

# The Marketing Strategic Planning of Alternative Energy Flows and Logistic Enterprise Activity

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**Abstract**— The systematic study of the current market for industrial products for the marketing chain “production – delivery to processing – processing – sale” Ukrainian scientists has been done. Formation of information, market relations in EU countries is characterized by considerable degree of transparency and competition during coordinating of resource logistic flows. It is advisable to research the direction of such functions to other mediated influence groups, such as: the public, power, stakeholders, who constantly interact in the marketing planning innovation space. Significant in the analysis of the needs of target customers is the innovative activity of the national airline Antonov Airlines, which is aimed at successfully coordinating the distribution of cargo movement in the context of globalization. Investigated activity, planning of private joint-stock company with foreign investments “The Dnipropetrovsk Oil Extraction Plant”. The enterprise is the participant of the international group of companies BUNGE & specializes on processing of seeds of sunflower and production of vegetable oil. In modern turbulent conditions, it is worth using methods for choosing the optimal structure of the logistics distribution channel of a high-tech product (alternative energy flows). The intensification of qualitative changes in the transformation of resource energy flows contributes to the diffusion of innovations.

**Index Terms**— communication marketing, distribution, marketing strategic planning, alternative energy flows, virtual logistic enterprise, virtual marketing sphere.

## VII. INTRODUCTION

The specifics of socially responsible, environmentally conscious partnership require the use of Internet technologies and procedures in marketing business interaction. Today, almost every company, enterprise promotes a commodity service offer in the field of organics on the Internet through a website, social networks, forums, blogs. Communication vector of modern e-business development in Ukraine and the world is mainly determined by marketing content and information component. The organization of marketing innovative business interaction in high-tech markets needs to

develop methodological principles of information support for the functioning of logistics systems at the micro, meso- and macro levels of farming. It is undeniable that vector components of interaction within logistics systems should be managed on the basis of integration of marketing and logistics, which allows improving the marketing efficiency of such economic innovation systems in the field of servicing and distribution of main energy flows based on alternative energy sources. The movement of the vector of marketing activity of economic agents should take place towards marketing communication support for the presentation of goods and services of high-tech enterprises with the active use of leading information technologies. It is advisable to improve the marketing interaction of project groups during international scientific cooperation with other organizational and economic subsections. At the same time, it is advisable to use funding from EU, USA, Canada, Japan international grant organizations. Assessing the effectiveness of marketing communications as part of enterprise marketing planning is an important task. To date, there is a lack of scientific and methodological recommendations to assess the effectiveness of marketing communications while planning the promotion to target markets of innovative energy-saving technologies based on the use of alternative energy sources.

## VIII. RESEARCH METHODOLOGY

The growth of the role of marketing in the management of production and mediation processes is a significant aspect regarding the development of the content and structure of marketing planning concepts. This is predetermined due to the marketing approach, the ability to predict the volume of resource flows of the enterprise, the timely prediction of situational and strategic changes in the market, and the identification of the main needs of target customers and enterprises. Therefore, as a result of the complex interaction of

these processes, we have the fact that for successful management of a production enterprise in Ukraine and Poland, marketers must independently implement the principles of using marketing functions. In this work, such research methods were used: generalization, induction, deduction, observation, graphic analysis, theory of marketing, logistics and competition. Also, the methodological basis of the research is the dialectical method of knowledge and the systematic approach, methods of analysis and synthesis, the integrated marketing communications concept, enterprise concept of competitive advantages, theory of energy saving, marketing efficiency.

## IX. RESULTS AND DISCUSSION

Professors of National University of Ukraine “Lvivska Politechnika” Eugen Krykavsky, Natalia Chukhraj analyze planning the relation “price – quality” which size they suggest to measure by means of change of remuneration at a certain quality or ranges of change of quality at constancy of the price. Thus scientists understand integration of advantages and expenses of a subjective and objective type as quality of good (Krykavsky, Chukhraj, 2004). It should be noted that the complex of marketing communications of the enterprise is somewhat complementary to the complex of marketing due to the development of the advertising component. We join the opinion of most marketers that marketing communication tools can complement each other, which mediates the achievement of the desired impact on the formation of consumer benefits. That is, the promotion tools noted by P. Kotler should be used in a complex that gives a significant marketing and communication effect (Kotler, 2003). In addition, marketing specialists distinguish such functions of promotion tools as: attracting customers to the cognitive space of the enterprise; positioning in the consciousness of target consumers; communication provision of positive image of the company; knowledge of the sentence vector; achieving consumer favor; incentive to buy (Kotler, 2003). In our opinion, it is advisable to research the direction of such functions to other mediated influence groups, such as: the public, power, stakeholders, who constantly interact in the marketing planning innovation space. That is,

marketing communications and product promotion are related categories that are aimed at establishing targeted interaction with the target audience. In the information and time plane of such interaction, flows of information regarding goods or services and their consumer benefits are reported. This helps to communicate big marketing values to target consumers.

T. M. Pshenichna generalizes the existing approaches to definition of the concept “marketing quality management”. It correctly proves that marketing quality management is an important element of an economic enterprise management system. The scientist notes that this circumstance allows to use effectively systems and methods of management of quality at all stages of life cycle of the enterprise and its production (Pshenichna, 2014). The systematic study of the current market for industrial products & services for the marketing chain „production – delivery to processing – processing – sale” Ukrainian scientists has been done. It’s allow to discover the current state of systems of planning management quality, supply and demand, prices, market conditions, alternative energy flows, assessment of its segmentation and competitiveness.

Dawid Szostek investigates changes in effect of application of marketing strategic planning at the modern enterprises in Poland. Results of the research concerning efficiency and the prospects of development of marketing activity of the enterprises positioning the flows of goods and services, alternative energy flows in Poland are directed. The scientist emphasizes about influence of the enterprise dynamic environment on essence of the concepts of marketing applied by the modern enterprises. As a result the applied procedures and concepts of marketing will constantly be improved (Szostek, 2012). In our opinion, at expansion of the enterprises of Poland and Ukraine cooperation in the virtual marketing sphere, it is necessary to analyze the main information forces and communication impulses of the marketing environment of two countries. Formation and development of information, market relations in EU countries is characterized by considerable degree of transparency and competition during coordinating of resource logistic flows. Taking into account the revealed features and trends of marketing interaction, alternative energy flows of the companies in Ukraine and Poland it is expedient to characterize these features and it determinants in the virtual sphere, table 1.

TABLE 1.

EUROINTEGRATION MARKETING COMMUNICATION INTERACTION DETERMINANTS OF THE VIRTUAL LOGISTIC ENTERPRISES OF UKRAINE AND POLAND

No	Euointegration Communication Determinants of the Virtual Logistic Enterprises of Ukraine and Poland	Marketing Interaction of the Virtual Logistic Enterprises of Ukraine and Poland	Characteristic of the chosen communication and logistic determinants	Visualization of determinants in interactive marketing virtual space of Ukraine and Poland
1	Modern logistics outsourcing platforms		Outsourcing platforms allow to organize communications in an expedited manner and effectively	The software and information products serving marketing interaction
2	Integration of the international e-logistics and logistics service		Synergetic quality of service, providing effective marketing interaction	Functioning of the virtual logistic centers and virtual offices in the analyzed countries

3	On-line organization of payment operations	Financial legal support of the payment organization operations on the Internet	The interface and communication service during the organization of payment operations
4	The accelerated positioning in the international markets	The components of a marketing complex of positioning displaying cultural and innovative characteristics of the countries	The concrete manifestation in the form of elements of an enterprise marketing complex the displaying marketing positioning
5	Consulting ensuring transfer of communication messages, good language	Continuous explanation of the international logistics service features	Contextual advertising in the system of digital marketing on Ukrainian and Polish Language
6	Technical and logistics virtual service, alternative energy flows	Quality remote maintenance of the international logistics service	Concrete procedures and basic mechanisms of virtual logistics service
7	Goods category, alternative energy flows within free market and logistic regulators of the EU	Classification of goods in the context of optimization of their moving to the EU	Differentiation of logistic strategy and tactics of the EU in borders of the commodity range

*Source:* it is grouped by the authors on a basis (Koyev, 2017, p. 84; Borkowski, 2017, p. 9; Krykavskyy, 2004)

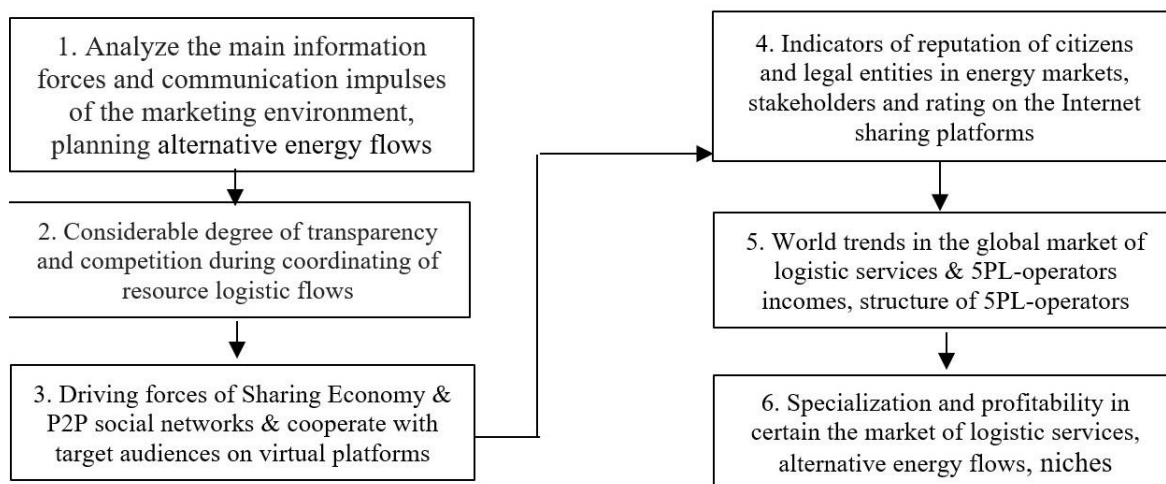
As from table 1 of each Eurointegration Marketing Communication Interaction Determinants of the Virtual Logistic Enterprises of Ukraine and Poland corresponds Characteristic of the chosen communication and logistic determinants of alternative energy flows. It is important visualization of determinants in interactive marketing virtual space of Ukraine and Poland. T.O. Prymak approaches the understanding of marketing communication activities as a coordination of processes of interaction between enterprises and markets, which, indeed, involves the development of a certain strategy, thanks to which marketing communication flows are directed to certain groups of consumers (Prymak, 2009). We agree with the position of the researcher, who reasonably believes that the organization of the communication process is due to four conditions: - the presence of two persons: the sender - the person who transmits the information, and the person who receives this information; - the direction of the information intended for transmission; - the organization of the communication channel; - receiving the appropriate reaction for transmitting the message: from the recipient to the sender and alternative energy flows.

A significant scientific plane is the conduct of in-depth research in the field of system marketing communication and logistics support for the introduction of energy-saving technologies at high-tech enterprises based on the use of energy from alternative sources. It is the generation of energy and heat from alternative sources that can allow the operation of such enterprises to be maintained for a long time (Krykavsky, Kasian, 2018). Even at the moment, there are good practices in the use of solar cells at high-tech enterprises, which should be developed taking into account interdisciplinary marketing and technological approaches. The marketing activity of the Antonov state enterprise, which has full aircraft production technology, is organized due to the functioning of the marketing and sales department. Significant in the analysis of the needs of target customers is the innovative activity of the national airline Antonov Airlines, which is aimed at successfully coordinating the distribution of cargo movement in the context of

globalization (Antonov, 2021). The company's website <http://www.antonov.com/aircraft> in English, Ukrainian and Russian, fully presents an assortment program (transport, passenger, special purpose aircraft). It allow effectively moderate the flow of innovation within the enterprise marketing product policy (Kasian, 2013). In our opinion, it is advisable to accompany the promotion of innovations in the virtual sphere, alternative energy flows taking into account the latest forms of marketing communications and logistics service.

O. E. Shandrivska, L. Y. Yakomishin is investigated world trends in the global market of logistic services and establish it influence on the Ukraine marketing system, outlining 3PL-operators incomes, structure of 3PL-operators to the USA market, a number of factors of development of the international logistic environment in the economic democracy countries. The correctness of innovative logistic strategy and tactics introduction is noted (Shandrivska and other, 2018, p. 212-214). We think that the modern innovative transformations happening on interindustry and cross-disciplinary joints allow to count on a constant global trend to increase in incomes of 4PL, 5PL virtual logistic operators. As a result we offer the procedure of marketing communication planning and logistic ensuring interaction of the Ukraine and Poland enterprise in the virtual sphere, fig. 1. These strategy are based on the intellectual software directed to building of specialization and profitability in certain the market of logistic services niches. Positive dynamics of increase in sales volumes in the world 3PL logistic services market is noted. In particular flows of income in global measurement in 2016 made in this market 802.2 billion dollar USA. According to forecasts of experts in 2020 the capacity of this market in the world will be about 962 billion dollar USA (Shandrivska and other, 2018). The offered procedure is based on the sequence of components analyze the main information forces, considerable degree of transparency and competition during coordinating of resource logistic flows, driving forces of Sharing Economy & P2P social networks (fig. 1). Are defined indicators of reputation of citizens and legal entities, stakeholders with world trends.

FIG. 1. THE PROCEDURE OF MARKETING COMMUNICATION PLANNING AND LOGISTIC ENSURING INTERACTION OF THE UKRAINE AND POLAND ENTERPRISE IN THE VIRTUAL SPHERE.



Source: it is grouped by the authors on a basis (Szostek, 2012; Shandrivska and other, 2018)

T. M. Tsygankova believes that application of Comparative Marketing concept in international marketing activities of airlines allows to take into account first of all economic and cultural differentiation between countries, which contributes to increase of marketing efficiency in aviation industry (Tsygankova, 2001). International aviation marketing is aimed at providing services in passenger and freight transport processes, which affects the regulation and coordination logistics of the movement of human, goods and material flows between states. Marketing communications of the international airline should be based on the linguistic, psychological characteristics of passengers of the countries to which flights are organized.

V. V. Khodykyna, N. V. Zaitseva investigate the spatial forms of organizing innovative infrastructure in the Japanese economy. A sign of a certain scientific, professional innovation should be the level of use of a set of internal marketing policy tools. Such a policy should be based on the choice of virtual channels for distributing marketing information. At the same time, it is advisable to apply relevant methods of influence on personnel, to carry out economic and psychological stimulation, applying the system of allowances to official salaries, psychological and corporate procedures for raising the level of interest in innovative production (Khodykyna, Zaitseva, 2011).

Let's to investigate activity, planning of private joint-stock company with foreign investments "The Dnipropetrovsk Oil Extraction Plant". The enterprise is the participant of the international group of companies BUNGE & specializes on processing of seeds of sunflower and production of vegetable oil. The main product of production – the refined deodorized packaged TM "Olejna" sunflower oil. The enterprise is the leader in the segment of the market and realizes production to Belarus, Moldova, Uzbekistan, Armenia, Georgia, Baltic (The Dnipropetrovsk Oil Extraction Plant, 2021). It is very positive that in plant the systems management of environment created according to requirements of the international ISO 14001:2004 standard constantly are developed and introduce. It should be noted that at the enterprise introduce in an integrated approach the system of management of quality of carrying out researches

into laboratories according to the international ISO/IEC 17025:2005 standard (General requirements to an assessment of competence of test laboratories) (Ukraine today, 2021).

In Ukraine, the SCADA / EMQS (Supervisory Control and Management Quality Systems, 2021) are used in the system operator "Ukrenergo". The regional distribution companies almost don't use proper SCADA / DMS, as the introduction of such systems of quality is too expensive compared to the low tariffs for electricity in Ukraine. Such companies as: the group "Asteros", companies Cisco, Intel and FreshTel apply intelligent technologies on the energy market in Ukraine. Along with the Cisco some companies which are a part of the Smart Grid ecosystem, will test their compatibility and encourage the industry's transition to IP- infrastructure for intelligent energy saving management (State Agency for Energy Efficiency and Energy Saving of Ukraine, 2021).

It is important to use honest methods of competition and creation of communication messages when planning and organizing direct and Internet marketing in the global communication space. An important component of marketing interaction is the research and comparison of corporate culture in enterprises, alternative energy flows and divisions located in different countries and regions. Thus, the concept of innovative marketing makes it possible to effectively combine the interests of different economic agents of market processes in the field of high technology diffusion. At the same time, innovative flows directed to target consumers in the field of startup projects are generated and distributed. Modern internal marketing, logistics have an innovative essence. In modern turbulent conditions, it is worth using methods for choosing the optimal structure of the logistics distribution channel of a high-tech product (alternative energy flows).

Peter Doyle rightly explains: "Marketing is a management process that aims to maximize shareholder revenue by building a trust strategy with the company important customers and creating enduring trust advantages" (Doyle, 2008). That is, trusting long-term relations with customers and partners in modern marketing in high-tech markets are key and affect energy conservation planning. Note that the American company

Sailthru claims that using personalization technology, you can triple the time spent by users on the site, increase clickability by 65% and the number of emails read – by 35%. The leader in the field of CRM systems Salesforce appropriately calculates that personalization of content on the site increases sales by 19%. As a result, Internet users get used to targeted and narrowly directed messages. According to surveys, about 54% of Americans and 48% of Europeans want their benefits to be taken into account not only online, but also in offline stores (Kasian, Kokarev, 2016).

At the current stage of the development of marketing interaction, branding in Ukraine and Poland is especially important, since the success of marketing activities without the development of strong brands is impossible. At the same time, the brand provides high recognition of the marketing policy of the enterprise in consumers and a positive attitude, helps to increase competitive advantages. Undeniably, branding is closely related to the formation of the company's reputation. Significant resource provision helps to make the brand very well known and gain advantages among competitors. After all, successful brands create real attachment and loyalty among consumers. Improved interaction with the consumer is due to brand quality assurance, trust and guarantees, for which customers are willing to pay more during the planning of the promotion of innovative energy-saving products. Actually, therefore, the effective organization of branding at a high-tech enterprise allows you to turn the trademark due to the influence on the tastes and preferences of consumers in energy markets, and, therefore, increase the sales of the company.

Note that branding at Ukrainian enterprises begins to develop, while foreign companies actively use this communication concept, which provides them with an additional advantage in attracting consumers. As we see, at the moment, the communication concept of branding in the Ukrainian market is especially actively developing in the context of such commodity groups as alcoholic, low-alcohol, soft drinks, confectionery, trade, energy efficient equipment, telecommunications. Ukraine has experience of successful marketing campaigns to create and promote such brands as Morshynska, Obolon, Sandora, ROSHEN, Kyivstar, Nemiroff, Torchyn, etc. For example, ROSHEN, whose products are now widely geographically represented, achieves market success by integrating a set of marketing communications: advertising (as a main tool) in combination with public marketing, personal sales tools, sales incentives (Zadorozny, 2014).

We notice, that the our international project group prepared applications for participation in the international scientific program Horizon 2020 for such thematic directions: marketing strategic planning, ecological and marketing ensuring introduction in the EU and Ukraine innovative and ecological strategy on the basis of a recycling, bio variety of the cities; introduction of management of power at the industrial enterprises; strengthening of innovative ability of small and medium business on the basis of the best innovative support. This subject was prepared in cooperation with partners, such as: the University of Lodz (Poland), „Prof. D-r. Assen Zlatarov” University, Burgas (Bulgaria) (Kasian, 2015).

Concerning prospects and plans of the subsequent cooperation of the Dnipro University of Technology within bilateral agreements with partner Polish universities should note such components:

- possibility of participation of students of economic and humanitarian specialties of Dnipro University of Technology in short-term educational and scientific training at the University of Lodz: research of lectures and seminar, analyses culture and traditions, features of study and life;

- participation in the general projects with scientists of the University of Wrocław, directed on development and implementation of mechanisms of ensuring associative participation of Ukraine in economic space of the European Union.

In the modern dynamic and turbulent economic environment in Ukraine it is necessary to give importance to anti-recessionary management on the basis of system formation of quality of production and services at the enterprises and marketing strategic planning. On the basis of the analysis in this report it is established that development of the Ukrainian enterprises is slowed down by an aggravation of the crisis phenomena and increase of probability of potential threats and dangers. In our opinion, to increase competitiveness of the enterprises and their production in the Ukrainian conditions is allowed by introduction of control systems of quality of goods and services ISO 9001, ISO/ TS 16949, quality managements of environment ISO 14001. The mechanisms of improving the system of management of quality and increasing the efficiency of Ukrainian enterprises, involving the use of strategic management and budgeting tools allow to improve the efficiency of enterprises.

## X. CONCLUSIONS

The improvement of the Internet value creation helps to increase the generation of marketing values during the positioning of environmental goods and services. The prospects of further research in this direction are the formation and direction to the target consumers of the image component of the complex of marketing communications of enterprises. Innovation marketing involves taking into account the trend towards a healthy and socially responsible lifestyle, alternative energy flows, which contributes to the formation of Health Marketing, high-tech marketing. In our opinion, the intensification of qualitative changes in the transformation of resource energy flows contributes to the diffusion of innovations in national and regional economic systems. Therefore, the development of communication and logistic interaction in the field of electronic business, energy distribution, achieving spatial uniformity, during logistic distribution contributes to the formation of effective national innovation systems. Such systems are aimed at achieving energy saving. Today, marketing from the functional level of production enterprise management is turning into the principle and philosophy of the functioning of the organization as a whole. This marketing content plays the role of a so-called interface between the external threat environment and the

capabilities of the enterprise, which adapts and integrates supply, production and sales to market processes.

As a result we offer the procedure of marketing communication planning and logistic ensuring interaction of the Ukraine and Poland enterprise in the virtual sphere. The offered procedure is based on the sequence of components analyze the main information forces, considerable degree of transparency and competition during planning and coordinating of resource logistic flows, driving forces of Sharing Economy & P2P social networks. Are defined indicators of reputation of citizens and legal entities, stakeholders with world trends. Development of a complex of the directions of the international scientific and technical cooperation of universities of Ukraine and the EU, in particular Poland, gives the chance to expand knowledge and experience. This cooperation allows to expand scientific, cultural and educational contacts with representatives of EU countries, that will promote strengthening of the European vector of development of Ukraine. The level of municipalities it is necessary to implement of innovative energy-saving technologies on the basis of wide use of alternative energy sources on the basis of a marketing communication and logistical support. To increase competitiveness of the enterprises and their production in the Ukrainian conditions is allowed by introduction of control systems of quality of goods and services ISO 9001, ISO/ TS 16949, quality managements of environment ISO 14001.

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