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ASPECTS OF ENTERPRISE DEVELOPMENT IN THE CONTEXT OF APPLYING THE ECO-MARKETING

Summary

The purpose of the article is to justify the need for a change in the current concept of enterprise development by incorporating the paradigm of sustainable development, which can be achieved through the adherence to the concept of eco-marketing. In our article, we have used general theoretical methods such as analysis and synthesis to clarify the alignment of enterprise modeling with the typology of eco-marketing. Additionally, we have used comparative, theoretical, and systemic generalization methods to draw theoretical and methodological conclusions regarding the application of the concept of enterprise development within the framework of sustainable development, considering the principles of eco-marketing. The article is devoted to the consideration of the modern concept of enterprises development, taking into account the paradigm of Sustainable Development Goals, which takes into account the balance of economic, social and environmental components. The modification of the concepts of enterprises development taking into account the Sustainable Development Goals can be presented as a chain of subsequent changes, namely "sustainable operation for the sake of development", "development for the sake of sustainable operation" and "development for the sake of sustainable development", and the basis of the latter, as a model, is the principle of balancing the economic, social and environmental benefits of the enterprise, which are not contradictory to the interests of society as a whole. Therefore, it is based on the concept of eco-marketing, which is the activity of enterprises aimed at the production of eco-friendly products and/or the use of energy-saving technologies.

This is achieved by ensuring the use of the resources available to the economic entities, which correspond to the current environmental legislation and ecological certification. Considering the development of enterprises whose activities are based on the use of the concept of eco-marketing, it is advisable to use relationship marketing tools based on the paradigm of Sustainable Development Goals. The specified approach will contribute to the transition of enterprises to a new quality of their development.

Keywords: Sustainable Development Goals (SDGs), concepts of enterprises development, eco-marketing, socio-ethical marketing, relationship marketing, eco-friendly products.

Number of sources – 15, number of tables – 2, number of drawings – 1.

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МЕНЕДЖМЕНТ, МАРКЕТИНГ

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