

ABSTRACTS

УДК 339.9:658.8 V. Petrunya

GLOBALIZATION PROCESS AND REGULATION OF MARKETING ENVIRONMENT
ENTERPRISES

In the context management the major consequence of globalization is the proliferation of interdependencies between national economies. This problem is spreading into the environment of enterprises, reflected in structural changes, through the ratio of endo- and exogenous factors of the environment and through the national distribution of influence spheres at the national and «global» institutions on the current state and trends of the environment.

The key source points of management, taking into account factors related to economic globalization are: it is necessary to identify its impact on the market environment and the activities of the state; it is important to see the future and set priorities properly, constantly adapt to changes in the company.

Among the areas the impact of globalization on enterprises should be considered a priority «globalization» changes in consumer behavior. They include: the availability of consumer propensity to join the «common» standards of consumption; the presence of a positive attitude to famous brands; more active usage of Internet capabilities; availability of willingness to reduce the level of «patriotic» sentiments.

Economic globalization alters the activity of national and regional economic regulators. Development of supranational institutions regulation is taking place, redistribution of regulation levers between institutions, standardization of regulatory institutions.