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## **PLACE OF MARKETING IN THE NEGATIVE SITUATIONS CONTROL SYSTEM AT THE ENTERPRISE**

Worldwide financial and economic crisis that has spread nowadays, as never before, proves the necessity of existence and activation warning and overcoming of negative situations system in the business enterprises. Even despite occurring in the organization serious negative situations as the result of the influence of general crisis, there is a possibility of its deducing such conditions by means of special receptions, methods and technologies, and moreover, possibility of the prevention of those negative situations at the enterprise. Therefore for a survival of the organization in the crisis conditions there is essential for successful functioning to provide the control system as to negative situations – system, that is based on studying and research of internal and external marketing environment factors at the enterprise. Unconditionally the special role is given to a marketing component – there is no possibility to overcome the negative situation in enterprise without structurally developed strategy of marketing.

However nowadays there is no marketing role complex analysis in control system of the negative situations of business enterprise. As a rule regardless operating condition of enterprise that vastly differs from normal, marketing instruments are used without having any adjustments and amendments, especially in aims of their application that consequently does not allow to adequately react on negative situations and apply effective measures for their removal.

On the basis of stated earlier first of all it is necessary to define and study essence, the basic signs and also "signals" of negative situations to analyze the schemes of their origin and development. Among "signals" defined by the author in marketing area it is necessary to give a special place to the following: sharp change of periodicity of fluctuations in demand and profits on sale; change of elasticity of demand; losing interest to the goods/services in all served segments of the market; change of level of population's incomes and curling of the organisations from related branches. Further it is necessary to define major principles of marketing in the conditions of influence of a negative situation, a direction and stages of construction of marketing programs especially to allocate rules of action in the conditions of

similar situation approach with the help of basement on "signals" of the marketing environment. At a last stage it is necessary to generate methods of preparation and the maintenance of marketing programs taking into account features of negative situations.

Thus defining a place of marketing in a control system of negative situations and also "signals" of the microeconomic, macroeconomic and international marketing environment there have been headlined mainstreams of marketing decisions in the conditions of a negative situation; defined ways of approaching of negative situation, revealed the prior instruments of marketing management are revealed at the prevention of a negative situation and its effect, as well as removal of its consequences. Successful working out and introduction of actual preventive marketing actions is necessary and effective for formation of the prevention and overcoming negative situations system general strategy in activity of commercial enterprises as well as for improvements of all system of their management, hardening their financial conditions and competitiveness which is simply necessary in today's economic for the Ukrainian organizations.