

THE ROLE OF MARKETING IN THE FORMATION OF HIGH FINANCIAL COMPETITIVENESS OF THE REGION

Having relied on modern scientific achievements and approaches to understanding the nature and mechanism of financial competitiveness of the region, let us formulate own point of view in this issue. Financial competitiveness of the region is the region's ability to use effectively and mobilize financial resources on a competitive basis in order to increase its financial capacity (primarily fiscal, tax, banking, credit, insurance, securities and investment). At the macro level we propose to understand financial competitiveness of the country as its ability to increase the financial capacity sufficient to ensure long-term competitive advantages in the global economic space. The main factors, which determine financial competitiveness of the region are: 1) factors of regional pricing; 2) presence, distribution and functional orientation of the main production factors in the region (human resources, minerals, sectoral structure of capital); 3) living standards in the region (revenues, their structure and differentiation, purchasing power, employment level and so on); 4) socio-political factors that characterize the interaction between the main regional entities, i.e. local authorities, citizens, business, etc.

It is clear that the analysis of the regional competitiveness model should be done, using categories "regional demand" and "regional supply". Both are related to the macroeconomic indicators such as gross regional product, regional income and so on. Thus, the complex index of financial competitiveness of the region will consist of two groups: Y is an indicator of living standards; I is the investment attractiveness of the region. Accordingly, each of them includes: $Y = PPP + G + L$, where PPP is the purchasing power of the population; G is the concentration ratio of income (Gini index), L is the unemployment level, i.e. $L = I_1 + I_2 + I_3 + Q$, where I_1 reflects the investment potential of the region; I_2 reflects the investment risk; I_3 reflects the actual investment; Q reflects a number of loss-making enterprises in the region. This methodology is based on the calculation of regional competitiveness, including regional ranking. Region, which will collect less cores will be considered as more competitive.

"Marketing evaluation" supposes the assessment of: reputation, territorial image, the market share of certain territory, quality and reputation of the goods and services those territory, price policy, effectiveness of marketing communications and distribution system, etc. Experts recommend to include in this analysis next points:

1. Definition of sectors, which have dominant role in the regional economy in terms of employment, sales, tax revenues and connections with other sectors.

2. Identification of significant connections between the local and external economies in order to assess the influence of territorial sectors to changes in "higher" and "lower" levels, i.e. regional, national and international levels.

3. Assessment of the regional potential for growth, stability or decline;

definition of the possible circumstances that may cause development.

4. Determination of the circumstances that are important for the local authority and citizens, which influence the employment, sales, income and expenses, economic productivity, labor quality and living standards in the territory.

Territorial positioning is the most important strategic decision, based on the SWOT-analysis results, studies of target markets and the other tools usage of marketing information' processing which affect the development of the territory. A key indicator of any territorial well-positioned segment of the market is gross territorial product per capita based on purchasing power parity. Another important indicator is market share of concrete territory. If the territory's market share is higher (by sum its economic entities' activities), its competitiveness is higher too. If region produces more, total costs per unit in this area due to the effect of economies of scale will be lower comparing to other competing territories. Consequently, the position of this territory will be more preferred.

We should notice significance such a modern tool for territorial promoting as Internet marketing. Now in Ukraine it is difficult to find a region that doesn't have a website. But available information is often limited by general characteristics of existing organizational structures and brief information about the leaders. Potential investors (foreign and native) or internal businessmen have difficulties to obtain the necessary information about the region or get in touch with the source of such information. Much of the website's content can be declared on its main (title) page, but absent in reality. Available information becomes obsolete more quickly than it is updated. Meanwhile, by means of Internet it is possible to realize presentations of key regional projects quickly, cheaply and fully, which are worthy of business attention and foreign investors. By means of this tool it is possible to have a conductor for all stakeholders. Thereby it could become a passive tool for the active improvement the financial competitiveness of the region.

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THE POSSIBILITIES OF USAGE OF GUERRILLA MARKETING IN UKRAINE

In present-day highly competitive business environment, there is a strong need in unique, engaging, and thought-provoking concept for solid marketing strategies to attract new customers and increase a company's profit. The main purpose of this thesis is to examine new, but highly effective guerrilla marketing concept in practice.

Guerilla marketers can get you anywhere: on your way home from work, in the car, bus or train, on the streets, on a cafe terrace, in front of your house, or at major events. It is like love: you will find it at the moment when you do not expect it at all! And at the moment, when you notice an advertisement and start thinking about its message they get what they want – your attention and interest.