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Сумський регіональний центр
інтелектуального розвитку
Українська асоціація маркетингу
Всеукраїнська спілка вчених-економістів**

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**«МАРКЕТИНГ ІННОВАЦІЙ
І ІННОВАЦІЇ У МАРКЕТИНГУ»**

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- aware of non-consumers;
- consumers media;
- consumers are weakly committed;
- average consumers involved;
- consumers are involved [4].

Article focuses on aspects related to the management of supporter groups, associations of the activation of the non-aligned fans and attracting them to the sports event. It has been described in the method of impact on the fans to make their presence affect the raising the prestige of the club, as well as its image.

The basic thesis of this article:

- fans are customers of the club and require proper sports product suited to their needs;
- the need for fans are diverse, depending on the segment to which they belong;
- there is a need to manage groups of antisocial by the club through the actions of a voluntary;

There is a need for public education supporters through positive actions of local character.

Research conducted in 2016 focused on these issues and allowed for the creation of a management model fans as a customer sports services. This model was also made in the study.

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Krukowska-Miler Agata
Czestochowa University of Technology

RELATIONSHIP MARKETING CHALLENGES IN THE HEALTH CARE ORGANIZATIONS

This article is the presentation of relationship challenges in the health care organizations in Poland. This article presents the main aspects of relationship marketing in relation to medicinal plants. The aim of the article is critical to look at the challenges faced by marketing management in the clinics focus was on the challenges of managing the relationship. It identified

the main areas of the challenges facing responsible for the implementation and management of relationship marketing in health care organizations.

Medical institution wishing to provide value to the patient, should be considered based management and marketing is based on values, which provides the patient and creating long-term relationships with patients or relationships. Even with the assumption that due to the fulfilment of the basic assumptions of relationship marketing, which is to create long-term relationships with customers.

The main features of the concept of relationship marketing is [1]:

- creating new value for the customer and its division between the manufacturer and the customer;
- an individual customer, who has participated in the creation of the most valuable benefits for themselves, so the value is created together with him;
- the company is required to design and customize processes, communication tools, technologies and personnel in such a way that they form values that the customer expects;
- continued cooperation between the buyer and the seller makes your marketing efforts are conducted in real time;
- customers are evaluated on the basis of the total value of purchases made throughout the period of purchasing activity, and not on the basis of individual transactions;
- chain partnerships can be created not only within the company but also with external partners or suppliers, intermediaries and shareholders.

Looking at the above assumptions can be directly applied to medicinal plants and specific health services.

The first point talking about the division of the creation of value is consistent with the concept of medicinal organizations operation – the value of the medical establishment arises when a patient coming to the establishment and use of health care services. The resulting thus benefit is mutual for both the patient and for the organization or in the form of direct profits or spaced-time charges for contracted medical procedures.

The second point is even more obvious, the patient comes to a medical institution in order to obtain the value of which is to improve the health and saving lives. This is the value received and if satisfied will depend on his health and technical capability and personnel of the institution.

The third point follows from the development of technology and the requirements of creating a database of patients. Often in health institutions, especially private arise internal Internet networks through which passed the whole story of the individual patient to the individual medical devices. The processes of creating the services are often specified because of the determination of individual tracks to create the service. At present, widely commented procedure «package oncology» and the controversy associated

with it, in which the main emphasis is on the benefits and risks for the patient [4].

The last paragraph of creating a chain partnerships, especially among workers is often underestimated and difficult to implement, due to the individualization of work of doctors, their contracting event and a lot of jobs and a lack of identification with certain medicinal plant. It seems that the chain partnership it is easier to create in the case of suppliers of equipment, equipment, etc.

Looking at the issue from the point of view of the technical and individuals medicines can be distinguished following the introduction of marketing management relations in these establishments [3]:

- small and medium-sized medical institutions produce a relatively small number of services;
- their resources and skills are relatively limited;
- generally do not have a formalized methods of tracking environment, development forecasts, assess and control the progress of the strategy; so the information needed
- the implementation or modification of the strategic plans are unavailable or unreliable;
- most of the managerial staff and a staff qualifications obtained in the course of work; in effect, the staff will be based on experience rather than on a systematic detailed procedure;
- managerial positions and significant blocks of shares are often involving relatives founder or founders.

The process of marketing management relations in its action faces many obstacles and problems. They include [3]:

- contradiction between the formal process and management style;
- mismatch of activities to meet the needs of a medical institution;
- the person responsible for the planning of marketing do not understand some aspects of customer relationship management;
- high costs of the process of marketing management relations;
- bad delegating authority and responsibility in the area of marketing;
- Excessive exposure quantitative aspects;
- too little access to necessary information or too much detail provided leadership;
- lack of flexibility strategy.

Counter these barriers can produce an adequate system of informing employees about the planned and undertaken activities to pinpoint their role in these activities, involving the greatest number of employees in creating plans, taking care of the consistency of objectives and the proper reward for their implementation.

The requirements of a competitive market and legislative actions and the very specific nature of health care services, they allow a kind of force application of the principles of marketing and especially the relationship marketing and management of the marketing of medicinal organizations. There are some limitations here, which determine the procedure but does not prevent their use. Proper management of marketing allows the establishment medicinal increase their competitive advantage and better adapt to the needs of the patients and at the macro level to the faster development of the health sector.

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It is methodological and research article for managers of health care organizations.
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Kuzmin O.Ye., Bublyk M.I., Rybytska O.M.
Lviv Polytechnic National University

ANALYZING DEVELOPMENTAL PROBLEMS OF HOUSEHOLDS

Development problems of national economy are based on social policy. The size of social minima (the minimum wage, minimum pension, subsistence minimum and more) are underestimated. It is especially actual to construct the expert fuzzy-logic model that reflects patterns of growth rates impact (positive and negative) GDP, minimum wage and living wage indicators on quality of life and performance to meet the needs of households.

Principles of forming and determining nominal value of subsistence are causing many questions. The minimum wage exceeded a living wage only in 2010. This advantage was not due to sufficient growth of the minimum wage. It was due to underestimation of the subsistence minimum. The basis for calculating the subsistence minimum is consumer basket. According to the dynamics of index of real wages the minimum wage has been nominally increased but the index of minimum subsistence wages plummeted. Especially it is typical for the last 2014 and 2015 years. The calculation of the living wage is remained unchanged for over 15 years.