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MARKETING AND MANAGEMENT UNDER CURRENT CONDITIONS IN UKRAINE: NOOSPHERIC ASPECT OF DEVELOPMENT

Problem statement. The economic, environmental, national safety (and their derived options) within the framework of the sustainable development strategy of a region currently become determinants for a territorial community. That is why an imperative of our time is searching for new methodological approaches and practical ways to introduce the noospheric theory of regional development, which envisages a revolutionary breakthrough in developing human resources towards social responsibility for activity or passivity in relation to the environmental conditions; educational and cultural standards; capacity for innovations; leadership potential etc. One of the ways to accomplish this breakthrough is application of marketing technologies that are underpinned by the socio-cultural potential of public management.

Recent research and publications analysis. Both the socio-economic, socio-cultural aspects of marketing and the socio-cultural potential of public management have been in the focus of many international and Ukrainian scientists. However, their research works have not been associated with the regional noospheric development as a key factor of a region’s sustainable development under the present conditions of state administration modernization in the line of public administration and information society advancement in Ukraine.

The paper objective is determining the new methodological approaches and practical ways to systemically introduce, based on the noospheric development theory, the marketing technologies and socio-cultural potential of strategic and public management into the life of a territorial community.
The main paper body. The foundation for realization of the noospheric idea was laid by the UN initiative of a ten-year education for sustainable development, after the completion of which in 2015 the Summit of the United Nations General Assembly outlined new tasks as to ensuring the nations’ socio-cultural development, competitiveness, environmental and energy security, global partnership for development, and set 17 Millennium Development Goals (MDGs).

In addition, from the noospheric theory perspective, the key prerequisites for fulfillment of the main strategic tasks appear to be scientific reason, a considered human activity and social partnership, while marketing technologies, strategic and public management, and noospheric education apparently are their key implementation mechanisms.

If the requirements to regional sustainable development are supplemented with that of the state support for the citizens’ healthcare, their social guarantees, democratization of the social life, formation of the national elite, educational activity, encouragement of people’s scientific, artistic, sport creative efforts, we will get the key requirements to the noospheric development of a region.

The results of the analysis of they key requirements to regional noospheric development in the context of characteristics of public management organizational culture testify to the need for a maximally effective utilization of that culture’s potential when carrying out marketing activity in the face of global challenges.

It is in this context that the role of the marketing and management socio-cultural potential becomes invaluable. Accordingly, the theory and practice of marketing and management call for finding new conceptual approaches to forming consumers’ priorities as a basis for their further choice.

Conclusions and prospects for further research. Thus, the topicality of the noospheric idea of marketing and management development is obvious under the current conditions of state administration modernization in the line of public administration and information society advancement in Ukraine. Also, it is highly opportune to solve the problems of consolidating the society and the state around the Millennium Development Goals, set by the progressive nations of the world, at
the national level in Ukraine. Further scientific surveys in the said field require a profound interdisciplinary research into the specific practical steps towards a revolutionary cultural advancement of human personality as a system-forming factor of the Noosphere. It is no exaggeration to say that the leading part in the process belongs to the noospheric education and awareness-building.