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FEATURES OF DEVELOPMENT OF ECOLOGICAL ENTREPRENEURSHIP IN UKRAINE

CECHY ROZWOJU PRZEDSIĘBIORCZOŚCI ŚRODOWISKOWEJ W UKRAINIE

ОСОБЕННОСТИ РАЗВИТИЯ ЭКОЛОГИЧЕСКОГО ПРЕДПРИНИМАТЕЛЬСТВА В УКРАИНЕ

Abstract

The article talks about the development processes of the ecology of entrepreneurship, as a result of which questions arose not only about resources and the environment, but also about the coordination of the processes of development of innovative management.

The classification of ecologically oriented enterprises engaged in the production, processing and sale of products and services related to the conservation of the environment, resources, etc. is formed. It is proposed to distinguish five categories of enterprises engaged in eco-oriented activities.

On the whole, the conducted analysis of consumer preferences regarding the eco-friendly activity of enterprises shows a positive trend and proves that Ukrainian society is ready to enter the market of environmental goods and services. And those businesses that are capable of engaging in eco-friendly activities can have advantage in the market for goods or services. It is proved that domestic consumers are ready for the introduction of ecological entrepreneurship and agree to buy ecological products and receive environmental services.

To substantiate the competitive position of enterprises focused on environmentally-friendly activities, the concept of five competitive forces of M. Porter and the McKinsey matrix was used, which allowed to determine the attractiveness of the domestic market of eco-goods and services and to substantiate the proposals for the development of ecological entrepreneurship in Ukraine, which will allow competitiveness for domestic enterprises, but also to ensure the stability of their further development. The conducted researches testify to the existence of competitive advantages of the eco-oriented enterprise and prospects of development of ecological enterprise in Ukraine.

It is stated that the principles of development of ecological entrepreneurship can be the basis for interaction between the state, local self-government bodies and subjects of environmental entrepreneurship.

Keywords: ecological entrepreneurship, market of ecological products and services, analysis of consumer preferences, competitive advantages of enterprises, competitiveness of goods, eco-friendly enterprise policy.

Streszczenie

Artykuł uwzględnia procesy rozwoju ekologizacji przedsiębiorczości, w ramach których kwestie są nie tylko staranne podejście do zasobów i środowiska, ale także koordynacji zestawu procesów zarządzania innowacyjnego zarządzania.

Proponuje się klasyfikację przedsiębiorstw zorientowanych na środowisko, które zajmują się produkcją, przetwarzaniem i sprzedażą produktów i usług związanych z ochroną środowiska, zasobami itp., tak aby mogła dotyczyć ich działalności ukierunkowanej na środowisko. Proponuje się przydzielenie pięciu kategorii przedsiębiorstw, które prowadzą działalność ukierunkowaną na środowisko.

Ogólnie rzecz biorąc, analiza preferencji konsumentów w zakresie działalności przedsiębiorstw zorientowanych na środowisko wykazuje pozytywną tendencję i dowodzi, że społeczeństwo ukraińskie jest gotowe wejść na rynek towarów i usług środowiskowych. A te przedsiębiorstwa, które są w stanie realizować działania zorientowane na środowisko, mogą mieć przewagę na rynku towarów lub usług. Udowodniono, że konsumenci krajowi są gotowi wprowadzić przedsiębiorczość w zakresie ochrony środowiska i zgodzić się na zakup produktów środowiskowych i otrzymywanie usług środowiskowych.

Aby uzasadnić pozycję konkurencyjną przedsiębiorstw, które koncentrują się na działalności środowiskowej, zastosowano koncepcję pięciu sił konkurencyjnych M. Portera i matrycę McKinseya, która pozwoliła określić atrakcyjność krajowego rynku eko-towarów i usług oraz uzasadnić propozycje rozwoju przedsiębiorczości środowiskowej na Ukrainie, co nie tylko zwiększy konkurencyjność przedsiębiorstw krajowych, ale także zapewni stabilność ich dalszego rozwoju. Badania pokazują, że istnieją przewagi konkurencyjne przedsiębiorstwa zorientowanego na środowisko i perspektywy rozwoju przedsiębiorczości środowiskowej na Ukrainie.

Należy zauważyć, że zasady przedsiębiorczości środowiskowej mogą stanowić podstawę współpracy między państwem, samorządami i przedsiębiorstwami ochrony środowiska.

Słowa kluczowe: przedsiębiorczość w zakresie ochrony środowiska, rynek produktów i usług środowiskowych, analiza preferencji konsumentów, przewaga konkurencyjna przedsiębiorstw, konkurencyjność towarów, polityka środowiskowa przedsiębiorstwa.

Аннотация

В статье рассмотрены процессы развития экологизации предпринимательства, в контексте которого содержатся вопросы не только бережного отношения к ресурсам и окружающей среде, но и согласование комплекса процессов ведения инновационного хозяйствования.

Предложена классификация экологически направленных предприятий, которые занимаются производством, переработкой и реализацией продукции и услуг, связанных с сохранением окружающей среды, ресурсов и др., поэтому речь может идти об их эколого-ориентированной деятельности. Предложено выделить пять категорий предприятий, которые занимаются эколого-ориентированной деятельностью.

В целом, проведенный анализ предпочтений потребителей по эколого-направленной деятельности предприятий свидетельствует о положительной тенденции и доказывает, что украинское общество готово к поступлению на рынок экологических товаров и услуг. И те предприятия, которые способны внедрять экологически-ориентированную деятельность могут иметь преимущество на рынке товаров или услуг. Доказано, что отечественные потребители готовы к внедрению экологического предпринимательства и согласны покупать экологическую продукцию и получать услуги экологического направления.

Для обоснования конкурентного положения предприятий, которые ориентированы на экологонаправленную деятельность, использовалась концепция пяти конкурентных сил М. Портера и матрица МакКинси, что позволило определить привлекательность отечественного рынка экотоваров и услуг и обосновать предложения развития экологического предпринимательства в Украине, которые позволят не только повысить конкурентоспособность отечественных предприятий, но и обеспечить стабильность их дальнейшего развития. Проведенные исследования свидетельствуют о наличии конкурентных преимуществ экологонаправленного предприятия и перспективы развития экологического предпринимательства в Украине.

Отмечено, что основу взаимодействия государства, органов местного самоуправления и

субъектов экологического предпринимательства могут составить принципы развития экологического предпринимательства.

Ключевые слова: экологическое предпринимательство, рынок экологической продукции и услуг, анализ потребительских предпочтений, конкурентные преимущества предприятий, конкурентоспособность товара, экологонаправленная политика предприятия.

Statement of the problem in general outlook and its connection with important scientific and practical tasks.

Establishing environmental benefits in the social development of the country is gaining momentum not only in the field of environmental protection, but also in reviewing of the production and sale of goods and services. Due to this, the processes of production and sale of ecological goods are becoming more important, in the context of which the issues of caring about resources and environment, as well as harmonization of the complex processes for the introduction of eco-friendly management are discussed. Scientific developments in this area define new opportunities for conducting innovative business and enhancing its competitiveness through the production and sale of environmental goods and services, which allows to speak about a separate type of activity – environmental entrepreneurship.

Analysis of the latest research where the solution to the problem was initiated.

According to the definition of the European Commission, environmental entrepreneurship is considered as the production of goods and the provision of services for measuring, preventing, limiting or eliminating environmental damage, eliminating waste and reducing noise, as well as environmentally friendly technologies that minimize the use of raw materials and pollution [1, p. 37]. Issues of environmental entrepreneurship are widely considered in foreign and domestic scientific fields: in legal literature prefers to define the concept as innovative activity of economic entities [2, p. 113; 3; 4]; in economics - the emphasis is on the development of environmental entrepreneurship at the level of enterprises and regions [2, p. 110-111; 5, p. 8, 6, p. 57; 7-13]; in environmental - is defined as a factor of rationality [7; 14-15].

As a result of the research of scientific developments on the interpretation of the

concept and essence of environmental entrepreneurship, it can be noted that the main task of the latter is, along with the conquest of the market in the fight for the consumer and the victory of its competitors and ensuring a sustainable profit while reducing production costs, preserving resource potential through its rational use and environmental protection, including the introduction of waste-free production.

The aim of the article.

The main purpose of the work is to assess the current state and identify trends in the development of environmental entrepreneurship in Ukraine, as an element of sustainable development, as well as problems that arise in the way of its implementation; determination of competitive advantages of ecological entrepreneurship and introduction of proposals for its development in Ukraine.

Exposition of main research material with complete substantiation of scientific results obtained.

In Ukraine, certain groups of companies have already emerged, finding their niche in the market for eco-friendly goods and services, and thus innovating, ensuring a high level of competitiveness. For the purpose of further research, we have formed a classification of environmentally-oriented enterprises engaged in the production, processing and sale of products and services related to the conservation of the environment, resources, etc., so we can talk about their eco-oriented activities. It is proposed to distinguish five categories of enterprises engaged in eco-oriented activities:

- Organic farms (agricultural enterprises, closed system with a loop structure, which result in waste-free production; do not use chemical and other hazardous substances);
- Recycling enterprises (collecting, sorting and recycling of obsolete goods);
- ecologically modernized heavy industry enterprises (using innovative mechanisms and

technologies to preserve the environment in the production of basic products);

- ecologically oriented business in the sphere of production and service (enterprises that produce and / or introduce into the sphere of services the directions of ecological education, provision of ecological guidance services, environmental goods, etc.);

- environmental orientation of the "office" business (enterprises and organizations that implement the economical use of resources through the introduction of new technologies).

The methodology for assessing the development of environmental entrepreneurship was based on the application of competitive advantage analysis provisions [16, p. 28]. Since any enterprise is a multidimensional dynamic object, in determining the level of its competitive potential requires an interconnected set of certain characteristics, reflecting the quantitative measure of its development, where indicators can be indicators of the competitiveness of the enterprise ($k_1, k_2, k_3, \dots, k_n$) along the i -th direction of activity over a period of time (t_i).

The total (integral) index (K) is defined as follows [17, p. 87]:

$$K = \sum_{i=1}^n k_i \times d_i \quad (1)$$

where d_i is the weighting factor of the i -th indicator of the competitiveness of the enterprise is established by the method of expert assessments.

The integral indicator of competitiveness of the enterprise in the normalized form can be represented the value in the range: $0 < K < 100$. The result is a basis for formalization of the evaluation procedure, including the definition of restrictive criteria, which are established by experts. The essence of such restrictions is that, with the maximum total value of all attributes, the integral indicator of competitiveness will be 100 points ($K = 100$). Hence, with a score of more than 75 – it can be considered as a competitive enterprise; within the range of 50 to 75 points – with average level of competitiveness; at a value of 25 to 50 points – with a low level of competitiveness, and at a value below 25 – uncompetitive.

Establishing a coefficient (index) of weight

in assessing the competitiveness of an enterprise is one of the most important stages in the evaluation procedure, since its value depends not only on the correctness of the obtained quantitative values, but also the plan of further actions, respectively, and the results obtained in the future.

Since the task of adapting a finished function is posed to evaluate the level of competitiveness, we shall abstract from the details of mathematical dependencies. The assessment of the competitiveness of the business entity can be carried out both by one enterprise and in comparison with other representatives of the market. In addition, the level of competitiveness can be seen in the dynamics of a certain period, which will identify existing changes.

The following economic indicators are selected by the enterprise competitiveness indicators: profitability level (production, sales, assets and enterprise); the production costs; productivity; financial return; the cost of 1 UAH in commodity products, etc. In the first stage, the calculations are made in local directions, followed by an integrated evaluation, in the second – the total indicator in the set of economic and technical parameters is determined, taking into account their importance.

In order to analyze consumers' preferences for eco-entrepreneurship and to identify customers' opinions about the availability of eco-products and to identify consumers' willingness to buy eco-friendly products, we developed a special questionnaire, which was posted on the social network, which allowed us to reach the public.

The results of the questionnaire led to the following conclusions:

- 71.4% of the respondents admit that environmentally friendly goods are essential and agreed to buy them; 17.1% believe that environmental friendliness only be applied to certain product groups; 11.4% say they did not think about the environmental friendliness of goods and services at all;

- 58.3% of consumers agree to pay more for eco-friendly goods if their value is not exceeding 30%; 27.8% of consumers agree to pay more if the cost of eco goods does not exceeds 50%; 11.1% of consumers choose

quality rather than price and agree to pay more than 50% for eco-products; 2.8% of respondents do not agree to pay more for eco-products;

- 57.1% of respondents use organic food; 31.4% are positive about such products but are not used for various reasons; 11.4% are not interested in this product group;

- by types of goods, the first place for ecological need is taken by food, the second - baby food, the third - cosmetics and hygiene products (Fig. 1);

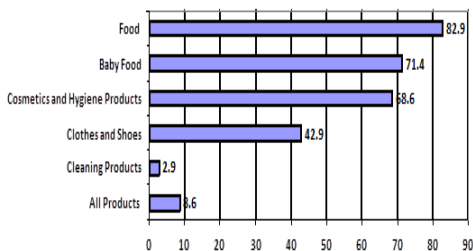


Fig. 1. Consumer preferences in purchasing organic goods, % (built on survey results)

- 80% of the respondents sometimes pay attention to the content when choosing goods; 17.1% always read the content when choosing products; 2.9% are not interested in the content of the goods they buy;

- 63.9% of consumers are partially satisfied with the range of products in modern outlets, they are not sure about the quality of the product being offered; 19.4% are completely satisfied with the availability of goods; 16.7% are not satisfied and cannot purchase quality goods;

- ranking of the offered factors when choosing a product, indicates that consumers prefer the price, brand and composition (Fig. 2);

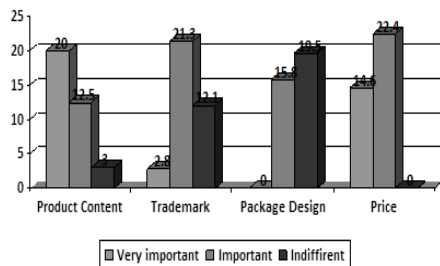


Fig. 2. The ranking of consumers by the factors proposed when choosing a product, % (based on the survey results)

- 73% of respondents agree to buy environmentally friendly products if the quality of products is in line with price policy; 16.2% do not want to buy new products, including environmental goods, because they prefer proven products; 10.8% of consumers are eager to receive organic products.

Consumers have also been asked to answer the question - what could increase interest in eco-friendly products?

- 35.7% of respondents named advertising, 14.3% - price; others are different, in which there are questions of trust in the manufacturer or seller of the goods (services).

To substantiate the competitive position of enterprises focused on environmentally-friendly activities, a model of five competitive forces of M. Porter (market power of buyers, market power of suppliers, the threat of new entrants, the danger from appearance of substitutes and the level of industry competition) were chosen [18].

The first step is to evaluate the competitiveness of the company's product and the level of competition in the market. It was determined what external position the enterprise will have in the production of environmental goods, namely: analysis of industry competition, the risk of new players and the danger of substitutes. For this purpose, using consumer surveys, an analysis of threat assessments on the part of substitutes has been carried out and a high level of threat has been identified from the substitutes' goods (3 points).

The assessment of the level of industry competition made it possible to identify the main parameters of this direction (the rate of market growth, the number of players, the level of differentiation of goods, restrictions in raising prices) and to evaluate them, respectively 1; 1; 2 and 2 points.

Environmental market research shows that it is not full and has great prospects for expansion. This, in turn, will increase not only competition among eco-producers, and will also increase competition in the whole industry. It has been found that, on average, entry into the everyday goods industry is affordable, so the number of players will continue to grow, with older players having to rebuild to a new system, that is, to have an

eco-friendly policy.

Assessing the threat of new players outlined significant parameters and proved a high level of threat of new players. With increasing customer dissatisfaction, we can assume an increase in environmental goods manufacturers. The analysis of work in the existing outlets shows that already in large supermarkets are opened departments of eco-production, and well-known brands carry out eco-friendly activity.

The second step of the study included an assessment of the buyer's market power. This step shows how important this product is to the buyer. The results of the assessment of consumer power in the market are defined as the average level of threat of customer leave (1.75 points).

The third step is to assess the threat from suppliers. Despite the desire of consumers to buy eco goods, it is necessary to take into account the current capabilities of suppliers and manufacturers of this product. As demand increases, so does supply, but the number of suppliers and manufacturers is limited. The transition from one supplier to another can cause great losses, but their number is constantly growing, so it can be argued that in the market of suppliers of eco-products competition will only intensify. Therefore, the threat assessment from suppliers is defined as high.

The fourth step is to combine the results of the analysis to select a strategy. According to the analysis of the competitive state of the enterprise, which chooses the environmental orientation, it can be argued that the niche of environmental goods has prospects for expansion. After all, entry into the market has no major obstacles; eco-products have significant benefits from substitute products; the number of conscious consumers tends to increase and, accordingly, the number of suppliers of eco-goods increases. However, the biggest obstacle to filling the market is the high enough price and the sensitivity of consumers to the price of products. This is why businesses are advised to choose a product leadership strategy, that is, to focus on the uniqueness of the product in the market.

The McKinsey matrix was used to refine and verify the results obtained [19-20]. Work

on which consists of three stages.

Stage one: development of competitiveness criteria for eco-friendly products and their evaluation. The main parameter of the McKinsey matrix is the level of competitiveness. A scale of criteria for the introduction of environmentally friendly products was developed to assess competitiveness. The calculations are presented in Table 1.

Table 1. Assessment of competitiveness criteria for environmental products

| Competitiveness criteria | Factor weight % | Factor Evaluation score | Weighted assessment |
|---|-----------------|-------------------------|---------------------|
| The product has unique properties | 15 | 10 | 1,5 |
| Number of substitutes | 8 | 8 | 0,64 |
| The product meets the needs of consumers | 15 | 7 | 1,05 |
| Low level of environmental awareness among consumers (growth potential) | 14 | 7 | 0,98 |
| Partial satisfaction of consumers with available goods on the market | 8 | 7 | 0,56 |
| Inability to reduce prices | 9 | 9 | 0,81 |
| There are no significant restrictions on public policy | 8 | 8 | 0,64 |
| Availability of resources and / or investment for introducing eco-goods | 8 | 8 | 0,64 |
| Number of suppliers | 8 | 4 | 0,32 |
| Costs of switching manufacturer | 7 | 3 | 0,21 |
| Total | 100 | - | 7,35 |

The factors of uniqueness of the goods and the level of satisfaction of their consumers are more significant.

Stage II: development of criteria for assessing market attractiveness and their evaluation. Market attractiveness criteria include demand estimation, market development trends and domestic market factors. The criterion scale was designed to

identify the market's attractiveness for eco-friendly products. The results of the calculations are presented in Table. 2.

Table 2. Assessment of market attractiveness

| Criteria for market attractiveness | Factor weight % | Factor evaluation, score | Weighted assessment |
|--|-----------------|--------------------------|---------------------|
| Trend in the promotion of eco goods | 10 | 7 | 0,7 |
| Number of potential buyers | 15 | 8 | 1,2 |
| The number of real buyers | 12 | 6 | 0,72 |
| Need for investment in advertising | 13 | 8 | 1,04 |
| The power of competing brands | 8 | 9 | 0,72 |
| Partial satisfaction of consumers with available goods on the market | 8 | 7 | 0,56 |
| Long-term prospects for the development of the segment | 16 | 9 | 1,44 |
| Risks of influence of external factors | 5 | 4 | 0,2 |
| Number of competitors | 8 | 7 | 0,56 |
| The possibility of expanding the range | 5 | 7 | 0,35 |
| Total | 100 | - | 7,49 |

Stage III: Location of the analyzed data in the matrix.

The results of the calculations made it possible to construct a matrix, which outlines the introduction of eco-goods into the trading network, conducting environmentally-friendly activities (Fig. 3).

| | | | | |
|-------------------------|---------------|---------------|----------------|----------------|
| Market attractiveness | High (8-10) | | High potential | High potential |
| | Average (4-7) | Low potential | | High potential |
| | Low (0-3) | Low potential | Low potential | |
| | | Low (0-3) | Average (4-7) | High (8-10) |
| Product Competitiveness | | | | |

Fig. 3. Eco-oriented activities in the McKinsey matrix (built by the authors)

Using the method of calculating the integral indicator, its values are determined: for the first group of criteria for the

competitiveness of goods it is 73.5%, for the second group of criteria for the assessment of market attractiveness – 74.9%. Thus, according to our calculations, it is proved that the level of competitiveness in the implementation of environmental goods will be above average.

It is difficult to say about the accuracy of the calculations, because the task of adapting the finished product to market conditions was put in place to assess the level of competitiveness. More accurate results would be obtained if there was information that would allow a comparison of the current and prospective situation.

Among the participants in the relations in the field of environmental entrepreneurship, a special place is occupied by local self-government bodies, whose activities in this field are economic leadership. Principles of development of ecological entrepreneurship can form the basis of interaction between the state, local self-government bodies and subjects of environmental entrepreneurship.

In our opinion, for the development of environmental entrepreneurship it is necessary to:

- by the state and local self-government bodies:

- improve the financial components of stimulating the production and sale of environmental goods and the development of environmental services; stimulate effective demand for environmentally friendly products and services, such as public procurement policies;

- to control the creation of conditions for the priority based solving of environmental problems, the economic responsibility of businesses for environmental damage;

- strengthen environmental education; to step up activities to promote environmental education.

- by business structures:

- create environmental enterprises jointly with foreign companies, thereby improving product quality; actively conduct marketing activities to inform consumers about the availability and quality of eco-goods and services, emphasizing their benefits.

Conclusions.

On the whole, the conducted analysis of

consumer preferences regarding the eco-friendly activity of enterprises shows a positive trend and proves that Ukrainian society is ready to enter the market of environmental goods and services. And those businesses that are capable of engaging in eco-friendly activities can take advantage of the market for goods or services. It is proved that domestic consumers are ready for the introduction of ecological entrepreneurship and agree to buy ecological products and

receive environmental services. The conducted researches testify to the existence of competitive advantages of the eco-oriented enterprise and prospects of development of ecological enterprise in Ukraine.

The proposed proposals for the implementation of environmentally friendly activities will not only increase the competitiveness of domestic enterprises, but also ensure the stability of their further development.

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