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## СОДЕРЖАНИЕ ПОНЯТИЯ «ИМИДЖ ПРЕДПРИЯТИЯ»

*Аннотация.* Предложено следующее содержание понятия «имидж предприятия»: целенаправленно формируемый в сознании различных целевых групп (субъектов непосредственного окружения и работников) образ предприятия на основе использования элементов комплекса маркетинга для достижения поставленных целей за счет обеспечения приверженности к нему представителей данных групп. В отличие от существующих, в предложенном содержании уточнен источник формирования имиджа, субъекты его восприятия, инструмент, а также цель формирования имиджа.

**Ключевые слова:** имидж предприятия, целенаправленно формируемый образ, субъекты непосредственного окружения, работники предприятия, элементы комплекса маркетинга.

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## ЗМІСТ ПОНЯТТЯ «ІМІДЖ ПІДПРИЄМСТВА»

*Анотація.* Запропоновано наступний зміст поняття «імідж підприємства»: цілеспрямовано формований у свідомості різних цільових груп (суб'єктів безпосереднього оточення і працівників) образ підприємства на основі використання елементів комплексу маркетингу для досягнення поставлених цілей за рахунок забезпечення прихильності до нього представників даних груп. На відміну від існуючих, в запропонованому змісті уточнено джерело формування іміджу, суб'єктів його сприйняття, інструмент, а також мету формування іміджу.

*Ключові слова:* імідж підприємства, цілеспрямовано формований образ, суб'єкти безпосереднього оточення, працівники підприємства, елементи комплексу маркетингу.

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## THE CONTENT OF THE NOTION «ENTERPRISE IMAGE»

*Abstract.* The following notion of the content «enterprise image» has been proposed: the enterprise image purposefully formed in consciousness of various target groups (subjects of the immediate environment and employees) based on the use of marketing mix elements to reach objectives at the expense of ensuring adherence of representatives of these groups to it. Unlike existing notions, the proposed one contains a specified source of image formation, subjects of its perception, the tool, and the purpose of image formation.

*Key words:* enterprise image, purposefully formed image, subjects of immediate environment, enterprise workers, marketing mix elements.

**Statement of the problem.** In the competitive success of any company in the market contributes greatly to a positive image. Its presence provides both attracting new customers and retaining permanent. In this connection special importance is the problem of formation of the company image. However, the ambiguity of interpretation of its nature difficult to solve this problem.

**Analysis of recent research and publications.** Currently there is no single point of view on the essence of the concept of «image of the company». Among researchers [1-7, 9-10, 12-15, 18-21] there is no consensus regarding not only the spirit but also the term used in this case (table 1): «corporate image» [3, 5, 12, 13, 15], «business image» [19],

the «organizational image» [13], «the company's image» [1, 2, 4, 6, 7, 9, 10, 12, 14, 18, 20, 21].

*Table 1*

**Analysis of terms used by researchers**

Author	Used term			
	corporate image	business image	organizational image	image of the company
Blinov A.O., Zakharov V.Y.				+
Muromkina I.I.				+
Shkardun V.D., Akhtyamov T.M.	+			+
Sotnikova A.S.				+
Burceva T.	+			
Vazhenina I.S.				+
Polyanskaya I.L.				+
Gotz L.N.				+
Pesotskaya E.V.				+
Romashchenko I.	+			+
Aleshina I.	+		+	
Saginoва O., Skorobogatykh I., Gaft V.				+
Reed C.	+			
Himich I.G.				+
Fomina E.V., Hotz A.E.		+		
Primak T.				+
Smirnova Y.A.				+

Since these terms are used synonymously, it is proposed to continue to use the most common one term – «the company's image».

In determining the essence of the concept image of the company in its structure the authors identify the following elements: base (generic) concept; perceiver's image; method of image formation; tool of image formation; and the purpose of its formation. Point of view of scientists on the nature of the studied concepts are presented in table 2. Their analysis suggests that the funds in the structure determination of the elements taken into account only by some authors, in most definitions specify only the basic concept, as well as subjects of perception of image.

Table 2

**Definition of «company image»**

Author	Content of the notion	Element allocated in the structure determination				
		generic term	subjects perception	a method of forming	forming tool	goal of creating
1	2	3	4	5	6	7
Blinov A.O., Zakharov V.Y. [1, p. 37]	perception of individual enterprises, awareness of its specific features, characteristics	perception, awareness	–	–	–	–
Muromkina I.I. [2, p. 72]	personal perception of the company	perception	–	–	–	–
Shkardun V.D., Akhtyamov T.M. [3, p. 68]	synthesis of ideas about enterprise inherent in various community groups	representation	community groups	–	–	–
Sotnikova A.S. [4, p. 137]	proposed organization, constitute the system characteristics of the organization, based on the results of its socio-economic activities, which is planned and promoted in different target groups in order to cause their representatives stable set of perceptions and beliefs in relation to its	image	target groups	planned, promoted by the enterprise	–	cause the target groups of sensations and stable set of beliefs concerning the organization
Burceva T., Mironova N. [5, p. 24]	a set of ideas, opinions, views of different contact groups on the enterprise	presentation, view, opinion	various contact groups	–	–	–
Vazhenina I.S. [6, p. 137]	shallow, relatively quickly and easily transformed representation of the object, does not require a rational assessment of its real qualities that develops in people's minds	representation	people	–	–	–

Extension Table 2

1	2	3	4	5	6	7
Polyanskaya I.L., Polyansky L.N. [7, p. 39]	vision people about the unique characteristics that, in their opinion, has a shop and its activities: quality, design, famous brands; now provided maintenance services and discounts, the prices of goods, its corporate identity	vision	people	–	quality, design, famous brands; maintenance services and discounts, the prices of goods, corporate identity	–
Popova N.V. [8, p. 64]	prevailing image of the company's reputation, the opinion of the general public about the prestige	image, reputation	general public	–	–	–
Gotz L.N. [9, p. 160]	folding have now collaborating business entities impression image	impression, image	collaborating with business subjects	–	–	–
Pesotskaya E.V. [10, p. 143]	socio-psychological characteristics which form $\rightarrow$ miruyut favorable public perception of the company	characteristics	–	–	–	–
Tomilova M.V. [11, p. 5] Romashchenko I. [12, p. 106]	holistic perception (understanding and assessment) organizing various community groups, formed on the basis of their memory stored in the information about various aspects of the enterprise	understanding, assessment	various community groups	is based on a stored public groups information about various aspects of the enterprise	–	–
Aleshina I.V. [13, p. 50]	image of the organization in the public representation of groups	image	community groups	–	–	–

Ending the table 2

1	2	3	4	5	6	7
Saginova O., Skorobogatykh I., Gaft V. [14, p. 54]	result of communication of corporate identification of target audiences, an idea, a set of beliefs and feelings, formed in the mind of the organization	representation, a set of beliefs, feelings	target audiences	result of communication of corporate identification target audiences	–	–
Reed C. [15, p. 86]	"face" of the company, established in accordance with the objectives of the company and to achieve them	«face» of the company	–	created by the enterprise	–	created in accordance with the objectives of the company, aims to achieve them
Blinov A., Kozyrev A. [16, p. 100]	real image of a particular ideology	image	–	–	–	–
Kotler F. [17, p. 605]	a set of views, ideas and experiences of the individual or that object, to a large extent determined by the setting of the consumer and his actions in relation to the object	presentations, ideas, experiences	consumer	–	–	–
Himich I.G. [18, c. 605]	totality of the public perception of the company or firm by many people	perception	people	–	–	–

As a basic (generic) concepts researchers use the following: 1) the perception – Blinov A.O., Zakharov V.Y. [1, p. 37], Muromkina I.I. [2, p. 72], Tomilova M.V. [11, p. 5]; 2) knowledge – Blinov A.O., Zakharov V.Y. [1, p. 37]; 3) introduction – Shkardun V.D., Akhtyamov T.M. [3, p. 68], Vazhenina I.S. [6, p. 137]; 4) vision – Polyanskaya I.L., Polyansky L.N. [7, p. 39]; 5) image – Sotnikova A.S. [4, p. 137], Popova N.V. [8, p. 64], Gotz L.N. [9, p. 160], Aleshina I.V. [13, p. 50]; 6) reputation – Popova N.V. [8, p. 64]; 7) understanding , evaluation – Tomilova M.V. [11, p. 5]; 8) specifications – Pesotskaya EV [10, p. 143]; 9) experience – Gotz L.N. [9, p. 160], Kotler F. [17, p. 605]; 10) opinion, view – Burceva T., Mironova N. [5, p. 24]. The essence of these concepts is different, so the generic concept requires clarification.

To the subjects perception of the image (the second element of the structure determination), the authors include various community groups [3, p. 13], the target group and audience [4, p. 14], the contact groups [5], the general public [8], now collaborating with business entities [9], the consumer [17], and, in general, indicate human [6, 7, 18]. The quantity as well as representatives of these groups differ in each case.

As for the third element definition structure of the company image opinions of the authors are divided into two groups.

The first group of authors [1, 3, 6, 7, 21] believes that the image is formed as purposefully now, and regardless of his actions. In turn, representatives of the second group of authors [4, 5, 13, 14] argue that the image is formed only as a result of planned actions of the enterprise. It should be noted that in the definition of active element investigators in most cases overlooked. The same applies to the last two elements – tools and purpose of forming the image – the content of which can be determined mainly on the basis of the text of scientific articles or books, and not from the definition.

**Unresolved components of the total problem.** Opinions researchers disagree on the content of basic elements allocated in the structure of the concept of «image of the enterprise», namely: base (generic) concepts; subjects perception of image; method of image formation; tool of image formation; and the objectives of its formation. Moreover, these elements are taken into account only by some authors, in most definitions specify only the basic concept, as well as subjects of perception of image.

**The purpose of the article.** Using a systematic approach, theoretical generalizations to clarify the concept of «image of the company» based on the content of the main elements of the study, allocated in its structure.

**The main material of the study.** There are two versions of the origin of the term «image». Some researchers argue that it comes from the Latin word «imago» – an image associated with the word «imitari» – mimic [23, p. 252]. Other researchers argue that the concept of «image» comes from the English word «image», meaning «image» [22, p. 40].

According to the dictionary of foreign words image – a «purposefully formed (media, literature, etc.), the image of a person, object, phenomenon, designed to have on anyone's emotional and psychological impact for the purpose of advertising, promotion and etc.» [24, p. 53]. That is, initially under the image is meant primarily image.

At the same time, as mentioned above, most researchers use as a generic concepts such as perception, understanding, evaluation, presentation, etc.

To justify the generic concept should apply to the explanatory dictionary in order to study its fundamental importance. According to him, the perception – «a form of sensory reflection of reality in consciousness, the ability to detect, receive, assimilate and distinguish phenomena of the external world and to shape their image»; realize – «fully bring to their consciousness, to understand» [26]; introduction – «concrete image of an object or phenomenon, which is currently not directly perceived, but only played in the mind» [27]; vision – a) «the ability to perceive and evaluate others»; b) «point of view, look at smth.» [27]; image – «the result and the ideal form of the reflection of objects and phenomena of the material world in the human mind» [26]; reputation – «public opinion, formed smb., smth. based on its qualities, strengths, weaknesses, etc.» [27]; understanding – «the ability, the ability to grasp the meaning of something, learn, conscious of it; state of consciousness, which is clear, open, know the meaning of something» [28]; rating – «opinion on the value, level or value of someone sth» [26]; characteristic – «description characteristic and distinctive, features someone that something» [26]; experience – «caused someone opinion, evaluation, presentation» [28]; opinion – «judgment, expressing assessment smb., smth., related to smb., smth., look at smb., smth.» [28]; look – «opinion, the judgment» [26].



Based on the study content above definitions, the following conclusions. The perception is a process of receiving and converting the information about an object, therefore, the image is not self perception and the result of this process. It is created as a result of the perception of the individual characteristics of the different actors in the enterprise. The same applies to the evaluation process, understanding and awareness.

Submission process is playing in the minds of the sensually perceived image of objects and phenomena of reality, stored and reproduced freely in the mind without direct exposure to the objects themselves and phenomena on the senses. That is, one can conclude that the primary image and the representation – the secondary. Presentation of the various actors on the enterprise formed after the uptake of the image. The same applies to the experience, views, views.

Vision allows you to form an opinion on the subject of the image of the company or is a consequence of the perception of the subject image.

Regarding the identification of the image with a reputation for following should be noted. Image focused on the formation of conscious perception of certain groups of a certain way of enterprises not always reflect its actual characteristics. Whereas reputation characterizes confirmed practice opinion on the enterprise, based not on emotional and sensory level, and actually confirmed the advantages and disadvantages of the enterprise. The author supports the view Shabelnikov A.I. that the key to determining the image is the word «image» and reputation – «assessment», «opinion» [25].

Thus, as the base (generic) concepts in determining the nature of the image is proposed to use the term «image».

Regarding the subjects perception of image among researchers as there is no consensus. So, Blinov A.O., Zakharov V.Y. identifies as such consumers, financiers (investors, banks, financial analysts, brokers), the company's employees, company representatives, MPs, regional communities (locals), other groups of opinion leaders (journalists, union leaders, officials, etc.) [1]; Shkardun V.D., Akhtyamov T.M. – customers, partners, the general public, the power structures, the media and other audiences [2]; Aleshina I., Fomin E.V., Hotz A.E. – the international community, partners and government, the financial community, staff, community organizations, local communities, consumers [13, 19]; Saginova O., Skorobogatykh I., Gaft V. – regulatory groups (government,

regulators, industry and professional associations, shareholders), diffuse (community leaders, journalists, special interest groups), functional groups (customers, employees, partners, businesses) [14]; Vazhenina I.S. – employees, investors, creditors, analysts, government, media, etc. [6]; A. Sotnikov – consumers, employees, shareholders, local communities, government structures, media and other audiences [4]; Primak T., Tomilova M.V. – consumers, employees, the general public, partners, media [11, 20].

Analysis of the subjects allocated researchers image perception led to the following conclusions. Some of them are internal to the enterprise environment, namely the employees of the company, all the rest – to the external (local community, consumers, investors, etc.). In addition, community groups selected by the author, except for employees, are the subjects of the immediate environment or microenvironment (consumers, intermediaries, suppliers, contact audiences excluding competitors). The difference in the amount of these groups because all investigators variously grouped same subjects.

So, Blinov A.O., Zakharov V.Y. shared contact representatives audiences regional communities other groups of opinion leaders and MPs. Should also be noted that the authors of the selected group of subjects do not cover all possible mediators Enterprise (only financiers). The same can be said about the subjects allocated to other researchers.

According to the author, contact audiences division into separate groups does not make sense, because all related entities are not focused on the relationship with the company, and to get information about it, so that require one approach in shaping the image of the company.

Thus, it is proposed as subjects viewed the image perception of the employees and the subjects of the immediate environment.

Consider the third element of the structure determination – method of image formation. As already noted, some researchers believe that the image is created purposefully and now totally dependent on his actions, and others – in parallel considering natural image formation under the influence of factors over which the company can not influence. As these factors are often cited, for example, stories of employees, customers or local residents or friends about his relationship to the company (both positive and negative); gossip, etc. [1, 18].

According to the author, these factors do not form the image and reputation of the enterprise, because they are based on practical cooperation with him. Image is the desired manner, which the company wants to offer target groups, shows how it wants to see yourself in the eyes of these groups. On this basis, it is the company controls and decides what will be this way on the basis of analysis of information about the preferences of the target groups. Consequently, the image should be considered as purposefully formed company image and not objectively folding.

As tools of image formation, researchers are mainly dedicated public relations [6, 13]; advertising [6]; trade mark, design, history, appearance, ethical norms enterprises, etc. [18]; all product characteristics, culture, psychological climate, interior, staff appearance, branding, etc. [21]; means of communication that the company can control: advertising, press releases, public statements and speeches by leaders of enterprises, exhibitions, product design and packaging design vehicles, logos, etc., and those for which it can not affect: PR, which can not be controlled now [1].

As the author examines how the image formed purposefully now, the factors uncontrollable now, can not be considered as a tool for image formation. Furthermore, given researchers the tools are components of the marketing mix, which includes the following elements: product, price, distribution (place) and promotion. For service businesses marketing mix consists of seven elements: the physical environment, contacts with staff, price, service, distribution, communication, process).

Thus, it is proposed as a tool for forming the image of the enterprise to consider elements of the marketing mix.

With regard to the fifth element which is dissipated in the structure determination, the author supports the view Reed C. [15] that the purpose of creating an image is to achieve the main goals of the company, not the formation of the target group stable set of beliefs and feelings against him (this is the goal interim, it is achieved at the expense of the main objectives of the enterprise).

Thus, the image of any company formed in order to achieve its main objectives by creating in the minds of the various target groups of the image, providing a favorable attitude and commitment to its goods, services and activities in general.

As a result of the completed research proposed that the concept of «image of the enterprise»: targeted slowly formed in the minds of different target groups (the subjects of the immediate environment and employees) company image through the use of elements of marketing to achieve these goals by ensuring adherence to it representatives of these groups.

**Conclusions.** The novelty of the proposed definition is to justify the method of image formation (now purposefully created); perception of image subjects (subjects of the immediate environment and employees of the company); instrument of its formation (the elements of the marketing mix), as well as the purpose of forming the image (the main achievement of business objectives by ensuring adherence to various target groups).

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## СУЩНОСТЬ ПОНЯТИЯ «ЭКОНОМИЧЕСКИЙ МЕХАНИЗМ РАЗВИТИЯ ПРЕДПРИЯТИЯ»

***Аннотация.** Рассмотрено, уточнено и дополнено понятие «экономический механизм развития предприятия» на основе анализа исследуемого понятия. Под рассматриваемым понятием предлагается понимать целостную систему экономических методов, способов и рычагов, которые реализуют воздействие управленческой системы на управляемую с целью перехода последней в новое, более качественное состояние, вследствие чего повышается эффективность функционирования предприятия.*

***Ключевые слова:** механизм, хозяйственный механизм, экономический механизм, организационно-экономический механизм, обеспечение развития предприятия.*

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## СУТНІСТЬ ПОНЯТТЯ «ЕКОНОМІЧНИЙ МЕХАНІЗМ РОЗВИТКУ ПІДПРИЄМСТВА»

***Анотація.** Розглянуто, уточнено і доповнено поняття «економічний механізм розвитку підприємства» на основі аналізу досліджуваного поняття. Під даним поняттям пропонується розуміти цілісну систему економічних методів, способів і важелів, які реалізують дію управлінської системи на керовану з метою переходу останньої в новий, більш якісний стан, в результаті чого підвищується ефективність функціонування підприємства.*

***Ключові слова:** механізм, господарський механізм, економічний механізм, організаційно-економічний механізм, забезпечення розвитку підприємства.*