

in terms of quantity drugs in 2012 compared to 2011 is observed in these drugs: Kodterpin IC® (+ 4%), Trifed ® (+ 5%), Tramadol M (+ 5%).

Herfindahl–Hirschman Index was calculated for studying the level of monopolization. It was found that the drug market for this group possesses a monopoly.

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CORPORATE SOCIAL RESPONSIBILITY

Nowadays more and more companies are developing their plans of action in accordance with the principles of marketing ethics.

Corporate social responsibility (CSR) is a part of marketing ethics which means that the company takes the responsibility for its influence on the environment and impact on social welfare.

Business benefits to be socially responsible have positive actions in favor of its employees and the community in general, and, in addition, include improving the image of the brand, and greater ease in attracting staff.

The aim of the CSR is to take responsibility for the company's actions and stimulate a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.

There are different ways for a company to show corporate social responsibility.

One way is cause-related marketing, which refers to a type of marketing involving the cooperative efforts of a for-profit business and a non-profit organization for mutual benefits. It lies in donating money to charity, non-profit organizations or a good cause, such as UNICEF or OXFAM.

Second path is green marketing, which is a specific type of marketing, which involves orientation of the whole business (product development, production, packaging, transportation, sale, promotion, treatment and disposal) on the formation and satisfaction of ecologically oriented demand for profit and conservation of the environment and human health. For example, 6 degrees.ca is a Canadian web-based forum that promotes green marketing and environmental protection.

The third way is responsible purchasing. Companies can refuse to buy materials for the goods produced using child labor or that have been tested on animals. Taking care of human rights and animal testing, the company may pursue a policy of sustainable purchasing and only buy a product that comes from renewable sources.

Corporate social responsibility is a method that a company can build or maintain a good reputation. Importantly, CSR has a positive impact on people's lives and society in all spheres of its development.