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## FEASIBILITY OF COMPANY'S MANAGEMENT USING CONCEPTUAL MARKETING IN THE PROCESS OF ENSURING VIABILITY OF DOMESTIC ENTERPRISES

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This article delivers a comprehensive study of a process of a marketing worldview formation from product construction vector and changes in the technological developments of production. Factors that are influencing labor relation formation on the enterprise had been described. A chronology of corruption cases and neglecting of both reporting and the use of these neglected reports by the environmental services of Ukraine were carried out. The study outlines international legislation that regulates and ensures compliance with the concept of protecting the rights of commercial, technological and production secrets in other countries around the world. The problems of neglecting the rights of ordinary citizens, their health and relationship to labor emigration are outlined as well. A chronology of events related to the loss of business reputation by russian companies was carried out. A review was made about a start of the resolution of the doctrine for russia capitulation, russian reparation payments to every Ukrainian and not only for the next 97 years as compensation for their aggression and crimes. The result of analysis delivers that the managers of the company should form a responsible behavioral strategy managing full cycle processes throughout a constant improvement of the safety of the personnel via instructions to them on the productions process and working with equipment; to be able to strive at financial benefits for the enterprise. Thusly study shows research on the development concept of the intellectual capital of the enterprise, the need on creation of new laboratories and sales techniques in present market conditions as a product tool and marketing service tool. The study concludes with ways to direct company's management energy in order to expand sales on product markets or enter new sales designated sales area.

## ДОЦІЛЬНІСТЬ ВИКОРИСТАННЯ МАРКЕТИНГОВОЇ КОНЦЕПЦІЇ УПРАВЛІННЯ КОМПАНІЄЮ В ПРОЦЕСІ ЗАБЕЗПЕЧЕННЯ ЖИТТЄЗДАТНОСТІ ВІТЧИЗНЯНИХ ПІДПРИЄМСТВ

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### Ключові слова:

ефективність, управління, інвестиційний портфель, інвестиції, ризик, активи, стратегічні цілі, функції, принципи, етапи, цінні папери

Досліджено процес формування маркетингового світогляду із вектору розвитку продукції та зміні технологічного процесу виробництва. Визначено чинники, які впливають на формування трудових відносин на підприємстві. Проведено хронологію корупційних справ та нехтування як звітуванням так і використанням цими звітами від екологічних служб України. Окреслено міжнародне законодавство, яке регулює та забезпечує дотримання концепції захисту прав комерційних та технологічних секретів та тайн виробництва у інших державах світу. Виокреслено проблеми нехтування правами пересічних громадян, їх здоров'я та їх відношення до трудової еміграції. Проведено хронологію подій щодо втрати російськими компаніями своєї ділової репутації. Здійснено огляд на початок резолюції доктрини капітуляції росії, виплати росією репарації на карту кожному українцю грошей наступні 97 років, як компенсації за свою агресію і злочини. Зазначено, що керівники компанії повинні формувати стратегію відповідальної поведінки ведення виробничого процесу через постійне вдосконалення техніки безпеки та інструкцій до неї, задля фінансової вигоди підприємства. Запропоновано концепт

розвитку інтелектуального капіталу підприємства та створенню нових лабораторій і маркетингової служби в умовах сьогодення як інструмент товарного та сервісного маркетингу. Запропоновано шляхи спрямування енергії керівництва компанії з метою розширення ринків збуту продукції або виходу на нові ринки.

### Problem statement

The GDP and the volume of sales have dropped due to Russian aggression against Ukraine. The war that Russians have started leads to an increase in the tax base, searches for new taxation policies, closure of the country's borders, risks of a transition from democracy to an authoritarian system of governance, decrease in citizens' incomes; an increase in prices for products, services and a simultaneous decrease in the quality of these products; deterioration of customers' attitude towards businesses; increase in corruption; decrease in the population's money volume. General corruption within the state and unprofessional family related business institutions as well as online work related to COVID-19 and the war leads to a decrease in the number of new practical scientific researches in all areas of life and an increase in plagiarism in the country, which, in turn, leads to an unfavorable understanding by foreign companies about the reputation of domestic enterprises and maintaining the quantity of their products, which further corrects the decrease in production by domestic enterprises, the decrease in the practice of producing high-quality products according to the best industries standards, and leads to the decline of domestic enterprises; decrease in household savings; increasing the number of emigration, the number of bankrupt, illiquid and loss-making enterprises, it also leads to the loss of intellectual capital and the reduction of the number of families, the number of family members, marriages, and the birth rate of newborns. The violent aggression of the Russian Federation leads to a decrease in the number of people who want to have children in their families and to a decrease in the desire to study at the domestic universities due to the outflow of professionally qualified staff and the desire to emigrate to higher education institutions in countries with an economy focused on international business, tourism, increasing intellectual capital, quality and standards of living.

### Analysis of recent research and publications

The Law of Ukraine "On the State Property Fund" (Закон України "про Фонд державного майна") already has an interweaving of politics and economics in its structure of business research. A positive investment atmosphere should be created in Ukraine. This means, firstly, a pact of 100% capitulation of Russia and reparation installments of \$2,000/month for the next 97 years for every Ukrainian and not only. Reparations do not have the right to be taxed by Ukraine. The doctrine draft has already been written. It remains to be completed in all branches and spheres of life, so that the current officials do not pocket, steal, write off, or squander all the reparation funds in their pockets.

The term "oligarch" is not new and is widely used in the vault of laws of Ukraine "On the state property fund of Ukraine" [1, p. 1]. The country's economy can be restored

at the expense of reparations to every existing and every new Ukrainian. These reparations can become a positive trend in the immigration of foreigners to Ukraine, who will be ready to receive a passport of Ukraine after 2–4 years of initial stay, on the conditions of a 7-month, annual and continuous stay in Ukraine, payment of taxes and a permanent residence for 35 years, passing an exam on naturalization in court to obtain citizenship, so that then they can also be eligible for reparations during those years and have the same rights as ordinary citizens and the ability to conduct economic activities such as to create new jobs and pay taxes, or just work and pay taxes, even if they were not in Ukraine during the war or genocide. Encouraging foreigners should direct the economy of Ukraine to a positive course of development of foreign economic relations with the countries of migrants through their communication with their relatives during integration into Ukraine and foreign economic trade between countries, since migrants will know at least 2 languages (for example, Ukrainian and Spanish, or Ukrainian and English, etc.).

The study of Zaporizhzhia pollution was conducted and analyzed by the Zaporizhzhia Regional Center for Hydrometeorology in the city of Zaporizhzhia [2, p. 1] for the day of December 30, 2017 [3, p. 1], like most other reports, it shows only light pollution by phenol (carbolic acid) is an organic compound of the composition  $C_6H_5OH$ , which is moderately acidic and requires careful handling because it can cause chemical burns. Also, phenol is toxic and a strong irritant. "Phenol exhibits the properties of a protoplasmic poison and is dangerous for any tissues in the body. It has an anesthetic effect, when it comes into contact with the skin, no pain is felt, but it appears over time, accompanied by the appearance of burns. Damage to the central nervous system and blood vessels occurs when a large amount of phenol is absorbed through the skin, phenolic gangrene is possible. Phenol vapors can irritate the eyes and respiratory tracts" [4, p. 1].

According to research by Wikipedia scientists: "According to research of the National Institute of Occupational Safety (USA), the presence of phenol in the air during a standard 40-hour working week is considered a dangerous concentration when it reaches of 20 mg/m<sup>3</sup> and more" [4, p. 1].

According to the reports of the "Zaporizhzhia city department of the state institution "Zaporizhzhia regional laboratory center of the Ministry of Health of Ukraine", "Maximum exceedances were registered for 3 ingredients: 12/26/2017, Zavodsky district, st. Final'na: – dust – 0.6 mg/m<sup>3</sup>, 1.2 times higher than the maximum allowable concentration ("maximum allowable concentration"="MAC"); – phenol – 0.012 mg/m<sup>3</sup>, 1.2 times higher than the MAC; – hydrogen sulfide – 0.0083 mg/m<sup>3</sup>, 1.04 times higher than the maximum permissible limit; 27.12.2017, Zavodsky district,

st. Zrazkova: – dust – 0.63 mg/m<sup>3</sup>, 1.26 times higher than the MAC; – phenol – 0.012 mg/m<sup>3</sup>, 1.2 times higher than the MAC; – hydrogen sulfide – 0.0089 mg/m<sup>3</sup>, 1.1 times higher than the maximum limit.

Also, according to the reports of the “Zaporizhzhia city department of the state institution “Zaporizhzhia regional laboratory center of the Ministry of Health of Ukraine”, other excesses were confirmed, such as: “nitrogen dioxide” in the city of Zaporizhzhia for the day of November 7, 13, 15, 16, 18, 22, 24, 2017 and on other days [5, p. 1]. “Inhalation of poisonous nitrogen dioxide vapor can lead to serious poisoning. Nitrogen dioxide causes sensory, functional and pathological effects” [6, p.1]. “Nitrogen dioxide is highly toxic when inhaled and can cause respiratory arrest or “pulmonary edema, which typically occurs several hours after inhalation of low but potentially dangerous doses of NO<sub>2</sub>. Long-term exposure to NO<sub>2</sub> at concentrations above 40–100 µg/m<sup>3</sup> can reduce lung function and increase the risk of respiratory diseases.” [7, p. 1] Enterprises of Zaporizhzhia constantly emit air pollution beyond the norm. Average citizens complain that these reports reflect less than 10% of the truth about air quality due to catastrophic underreporting of pollution excesses.

Depreciation of means and tools of production occurred at those facilities that are almost 100 years out of date, if we take into account the real pollution of the cities like of Zaporizhzhya, and the historical facts of the years of creation of production capacities of metallurgical enterprises of Ukraine which were done around 1932–1936 [8, p. 1]. Mining and production of metal, coal, coke (fuel), wood, titanium, copper, aluminum, grain, sunflower, fertilizer and other natural sources, minerals, food and resources is carried out in millions and sometimes in billions of tons. Large enterprises have the opportunity to hire employees not for specific work, but for laboratory research in the field of production, economics, communication with the public, modernization of production, improvement of air quality, products, working conditions, procurement, quality of roads in front of the enterprise, research in the field of jurisprudence for a more efficient economic distribution of profit during the time it is received by the enterprise, but all this is not done by any enterprise for any reason of anxiety, panic, delusional perception of reality by the management of these enterprises, the problem of majority shareholders participation of capital by foreign owners, who are difficult to influence on. An example is the Zaporizhzhia iron ore plant with shares. The shareholders of Private joint-stock company “ZZRK” (ПрАТ «ЗЗРК») are: 1) Minerfin, a. s. (51.1697% of shares), Slovakia; 2) Zaporizhstal (29.5193%), Ukraine; 3) KSK Consulting, a. s. (19.0632%) Czech Republic [9, p.1]. Managers are driven also by other reasons of morally degraded standards are those that large enterprises are paranoid of suggestions of past safety standards, hiring personnel based on familiarity (family ties) instead of finding personnel based on quality of work and professional achievements, etc.

The staff has not only responsibility to the company, but the company is also responsible to the employees. Timely payment of labor and material incentive programs for personnel or early layoffs can conceptually improve the

performance of the international formation of a product for sale. The company should avoid minimum wages, or in general probation periods of 2 months without pay while demanding maximum return from employees. Critically bad formation of a marketing strategy at the enterprise can be caused by even more shocking examples of delays in workers' salaries, such as “the problem with the delay of wages at KDNVP “Kvarisit” (КДНВП «Кварсит») on December 29, 2020, 07:00”, when wages were delayed for more than 3 years (35+ months without crediting finished work or pension fund performance registration). This attitude towards people takes them from the category of worker to the category of slave, especially when the impact of the inflation rate on wages is not taken into account. Slaves cannot be counted on for any qualified or technically important production process of the enterprise, thus keeping slaves at a state enterprise (or private one) creates an economic ballast that drags the financial situation to the bottom of the ocean due to its insincere attitude to the employer, his needs, requirements of the production process and to the formation attitude of customers to the company's brand by those slaves. Slaves have the opportunity to socialize with people in other private institutions where the production process is legal, smaller, less complicated, and paid on a monthly, semi-monthly, or even weekly basis, which gives the worker greater financial ability and control over their own lives, which also directly changes his or her category from a slave to an employee of the enterprise. Thus, it gives the employee the opportunity to compare himself or herself with other examples of free from slavery people, and subconsciously they will harm the production process of a slave owner [10, p. 1].

**The task of the article** consists in the application of previously developed marketing service activities within the company; however it will be viewed not from the position of the consumer, but from the perspective of processing and converting all those concepts onto the management. The attitude change towards the production process should not only be investigated, but also recommendations will be provided onward for the conduct of the business by domestic firms so that it will be able to lead itself from outdated slave-owning standards to the level of high-tech production, meticulous documentation processing, compliance with safety standards and stable employment rotation at the company on the local market. Recommendations will be provided for obtaining company's safety when obtaining business's licenses abroad in several countries or even in times of critical collapse of the company's brand due to technical reasons or due to attacks on the company by intruders, hackers, blackmailers, competitors, unscrupulous customers or employees, bureaucratic institutions, social media, etc.

Today's businesses no longer compete with their own companies in the local market thanks to the Internet and the instant distribution of advertising to the entire world in all languages of the world with free translation for anyone. If the company intends to survive in a difficult competitive environment, then this entity should move away from old Soviet Union standards and switch to marketing concepts of modern world standards of peoples equality, high wages

and requirements for the highest return on the funds used for these wages, working out the quality for both products and services, changing safety equipment to the latest ones with stricter control over the implementation of safety equipment, changing the relationship to suppliers with the requirements of greater economic benefit for the company, changing outdated equipment on which obsolete products are made with old technologies performance.

The company needs to make investments into the development of laboratories, namely in the hiring of laboratory's personnel who will act as internal products and services quality control. These specialists work and study at universities for master's degrees, post-graduate studies and doctoral studies. Instead of teaching relatives and children of relatives sciences that they will not be interested in or will not understand, it is easiest to find personnel in scientific institutions that have already undergone a kind of filtering by universities departments' personnel, who have good health, do not have bad habits such as alcoholism, tobacco smoking, drug addiction, those specialists whose brains work for you to acquire knowledge and who absorb new information like a sponge. Specialists after obtaining a higher education go to work at McDonalds, which offers a +20% (+30%) higher salary than all enterprises that do not want to understand personnel policy or scientific training of personnel. McDonald's which recruits mostly kitchen staff for frying potatoes hence McDonald's is a direct competitor in the search for staff worldwide. The selection of the best, scientifically educated and motivated (by money, financial benefit) personnel is one of the tools of product marketing by achieving an increase in the quality of products and service of manufactured products, which in turn will be sold more quickly from the shelves or from service announcements when customers are looking for the best relationship to themselves.

#### **The main research material**

The marketing department of the enterprise is interested in the fastest sale of products and services due to the improvement of the attitude of customers to the company, because this will reduce the burden on the advertising fund in the firm. The sale of products does not begin when a customer goes to a consumer goods store to buy a chandelier, but when at the production of these chandeliers is performed. The head of the company comprehensively checks the welders of these chandeliers on a daily basis, gives them valuable instructions, if he has competence in this field, directs these employees for monthly and quarterly professional development training programs, monitors the implementation of safety techniques, or appoints a person responsible for these processes. Then, when the product is sold, there is an opportunity to sell a chest of drawers, a washing machine, a carpet, and many other things instead of solving after-sales problems with a quality of a product or a service.

Laboratory assistants, the department of research and development of the economy and jurisprudence, international relations staff must be taken outside the country wherein main place of employment. Employees of intellectual professions need constant improvement of professional and technical knowledge. Forums, congresses

of chemical, biological, physico-chemical conferences of scientists should be scheduled on a quarterly basis. Specimens and product samples must be present both in scientific reports and in physical form at conferences of the scientific community. Specialists of the highest categories must have knowledge of the English language above the advanced level and constantly improve their language skills. For laboratory research of a specific enterprise, managers need to listen to their laboratory personnel and look for the latest equipment, such as digital microscopes [11, p. 1], press machines for testing the strength of materials from 100 tons to 300 tons per 10 cm<sup>2</sup> [12, p. 1], laser devices for removing rust [13, p. 1], induction furnaces for heating graphite crucibles [14, p. 1], industrial metal crushers with magnetic sorting [15, p. 1], litmus materials for the manufacturing of testers [16, p. 1], biologically active containers or radioactive rooms of constant temperatures to keep various hazardous materials for examinations and the latest inventions [17, p. 1], purchase modern programs [18, p. 1], etc. or have a programming expert on the payroll, who must find joint scientific research projects of problem areas of manufactured products or services.

The enterprise must purchase secret products from other enterprises, its competitors for further research and development of the technology or negotiate directly with competing enterprises for paid training of its own personnel. With procurement secrecy, one must understand the legal acquisition of competitors' goods and the difference between industrial espionage, which in some countries is tracked and can lead to criminal liability. The purchase of these secret technologies must comply with the international laws and legislation of the country in which the technology is developed [19, p. 1].

#### **Conclusion**

Current metallurgical and mining enterprises are operating on the technological base of the 1930s in 2022. The cost of buying new equipment will on one hand lay off workers in whole teams, but new machines in production also have the prospect of creating conceptually new jobs, thus the current laid-off workers will have the opportunity to finish working in dirty and dusty places without sufficient equipment and start work on new locations with cleaner, safer and lighter equipment. This should increase the quality of products and services of the proposed enterprise, free up working time for reporting to the newly formed laboratories, which will be able to further report to the marketing service on improving the quality of the product, worsening or stopping the quality at the current level.

The management of the company should change their trips from sunbeds on the beach and shopping malls in the proportion of 70:30, whereas 70% of their time will be spent within the training and scientific activities of the marketing department, the laboratory and the legal department abroad in different countries, namely at the production facilities of others enterprises alike (it is best if there is an opportunity to research the same enterprise in another country), in the laboratories of the world's leading universities, at international scientific conferences and in scientific associations with publications of own research

at the enterprise to share experience with the aim of improving the quality of products.

Large enterprises should start working not only on the quality of the company's products, but also on reducing environmental pollution, taking care of timely payment of labor force, increasing the payment of employees who are motivated to work and dismissing those who serve their time for salary and have no motivation for intellectual work. The management must constantly improve and communicate safety instructions to their employees on a daily basis and motivate them to work with high productivity.

At this stage, the creation of marketing channels begins when the shipment of scrap metal and raw materials is stopped and the development of its technologies begins. The sale of scrap metal is the cheapest type of sale of products that do not require intellectual investments and the loss of added value is the highest because the price of unprocessed products is always the lowest. Raw materials at this stage are also produced and shipped as low-quality products. To create a marketing wrapper for a product, high-tech and high-quality products must first appear. Due to the poisoning of their own population with toxic substances and chemical poisons, local people are inclined to emigrate.

Hard and time-consuming search for personnel is avoided through the family introductions and retention of acquaintances and relatives at important positions for staff, people who are not interested in the development of

international business, the technology of the enterprise's marketing policy, interaction with society, as well researched companies are interested in the search for the cheapest personnel leads to decrease in the number of real specialists who are ready and able to pull interesting projects of high profitability for the enterprise. There is an outflow of intellectual capital from the country, which for the same work as in Ukraine can receive, at least, three times higher wages abroad. Due to the low quality of the product, the company's image on the international market is reduced.

It is absolutely necessary to win the war with the aggressor, return internationally recognized territories of Ukraine from year 1991 and obtain full russian surrender (capitulation of russia 100%) and force russians to sign and pay reparations of \$2,000/month for the next 97 years to every Ukrainian and not only, according to the "Doctrine of the capitulation of russia in the war with Ukraine", which already has been drafted. In addition to everything, russia must also pay for those buildings that it have had been mutilating and destroying in businesses, taking into account indexation and inflation since occupation of Ukraine by russia in 2014.

To design a brand, rebrand, form a package, position or analyze market penetration with your products, you must first have a competitive quality of products and services that will meet or even exceed the standards of the most developed and most technological countries in the world.

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