

market environment ("inner circle"), in which the company is located: "Globalization - consumer", "globalization - competition", "Globalization - suppliers" and so on;

- Secondly, you need to identify the lines of influence of economic globalization on the activities of the state ("outer circle") and environmental factors - technological changes, natural resource base etc;

- Thirdly, it is important to see the future, predict what might happen along the lines of influence, and it is important to establish and assess priorities;

- Fourth, it is important to constantly adapt changes to the business environment, which includes the development and adoption of appropriate management decisions for continuous improvement of the system.

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ANALYSIS OF DRUGS CONTAINING CONTROLLED SUBSTANCES SALES

Preparations, including those ones containing internationally controlled substances are important for patients and alleviate their pain and suffering. The aim of the research is to study the structure of the market drugs containing controlled substances, by ATC-classification, analysis of consumption, capacity dynamics and to determine the level of market monopolisation of these facilities. The paper used desk research, statistical and mathematical and graphical analysis.

To determine the top 10 drugs-leaders containing controlled substances by sales volumes in physical and monetary terms in the period from 2011 to 2013 (Q1) the results of the monitoring of retail drug market system Morion were used.

Leading preparations were assessed in terms of sales in physical and monetary terms between 2011 to 2013 (Q1). The first place in terms of sales in terms of quantity takes a domestic product Kodterpin IC®, tablets, No. 10 in blister, open corporation "InterHim" (Ukraine, Odessa), with sales for 2012 14,233,023 packs exceeding the mentioned rate per 128% compared to sales in 2011. This product ranks first in terms of sales and in money terms, sales of which in 2012 amounted to 270 270 thousand UAH, an increase of 135% compared to 2011.

The top-10 in terms of quantity were only a few foreign agents: Kodaryn, tab., 10, Rowtech Ltd (UK), whose sales in 2012 amounted to 1,260,898 packs and drug injection 10 mg Nalbuphine, Mr. d / etc. 10 mg / ml amp. 1 ml, 10, Rusan Pharma (India), whose sales in 2012 amounted to 207208 packs. Overall market capacity top 10 drugs-leaders containing controlled substances increased in physical terms by 2012 compared with 2011 to 121% in money terms – by 134%.

The next phase of the study the market share drugs-leaders containing controlled substances were analyzed by ATC-classification. Increase in market share

in terms of quantity drugs in 2012 compared to 2011 is observed in these drugs: Kodterpin IC® (+ 4%), Trifed ® (+ 5%), Tramadol M (+ 5%).

Herfindahl–Hirschman Index was calculated for studying the level of monopolization. It was found that the drug market for this group possesses a monopoly.

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CORPORATE SOCIAL RESPONSIBILITY

Nowadays more and more companies are developing their plans of action in accordance with the principles of marketing ethics.

Corporate social responsibility (CSR) is a part of marketing ethics which means that the company takes the responsibility for its influence on the environment and impact on social welfare.

Business benefits to be socially responsible have positive actions in favor of its employees and the community in general, and, in addition, include improving the image of the brand, and greater ease in attracting staff.

The aim of the CSR is to take responsibility for the company's actions and stimulate a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.

There are different ways for a company to show corporate social responsibility.

One way is cause-related marketing, which refers to a type of marketing involving the cooperative efforts of a for-profit business and a non-profit organization for mutual benefits. It lies in donating money to charity, non-profit organizations or a good cause, such as UNICEF or OXFAM.

Second path is green marketing, which is a specific type of marketing, which involves orientation of the whole business (product development, production, packaging, transportation, sale, promotion, treatment and disposal) on the formation and satisfaction of ecologically oriented demand for profit and conservation of the environment and human health. For example, 6 degrees.ca is a Canadian web-based forum that promotes green marketing and environmental protection.

The third way is responsible purchasing. Companies can refuse to buy materials for the goods produced using child labor or that have been tested on animals. Taking care of human rights and animal testing, the company may pursue a policy of sustainable purchasing and only buy a product that comes from renewable sources.

Corporate social responsibility is a method that a company can build or maintain a good reputation. Importantly, CSR has a positive impact on people's lives and society in all spheres of its development.