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MARKETING IN THE SPHERE OF PUBLIC ADMINISTRATION: CONCEPT AND CONTENT

The materials reveal the concept of marketing in the sphere of public administration. The object and subject of marketing in the sphere of public administration are determined; active participants of marketing in the sphere of public administration. The specifics of the implementation of the marketing complex in the sphere of public administration are revealed.

Keywords: marketing, public administration, public management, goods, services, managerial activity.

The transition from public administration to public management is evidence of the need to transition from the traditional institutional approach to the use of modern management procedures using modern means of analyzing management decisions and the practice of their implementation using specific programs [4]. One of such means is marketing in the sphere of public administration. According to some researchers, marketing in the sphere of public administration is «a tool of fierce competition, interconnected with its implementation in the activities of public authorities with the beginning of commercialization of their activities to the detriment of the fulfillment of the tasks of socio centric regulation of public life» [2]. According to other researchers, marketing in public administration is «first of all, a special approach in public administration, which puts the satisfaction of consumers and producers of public services in the first place, which acts as a specific form of marketing implementation» [5]. Some researchers believe that marketing in public administration is «a peculiar approach in public administration, which sets the main task of satisfying the interests and needs of consumers and producers of public services and acts as a specific form of marketing implementation; its subjects are state bodies and local self-government bodies» [4]. That is, marketing in the field of public administration is a social and managerial process necessary to ensure or transform the relationships of participants in specific market relationships and aimed at realizing general social needs based on the effective and rational use of resources, as well as the possibilities of their implementation and reproduction. In other words, marketing in the field of public administration is, first of all, an approach in public administration, where the main thing is the satisfaction of consumers and producers of public services, which acts as a specific form of marketing implementation. More specifically, it is the marketing activities of government bodies and/or their representatives, who act as producers, consumers or intermediaries (suppliers) in the processes of exchange of goods, services, ideas and other values.

The objects of marketing in the field of public administration can be:

- 1) public services and public goods (goods, services, etc.), both divided (for example, pension provision, medical care, general and vocational education), and indivisible (for example, national or public security);
- 2) goods and services necessary for the functioning of organizations and industries financed from the state budget: weapons, ammunition, material support and food for the needs of defense, protection of internal order, security, etc.; goods and services for the needs of state administration bodies, enterprises, organizations and institutions,
- 3) enterprises and organizations that are owned by the state and are subject to sale;
- 4) state administration bodies, social institutions significant for the state and their representatives – in order to increase their prestige, improve their image and ensure the promotion of their activities by public, commercial organizations and individuals;
- 5) rights, obligations and functions of citizens and organizations significant for the existence and development of the state and society – the processes of consuming public services, paying taxes, participating in elections, performing military duty, judicial and other civil duties, functions, etc.

Marketing subjects in the sphere of public administration are a set of active participants in public marketing activities, which significantly affect both the object of public marketing and the processes of marketing and transactional processes and the degree of success in achieving public marketing goals [3].

Management bodies, entire sectors of the economy (transport, trade and the sphere of exhibition and fair activities, the hospitality industry, tourism and recreation), the media, educational and scientific institutions, public organizations [1] can participate in marketing relationships and actions. Territorial registration bodies of individuals and legal entities, tax authorities, statistical authorities can and should act as active participants in marketing. In addition, the specifics of the implementation of the marketing complex in the sphere of public administration are as follows:

- services are not material, not separated from the source, their quality is not constant over time, which creates the need to maintain the required level of quality (standardization of service provision processes), visualization of services (information support);
- prices for such services are formed by state authorities, depend on decisions of local and national authorities;
- in the market such a service provider is mostly a monopolist and service recipients have no choice, which reduces potential opportunities for improving the service provider's activities [6].
- In addition, marketing in the field of public administration should be used primarily to solve the following main tasks:
- ensuring stability in the state;
- market analysis, its structuring, analysis and forecasting of public demand for goods and services;
- regulation of exports and imports depending on the state of domestic and foreign markets using marketing tools;
- increasing the competitiveness of domestic producers and protecting the domestic market; – forming a positive image of the state;
- conducting advertising activities at the state level, using state structures to promote goods in foreign markets (through diplomatic missions);
- promoting the formation of optimal inter-sectored and regional proportions, developing competition, ensuring equal business conditions for all market entities;
- legislative support and creating appropriate conditions for the implementation of laws;
- stabilizing the market for goods and services [5].

It is worth noting that at present, without the use of marketing in the sphere of public administration, it is practically impossible to solve state-important problems regarding strengthening macroeconomic indicators, satisfying consumer needs at a high level, etc. The need to use marketing by public authorities is also associated with the difficult economic situation and globalization processes in the world.

Thus, marketing in the field of public administration is a system of application of the management concept and practical tools of marketing by subjects of administrative activity, which is implemented by satisfying the needs of society or its individual communities through mechanisms of mutual exchange of certain actions and resources, and the use of marketing mechanisms in public administration will contribute to the improvement of communication policy and organizational principles of administrative activity. In addition, the use of marketing mechanisms in public administration contributes to its reorientation to the needs of society and citizens. In turn, public marketing should become an integral part of the country's public administration system in market conditions, and its main task is to maximally satisfy the needs of the population at the expense of its own producers, for whom the state should create the most favorable conditions for development.

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МАРКЕТИНГ У СФЕРІ ДЕРЖАВНОГО УПРАВЛІННЯ: ПОНЯТТЯ ТА ЗМІСТ

В матеріалах розкрито поняття маркетингу в сфері державного управління. Визначено об'єкт та суб'єкт маркетингу в сфері державного управління; активні учасники маркетингу в сфері державного управління. Розкрито специфіку реалізації комплексу маркетингу у сфері державного управління.

Ключові слова: маркетинг, державне управління, державний менеджмент, товари, послуги, управлінська діяльність.

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