

MARKETING IN THE ELECTRIC ENERGY OF UKRAINE: PROBLEMS AND PROSPECTS

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Effective production and economic activity of power complex is the pledge of development of the economy of Ukraine. In addition, energy is under the influence of global innovative progress trend. The specifics of the power industry and its products determine the features of management of electric power demand. Thus marketing is called to execute the integration functions of management, indissolubly to link suggestion and demand.

But there is a row of factors, which restrain the development of power enterprises, namely a high level of monopolism, the absence of proper competition, hard of competition in the world market, wearing out of capital assets, the narrow-mindedness of own financial resources, insufficient volume of the inculcated innovative developments. Such circumstances stipulate the necessity of realization of measures directed to adjusting an effective innovative mechanism of management of the strategic development of enterprises of the power industry. Achievement of the latter will provide forming the integral system of the balanced management, which is based on the harmonization of economic interests of all interested subjects.

The purpose of the article consists of the research of the development of marketing of power industry enterprises and determination of directions on providing the maximally effective use of marketing possibilities in the power industry.

Power engineering as an industry has specific features, which impose the imprint

on marketing activity. For years of the state independence, no proper attention was paid to marketing in this sphere for diverse reasons. It is the system with the conception of a unique buyer and whole-sale supplier. A market price is determined in the limited segment, market competition is imperfect, possibilities of import and export are limited, and the environment is overregulated.

Marketing essence and purposes are the necessities of clients and interests of society. The purpose of an energy company is the satisfaction of demand by the production of own product, harmonization of interests of different groups of consumers, and receipts of income.

Marketing must be examined as a complex approach, which foresees a comprehensive study and prognostication of market, demand, and necessities of electricity users. It is vigorous activity in the market for energy and power services, an increase of competitiveness in the market, support for a steady financial position, rapid adaptation to changes in an external environment, minimization of risks at substantiating investment decisions on the cost-cutting.

Realization of marketing of power enterprise substantially depends on a marketing environment. For every enterprise, it is important to define a market type, in which it is expedient to work. Therefore, in the markets of electric power, all subjects of entrepreneurial activity must pursue a commodity, price, and communication policy oriented to the concrete segment of the market.

Adaptation of the enterprise of power engineering to the terms of changeable macroenvironment and successful reformation of the power sector of Ukraine requires the deep study of the market, based on marketing activity. Enterprises of power engineer-

ing, forecasting the activity and developing programs of the perspective development should study demand on electric power on the whole and on separate segments of the market for electric power, in particular, be oriented to concrete groups of users.