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INTERNATIONAL MARKETING AS A TOOL FOR SUSTAINABLE DEVELOPMENT OF THE COUNTRY

Recent Research Publication Analysis. Problematic issues in the field of international marketing have been covered by many scientists. In particular, Loshenyuk O.V., Galan L.V. and Posokhov I.M. focused on practical aspects of applying marketing strategies for enterprises to enter foreign markets, exploring ways to increase their competitiveness. Their works complement the general theoretical basis, offering practical recommendations for business in the context of globalization [1].

In his work, Dykan O.V. focuses on socially responsible business activities (SRB), which is becoming a key factor in the success of Ukrainian companies in international markets. This is due to the fact that consumers and investors in developed countries are increasingly paying attention to the social aspects of companies' activities [2].

By the author Korsunova K. Yu. The key factors influencing international marketing activities are analyzed, and the main strategies that allow companies to adapt to modern global challenges are identified. Research is presented on the formation of effective international marketing tools in the context of globalization changes, taking into account the features of sustainable development [3].

Tymoshenko M.V. has proven that international trade can bring prosperity, but potentially also create negative social and environmental consequences through direct effects (economies of scale) and indirect effects (increased competition, which creates pressure to reduce production costs) [4].

Purpose of the Article is an analysis of the problems of ensuring sustainable development of Ukraine and identification of the main directions for their solution. The methods of the conducted research include comparative analysis, a systematic approach to analyze the relationships between economic, social and environmental factors of sustainable development.

Research Results. As is known, the sustainable development of international marketing is based on three principles: social responsibility, economic efficiency and environmental safety. International marketing

helps to integrate these principles into the company's global strategy, forming competitiveness in international markets.

1. The social dimension corresponds to the implementation of problems associated with the formation of cross-cultural marketing, which contributes to a better understanding of the cultural characteristics, needs and values of consumers in different countries.

At the local level, supporting local communities (e.g., through partnerships with local suppliers, social programs) increases brand loyalty. Transparency and ethics in communication reduce reputational risks [6].

In addition, international marketing affects innovation and competitiveness of enterprises, and orientation towards international quality standards increases the technological level of the economy.

The above changes affect employment: the development of export-oriented industries creates new jobs. Human capital development: countries gain access to international knowledge and practices in the fields of marketing, management, and ecology.

Formation of a positive image of the state: the «national brand» contributes to the growth of tourist attractiveness and the popularization of culture.

In addition, socially responsible business activities, CSR, are recognized as an important direction of development, which implies the responsibility of companies to their employees, consumers, the environment and society as a whole. For Ukrainian entrepreneurs aiming to enter international markets, CSR is becoming a key factor of success, as consumers and investors in developed countries are increasingly paying attention to the social aspects of companies' activities. There are international CSR reporting standards, such as GRI, ISO 26000, UN Global Compact, ESRS, which define the fundamental rules for organizing socially responsible activities and corresponding reporting.

It is very important to focus on creating a global culture of responsible consumerism (eco-friendly, zero waste, fair trade). Promoting corporate social responsibility (CSR) programs through marketing communications. Supporting inclusivity: brands that take into



account different social groups in advertising and strategies become drivers of social change.

Development of social entrepreneurship through international marketing platforms (e.g. Etsy, Amazon for local artisans). Support for local communities through international sales channels (Fair Trade).

In Ukraine, there are various legislative acts that include separate provisions aimed at economic psychology, ethics, morality, and business culture, but there are no clear requirements for companies' reporting on these issues.

Among the key problems that hinder the development of corporate social responsibility in Ukraine, one can single out an imperfect regulatory framework, a low level of awareness among companies, and an underdeveloped civil society.

To address these problems, it is recommended to improve legislation, conduct information campaigns, and promote the development of public awareness.

2. Economic dimension. Regarding the economic dimension, researching global markets allows businesses to reduce risks and diversify sources of income. Focusing on international quality standards and certifications opens up access to new consumer segments. The use of digital marketing technologies reduces promotion costs [5].

International marketing is a key tool for the sustainable development of the country's economy, because it: opens markets for national producers, attracts investments, creates a positive image of the state, and stimulates innovation and a «green» economy.

International marketing as an instrument for sustainable development of business, economy and society. Starting from the entry of companies into foreign markets, international marketing contributes to the expansion of sales and growth of profitability, attracting investments and partners. The innovative aspect of international marketing affects the improvement of the quality of products and services, the use of the latest technologies in production and communications, the development of new business models.

In addition, international marketing affects the macroeconomic development of the state:

- Growth in exports and foreign exchange earnings.
- Formation of a positive image of the country.
- Development of infrastructure and services.

3. Environmental dimension. International campaigns with an emphasis on environmentally friendly products, ecological innovations form new competitive advantages. The use of ecological branding (eco-branding) and certificates (ISO 14001, FSC, etc.) creates additional value for consumers.

International marketing stimulates the development of «green» industries (environmentally friendly production, renewable energy sources). The requirements of global markets force countries to implement eco-standards, which reduces the burden on the environ-

ment. Support for international initiatives (for example, ESG principles) integrates the country into the global trend of sustainability.

For example, business can use eco-packaging, obtain appropriate certificates and licenses, and switch to energy-saving and resource-saving technologies.

For example, The Body Shop. The English company produces cosmetics and care products from natural and organic ingredients. The company does not test products on animals and uses recycled materials for packaging. The brand also participates in forest and biodiversity protection programs, emphasizes its commitment to sustainable production and attracts customers who value environmentally responsible consumption.

Danone actively promotes sustainable agriculture and develops recyclable packaging for its products. For example, the plastic in its Activia water bottles is recyclable.

Bright representatives of effective international marketing of sustainable development can be the following countries:

- South Korea: promoting the national brand through the «Korea Wave» concept (export of culture + innovative technologies).
- Denmark: Marketing green technologies has made the country a leader in renewable energy.
- Estonia: The «e-Estonia» brand has transformed the country into an international hub for digital innovation.

Currently, the topic of «Logistics strategies of enterprises on the path of sustainable development» is becoming increasingly relevant, as modern companies are increasingly integrating the principles of sustainable development into their business models, in particular in logistics – an area that has a great impact on the economic, environmental and social aspects of their activities. Enterprises, entering international markets, develop logistics strategies taking into account global market requirements. Table presents logistics strategies taking into account certain measures that enterprises apply, taking into account possible limitations and advantages.

Examples of companies that practically apply «Logistics Strategies on the Path to Sustainable Development» can be:

Tesla is a combination of innovative marketing and the concept of «green energy».

Unilever's «Sustainable Living Brands» strategy focuses on products with a positive social and environmental impact.

Patagonia – marketing through the ideology of responsible consumption.

Marketing promotes products with a low carbon footprint, organic products, and recycling.

Global brand campaigns support global initiatives (e.g., the UN Sustainable Development Goals).

Society receives positive effect: a cleaner environment, new standards of production and consumption.

Table. Logistics marketing strategies on the path to sustainable development

Strategy	Activities	Advantages	Limitation
Optimization of transport processes	Route planning, cargo consolidation, off-peak deliveries	Fewer trips, reduced congestion, fuel savings	The need for modern TMS and real-time data
Use of environmentally friendly transport	Electric cars, hydrogen trucks, cargo bikes	CO reduction and noise, positive image of the company	High costs, imperfect service (charging) infrastructure
Urban logistics «last green mile»	Using drones in the transportation system	Reducing traffic in central areas of cities, improving the environment.	Additional investments and digital transformation are needed
Digitalization and analytics	Big Data, AI, smart warehouses, emissions monitoring	Improving environmental and cost control	The need for digital transformation and investment
Alternative supply models	Postmates, Click&Collect, shared logistics	Inventory optimization Changing consumer behavior, the need for partnerships ISO 14001 environmental certification, KPI «emissions per tonne-kilometer», Carbon Neutral Logistics Systemic approach, trust of customers and partners	Additional costs for certification and auditing

Source: Author's development

International marketing is a powerful factor in business, economy and society development. It stimulates the integration of states into the world economy and shapes global trends. International marketing is not business instrument or the economy of the state, but as mechanism for influencing society as a whole – its culture, values, lifestyle and social responsibility.

The demands of global markets force countries to implement eco-standards, which reduces the burden on the environment. Support for international initiatives, for example, ESG principles, integrates the country into the global trend of sustainability.

Conclusion.

International marketing today is viewed not only as a way to promote goods and services in foreign markets, but also as a strategic tool for sustainable business development.

Thus, international marketing in the 21st century is becoming a mechanism for ensuring a balance between profit, society and nature. Companies that integrate the principles of sustainable development into their international marketing strategy not only strengthen their market positions, but also form long-term competitiveness.

International marketing is a key tool for the sustainable development of the country's economy, because it: opens markets for national producers, attracts investments, creates a positive image of the state, and stimulates innovation and a «green» economy.

International marketing acts as a catalyst for social change: it spreads new models of behavior, raises environmental and social awareness, and forms global values of sustainable development. Thus, it becomes not only a sales tool, but also a mechanism for shaping a responsible society of the future.

Among the key problems that hinder the development of social responsibility in international marketing in Ukraine, one can single out an imperfect regulatory framework and a low level of awareness among companies and civil society.

International marketing as a tool for sustainable development of the country's economy helps the country integrate into the world economy, provides access to new sales markets for national producers, and contributes to creating a positive image of the country as a reliable partner.

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Kruglikova V., Kulabnieva O. International marketing as a tool for sustainable development of the country

The article is devoted to the current problems of ensuring the sustainable country's development, taking into account the trends of their international marketing concepts.

The issue is highlighted: what role does international marketing play in global world processes, in solving important problems of sustainable development. With the help of modern tools, it is international marketing that helps countries integrate into the world economy, provides access to new sales markets for national producers. All this contributes to creating a positive image of the country as a reliable partner.

In addition, the issues of adapting the national economy to sustainable development standards are considered, the impact of these changes on the country's domestic socio-economic policy is analyzed, and effective mechanisms for solving key problems are proposed.

Keywords: marketing, sustainable development, ecological marketing, social responsibility.

Круглікова В. В., Кулабнієва О. А. Міжнародний маркетинг як інструмент сталого розвитку країни

Стаття присвячена актуальним проблемам забезпечення сталого розвитку країн з урахуванням тенденцій їх міжнародних маркетингових концепцій. Висвітлено питання: яку роль відіграє міжнародний маркетинг в глобальних світових процесах, у вирішенні важливих проблем сталого розвитку. За допомогою сучасних інструментів, саме міжнародний маркетинг допомагає країнам інтегруватися у світове господарство, забезпечує доступ до нових ринків збуту для національних виробників. Все це сприяє створенню позитивного іміджу країни як надійного партнера. Крім того, розглянуті питання адаптації національної економіки до стандартів сталого розвитку, проаналізовано вплив цих змін на внутрішню соціально-економічну політику країни та пропонуються ефективні механізми вирішення ключових проблем. Підтверджено думки науковців, які збігаються в тім, що сталий розвиток – збалансування економічного, соціального і екологічного вимірів розвитку. Передбачає задоволення потреб теперішнього покоління без шкоди можливостям майбутніх. Досліджені переваги та загрози логістичних маркетингових стратегій на шляху сталого розвитку. Наведено конкретні приклади підприємств, які використовують ефективні заходи щодо їх реалізації.

Оскільки міжнародний маркетинг це діяльність компаній, що просувають товари чи послуги за межами національного ринку, використовуючи різні стратегії адаптації, ціноутворення, просування, дистрибуції з урахуванням особливостей іноземних ринків. Тоді синергія між ними це можливість, щоб маркетинг був не просто засобом продажу, а потенційно рушійною силою змін: відповідального споживання, зеленої економіки, міжнародної співпраці заради клімату тощо.

Ключові слова: маркетинг, сталий розвиток, екологічний маркетинг, соціальна відповідальність.