents guaranteed equality both in life and in business for all people of all nations, but russian companies, enterprises and people lost that privilege. Since the beginning of 2014 and since February 24, 2022, people from russia have discredited their own reputation due to repeated murders and tortures of Ukrainians and other nations, such as public executions of British people in the occupied city of Donetsk. Discriminating against russians is a “OK” after the horrors they brought on throughout genocides against many peoples. These russians are hidden terrorists and we observe this throughout the history of russia, starting with Ukraine: 1) 1921–1923 famine/genocide, 2) 1931–1932 famine/genocide, 3) 1945–1946 famine/genocide [7, p. 1], 1945–1991 (inability to travel abroad (communism/prison lifestyle), 1991–2014 (infiltration of power and sabotage (bringing recidivist convicted criminal) mr. Yanukovich and his team to power to steal from people), 2014–2022 (russians stole 3 territories (Luhansk, Donetsk, Crimea 2014) russian companies lost their reputation. Also, the russians built the Kerch bridge, which was an illegal, solicited and not agreed with the Ukrainian authorities, thereafter it has created an environmental and transport disaster in the world. Another examples would be the problems that the russians made in: Abkhazia (Georgia – occupied by the russians since June 1, 2010) [8, p. 1]; Koenigsberg (occupied by the russians from 1946–2022 to present day) [9, p. 1–2]; Moldova (occupied Transnistria by russia since 1990) [10, p. 1]; war in Northern Syria [11, p. 1]; russian problems in Turkey and northern Syria [11, p. 1–2]; they have created problems in Israel, in Japan (the russian-occupied Kuril Islands, the current official treaty of war in between russia and Japan since August 1945) [12, p. 1]; war in North Korea (genocide of North Koreans) 1950–1953 war – 2022 nuclear influence (constant threats), illegal production of drugs in North Korea [13; 14; 15, p. 1–2]; Finland, the war with the russians in 1939–1940 led to a violation of the world balance [16, p. 1]. On April 10th, 2010, the plane “Tupolev Tu-154, which was performing flight 101 of the Polish Air Force was shot down by the russians near the russian city of Smolensk, where all 96 people on board were killed at once” [17, p. 1]. A Malaysian plane was shot down by a russian “BUK” machine over Donetsk city on July 17, 2014, when 298 people were

killed by the russians at once, with one shot) [18, p. 1]. A war was also unleashed in Dagestan [19, p. 1] (deadly murders done by russian soldiers of people and children of Dagestan “where all people above the wheel hight of a horse ride were sentenced to murder”, December 11, 1994 – August 31, 1996, and August 7 – September 14, 1999); Afghanistan (Soviet-Afghan War (1979–1989)); genocide of Belarusians (presidential elections in 2020 and war (“special military operation of russia”) and war against the Belarusian language (genocide of Belarusians) [20, p. 1–2]); Kazakhstan (war (“special military operation”) of 2022, while the russian official version is to enter the country with military “peacekeeping” troops, which were in fact a regular army that invaded and killed local people to maintain russian power over the state and held the Kazakh people under russian genocide, which led to the killing of Kazakhs by russians and disruption of trade and business relations on the international level) [21, p. 1–3]. Also, the russians send installed terrorist self-propelled self-guided rocket bombs, send self-propelled bombs in rockets to civilian buildings in many countries, including Ukraine, to get military advantage and plunder, loot, rape women, children and men. Also, the russians desire blood and violence, they try to mask all bloodthirsty and bad actions under the “movement of salvation”. And the russians are also responsible for prison tortures and tortures of Ukrainians in the occupied territories. These russians are lying through their teeth and have become outcasts since 2014 in Ukraine, but they have already gone crazy sending bombs to Ukraine since 2022, which is a testament to the imperial ambitions of the entire russian people.

Therefore, we consider it is adequate to cover the truth about the russians as murderers and rapists of children, so that they do not carry out numerous nuclear threats on their official channels, regarding the end of the entire existence of humanity. And the russians are also guilty of lobbying the governments of less developed countries into subjugation and colonial wars for land before modern society. Warning: You should be careful with russians, as they are also notorious for stabbing loved ones in the back [22, p. 1–16].

If a company does not follow all current trends and social standards and has a bad business reputation, then any of hard business efforts will not matter because customers will not want to be associated with such a company. Sales will fall, business will decline, advertising will become ineffective, employees will subconsciously drag the company into regression due to lack of interest in cooperation or development.

The manager of the company should form a strategy of social responsibility of the enterprise. Management may conduct internal testing of persons who wish to get a job within the company. The company has the right to refer employees to mandatory health tests. All these and other activities shape the thinking and behavior manners of the company employees, who in turn become the face of the firm, at a time when management cannot be present to conduct marketing during sales or other operations with the company’s customers.

The best way to influence the response of staff is to verbally communicate and verbally agree and get employee's signature on the rules of the code of conduct instructions, which he or she can review at any time while working with the company. These actions reduce management risks of the enterprise in the long term and improve relations with customers.

Losing a good customer who is black or Asian or homosexual or a woman who used to be a man and vice versa etc. is unacceptable. A customer, regardless of his or her race, religion, health, height, age, number of limbs, skin color, or national origin, should not be discriminated against (study from the 1964 Labor Declaration and Labor Code article of the United States of America) [23, p. 1–10].

The company's honesty should bring more popularity and more trust among new clientele, and therefore more cash flow, which, accordingly, should increase the financial profit received by the company in the current period and in the long run.

We consider it is expedient to refer to the paradigm of a comfortable existence in a civilized society and the shortcomings that arise from the desire for a free life. Mr. George Carlin explains how companies change the language they speak to create a soft image for the business in the market, or how to make a soft (favorable) company appearance in the eyes of the consumer, or the "Soft Language".

Mr. Carlin talks about euphemisms, words that hide the reality, the true nature of things, but do not deceive a person or a group of people. Businesses do not lie, they do not hold on to words, but they only sweeten the existing reality to increase the sales, so that customers perceive trademarks, brand products more quickly, more easily, worryless, more loyally to the products, less demanding of companies or their products, etc. All that is suitable for the marketing department and it is promoting the immediate sale of goods and services.

A third party that could try to cling in and provide the necessities of life would be the church or the government, but these two extremes are as bad as they get. The Church proved its business failure during the Inquisition of 1184–1834, when people were executed for many ridiculous reasons, for example, because they wore beautiful dresses, or were beautiful, or were Jewish or Muslim, or were clairvoyant, etc. [24, p. 1–2]. The Church is not able to take care of the economy and business because of hypocrisy, lack of education in business, greed, sexual contact with minors (Catholic Church) [25, p. 1–10], etc. No church is equipped to do good marketing and business in all countries.

The government on the other hand is unable to provide the best services in the world market exclusively without privately owned companies. There are many examples, starting with Russia, the USSR, North Korea, etc. [26, p. 1–2].

The government is taught to negotiate internationally in order to keep the population under control and ensure an acceptable level of "happiness". Thus, it can be assumed that government is not created to perform business, but more to create rules for its comfortable existence.

It is established that business must be conducted by the private sector through private ownership and in accordance

with the state laws. Codes of conduct should be regulated by the government and quality control institutions.

Mr. Carlin presented us with the following marketing pun structure:

The state of the nervous system in war, when a person is about to break down from adequate behavior due to a nervous breakdown, is divided into several parts:

- "Shell shock" World War 1 (2 syllables);
- "Battle Fatigue" World War 2 (5 syllables);
- "Operational Exhaustion" Korean War (10 syllables) – "the phrase no longer has humanity it";
- "Post-traumatic stress disorder" – Vietnam War (10 syllables and a hyphen).

These sentences gained more and more syllables in their pronunciation, but at the same time meant the same condition. In similar manner, text is added in marketing to describe the same product. The softening of the pronunciation should have been justified by the fact that it eases a person's mental struggle with the stress associated with war and post-war events. And the same can be applied in marketing. In an attempt to transform phrases from ordinary and direct into veiled so that the customer spends time thinking about your product or service and the customer spends more time getting to know the company's brand. Thusly, capturing thinking about company by the client keeps him or her in the informational space of the target brand and transfer this client from a one-time purchaser to a permanent (regular) client of the company [27, p. 1–5].

We offer other examples of soft language that could help businesses strive to develop the marketing perception of the enterprise by the client in the midst of constantly changing legislation on behavior (Table 1).

These expressions emphasize the tendency of business to move from the direct language of communication into the sphere of neutral, exhausting and draining of the life power (vitality) away from natural communication to the "Soft Language" of selling goods and services.

People have a separate spectrum of fears. They can be used in both ways to help customers and to make money from their flaws. How you proceed will depend only on the integrity of your company and the level of moral principles your company's management possesses.

We believe that, taking into account the internationalization of business, it is recommended to be guided by the marketing demands of the target client's needs, which the company could use to increase its efficiency of particular type of activity (Table 2).

Conclusion

This work is a small study of the business development forms and a history of market that has developed over the past 12 centuries up until present day. Business is about making the most money for yourself, but you and your employees also need to keep the company's reputation in pristine and perfect condition by complying with the law and the latest legislative trends. Businesses must constantly come up with new ideas on how to name and advertise the products and services they produce. It is important to be original and non-discriminatory to

others. The business could choose to present itself in the so-called “Soft Language”, which will emphasize the brand among competitors. “Soft language” should increase the acceptability of the company by the customers and the people. A marketing manager must be a role model who should use people’s fears to their advantage, creating the so-called “Soft Language”, presenting the product and service the way the consumer

wants it the most. Simultaneously, the manager must keep in mind the requirements of the legislation in the country of the target business presence for the sale of products or services, as well as the requirements of local traditions and foundations.

The company is a guarantor of quality, integrity, transparency, fairness, delivery of perfect results, stability, punctuality, adequacy, firmness in decision

Table 1 – “Soft Language” of the Marketing Service in Terms of Commodity Marketing

№	Initial name	“Soft language” – veiled words to capture (keep) the client in the company’s brand
1	Toilet paper	Bathroom tissue
2	Sneakers	Running shoes
3	Medicine	Medical prescriptions
4	False teeth	Dental appliances
5	Dump	Land fill
6	Motels	Motor lodges
7	House trailer	Motor homes
8	Used cars	Previously owned transportation
9	Room service	Guest room dining
10	Constipation	Occasional irregularity
11	Toilet	Bathroom
12	Doctor	A professional treatment in a health care organization for consultation on the provision of medical health care delivery
13	Poor man	A person’s negative cash flow
14	Nuclear dust	Air Pollution
15	Cripples	Those passengers who need special assistance
16	Cripple	Handicap person, a person with limited physical abilities, a person with other capabilities, handicapable
17	Death people	Hearing impaired person
18	Blind	A visually impaired person, a person with limited vision, partially sided
19	Stupid	Learning disability, minimally exceptional learning ability, mimimally exeptional
20	Autistic	Autistic spectrum of a child
21	Ugly	Those with severe appearance deficits
22	Old	Elderly people, older
23	90 years old	Ninety years “young”
24	Old people	Senior citizens

Table 2 – Directions of the marketer’s energy

№	Directions Vectors of the Marketer’s Energy from a Customer	The Action of the Seller/Manager of the Enterprise, as a Reaction to the Efforts of the Marketer
1	Fear of aging	An opportunity to sell anti-wrinkle cream
2	The desire to lie to oneself	Selling self-confidence consultations
3	People fear death	Sale of rejuvenating products and medicines
4	Fear of criticism	Sale of consultation books on self-love and self-development, sale of beautiful clothes, shoes
5	Fear of poverty	Lots of scams and scammers that offer investment plans and selling fraudulent bank home loans
6	Fear of failure	Sale of tickets to a comedy show or talent show
7	Fear of offending others	Enticing people to work for a salary
8	Fear of looking stupid	Sale of places to work or sale of the service of tourist’s agencies when the Internet is available
9	Fear of success	Sale of alcohol and tobacco
10	Fear of loneliness	Selling an hourly consultation of a psychologist
11	Fear of connecting with others	Sale of premium packages for communication in social networks
12	Fear of being abandoned	Sale of jewelry
13	Fear of self-assertion	Offering an increase in salary and position in the company, without firing, and without letting understanding the alternatives of self-employment
14	Fear of not being recognized	Sale of a dress, for the realization of the personality
15	Fear of completeness	Sale of tattoos on the body for self-complition

making and many other serious qualities that clients demand from each business entity. Essentially, this article justifies the customers as so called “Gods” in business, as long as they follow the internal policies of the company, the laws of the country where business is conducted and, most importantly, they have the money.

Employees looking up to the management as a role model and example to follow, but also as a guarantee of a stable “piece of bread” in the form of a timely salary. Therefore, the company’s managers have no right for mistakes or fears of running a business. They must have an impeccable reputation and clear confidence in their actions.

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