

MARKETING IN SOCIALLY-ORIENTED ECONOMY МАРКЕТИНГ В СОЦИАЛЬНО ОРИЕНТИРОВАННОЙ ЭКОНОМИКЕ

Рассматриваются отдельные вопросы применимости концепции маркетинга в условиях экономики Республики Беларусь. Предлагаются подходы к организации маркетинговой деятельности на отечественных промышленных предприятиях с учетом специфики белорусской модели социально-экономического развития.

For a long time Belarus builds its own model of economy capable adequately answer to calls of modern world competition and simultaneously to keep a social orientation. Such model deals not only with aggregated objects on a macroeconomic level, but also with each separately taken enterprise, demanding serious transformation of administrative structure. One of such transformations in administrative practice is the marketing concept.

In a lexicon of Belarusian economists-theorists and businessmen the term "marketing" has appeared rather recently. The first (economists-theorists) have apprehended it easily enough and lately have let out lot of articles, textbooks, monographies. For the second (businessmen) adoption of this western administrative technology was uneasy. Marketing divisions began to arise at the Belarusian enterprises somewhere from the middle of 1990th years. Reorganization of a managerial system passed not absolutely smoothly: there were problems of redefinition of the rights and the responsibility of "traditional" structural units and "new", lack of knowledge and experts was felt. And to this day marketing divisions at many enterprises does not correspond to the level, which is assumed in the western textbooks.

In this context there is a question, whether it is necessary to be equaled on these textbooks? The answer to such question though is obvious, but not simple. In modern conditions of globalization and an intensification of a competition in the world market without use of technologies of marketing one can't be successful. But is it so necessary in conditions of Belarus to copy the western approaches completely? Or adaptation, updating of the tools borrowed from qualitatively other economic system is required? Authors believe, that the transitive economy shows its own logic in formation of approaches to the organization of marketing activity at the enterprise.

The leaders of our republic has proclaimed, that the theory of the Belarusian model of social and economic development assumes

formation of socially focused, multistrukture market economy with equal in-rights functioning state and a private property.

Social orientation of economy in considered aspect means, that marketing should be social-responsible, i.e. pursue not only interests of the enterprise as maximization of a sales volume and the profit, but in the first turn — interests of all society on behalf of customers and public associations. From such point of view practice of the aggressive and false marketing aimed at "processing" of the buyer by all means and offering bad quality, useless or even the harmful goods is inadmissible.

The huge percent of the state enterprises (including enterprises in which the state has dominating influence) in many respects answers such social orientation of marketing, when interests of the state (and also of all society) are combined with economic interests of the enterprise. And all this should be taken into account in model of marketing decisions making.

Multistrukture market economy means the variety of forms of marketing activity. Marketing of large business association (for example, SPA "Integral") is one thing, marketing of a small private company or joint venture (for example, in sphere of offshore programming) — another one.

Besides the Belarusian economy is "superopen", exporting about 60 % of gross national product. This means, that precise distinction between marketing a foreign market, on the one hand, and marketing the CIS market, and also a home market, with another, should be lead. And a priority direction should be "external" marketing.

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OUTSOURCING AND BELARUS **АУТСОРСИНГ И БЕЛАРУСЬ**

Дано определение аутсорсингу как растущей современной бизнес-стратегии, рассматриваются преимущества и недостатки данного явления и последние тенденции в его развитии. Особое внимание уделяется рассмотрению аутсорсинга в Беларуси.

Today's business environment is changing at a quicker pace than ever before. All is done in an effort to gain competitive advantage and greater market share, reduce costs and accelerate product development.

Outsourcing has become one of the recent trends in business strategy. It is the transfer or delegation of the operation and