

- невідповідність бізнес-інкубаторів сучасному рівню та потребам економічного розвитку;
- низький рівень ділової активності та недостатність знань у сфері ведення бізнесу.

Для подолання наведених перешкод потрібне докорінне реформування системи бізнес-відносин та венчурного фінансування. Мі згодні з [2, с. 205], що поєднання зусиль науковців, що генерують підприємницькі ідеї і мають фінансову підтримку з боку держави та бізнес-інкубаторів, які зможуть тестувати на практиці дослідницькі ідеї в якості своєрідного полігону призведуть до синергетичного ефекту в економічній системі країни.

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ЕКО-СПРЯМОВАНЕ ІННОВАЦІЙНЕ ПАКУВАННЯ У ТОРГІВЕЛЬНІЙ ЛОГІСТИЦІ

ECO-FRIENDLY INNOVATIVE PACKAGING IN TRADE LOGISTICS

ЭКОЛОГИЧЕСКАЯ ИННОВАЦИОННАЯ УПАКОВКА В ТОРГОВОЙ ЛОГИСТИКЕ

Abstract. Packaging makes transportation of the product easier, as well as product movement in the market and also helps with the understanding and acceptance of the innovative product and its manufacturer by consumers, helps to create the impression. In terms of product promotion, packaging is an effective method of promoting a product that facilitates its sale without any change in qualities. So, the scientific and practical approach to the development of eco-friendly packaging is formed, the approach is based on the results of the marketing research.



Аннотация. Упаковка облегчает транспортировку продукта, а также перемещение продукта на рынке, помогает понять и принять новый продукт, его производителя потребителями, помогает создать впечатление. С точки зрения продвижения товара, упаковка – это эффективный метод продвижения товара, который облегчает его продажу без каких-либо изменений в качестве. Поэтому в работе сформирован научно-практический подход к разработке эко-упаковки, который основан на результатах маркетингового исследования.

Анотація. Упаковка полегшує транспортування товару, а також рух товару на ринку, допомагає зрозуміти та прийняти новий товар, його виробника споживачами, допомагає створити враження. З точки зору просування товару, упаковка – це ефективний метод просування товару, який сприяє його продажу без будь-яких змін у якості. Отже, в роботі сформовано науково-практичний підхід до розробки екологічно чистої упаковки, підхід базується на результатах маркетингового дослідження.

By doing marketing research before launching innovative products a company reduces the potential expenses and provides increasing of consumers number with the supporters of environmental products. In addition, manufacturers compete for the attention and commitment of consumers by trying to make best use of the elements of the marketing mix: product, price, place and promotion. Along with this important elements of the marketing complex today it is considerable to include packaging. Packaging is usually seen as a part of product, promotion and placement policies, but lately, some researchers have identified it as another independent "P" rather than a component of the traditional mix. Packaging makes transportation of the product easier, as well as product movement in the market and also helps with the understanding and acceptance of the product and its manufacturer by consumers, with underlining the distinctive features of the product, helps to create the impression of the product. The packaging is inseparable from the product, it is its outer shell. Skillful selection of colors, shape, fonts on the packaging will provide the manufacturer with bigger income and reducing expenses, since the packaging "communicates" with the consumer and "sells" the product constantly.

That is why it is quite relevant to define the manufacturer's and intermediary's interests in meeting consumer demands through market research for eco-friendly packaging and producing products as a result that respond to the needs of the environmentally responsible population. So the author's results of marketing research and proposed model of the packaging for the product are shown in Table 1.

Table 1. Results of marketing research and proposed model of the packaging for the product

Main phases of marketing research	Results of the online survey		Eco-friendly innovative packaging
	Question	Results of the survey	
1. Analysis of the problems which the organization is facing and defining the goals and objectives of the study. 2. Specification of object and subject of the research/ 3. Calculation of sample size and formation of its structure/ 4. Clarification of the survey methodology. 5. Preparation of the questionnaire. 6. Determination of survey results. 7. Conducting of analysis of results, their systematization and interpretation. 8. Developing of recommendations based on the results.	Paying attention to the packaging of the goods	Yes – 88,9% No – 11,1%	 
	Consumer interest in the information in the packaging	Always read – 53 % Time to time – 37% Rarely – 7 % Never – 3%	
	Good colors for packaging self-care products (blue, white, green, red, black, purple and yellow) with ability to choose several variants	White – 516 points Green – 356 points Blue – 338 points Red – 115 points Purple – 52 points Yellow – 35 points Black – 28 points	
	The impact of advertising on the purchase of environmental goods	Yes – 44,4% No – 24,4% Don't watch ads – 31,2%	
	The importance of environmentally friendly packaging	Important enough – 51,1% Have not thought – 33,3% Not important – 15,6%	
	Desire and ability to buy products in environmental packaging	Ready to pay more for environmental packaging – 38,5% Ready if the price difference is not more than 20 UAH – 61,5% Indifferently – 0%	

The survey shows that consumers prefer the white, green and blue colors that are considered the most relevant for eco-products. In addition, it has been found out that for the formation of effective packaging it is necessary to take into account the requirements of the market and be careful with the information presented on the packaging.

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THE IMPACT OF THE TECHNOGENIC ECONOMY ON POLITICAL PROCESSES

ВЛИЯНИЕ ТЕХНОГЕННОЙ ЭКОНОМИКИ НА ПОЛИТИЧЕСКИЕ ПРОЦЕССЫ

ВПЛИВ ТЕХНОГЕННОЇ ЕКОНОМІКИ НА ПОЛІТИЧНІ ПРОЦЕСИ

Annotation.The main purpose of our study was to investigate the connection between the development of robot technology, ensuing robot production and intergovernmental relations.

Key words: Robot technology, global processes, technogenic economy, governmental policies.

Аннотация.Основной целью нашей работы было исследовать взаимосвязь между развитием робототехники, внедрением робототехнической продукции и международными отношениями.

Ключевые слова: робототехника, глобальные процессы, техногенная экономика, государственная политика.

Анотація.Метою нашої роботи було дослідити взаємозв'язок між розвитком робототехніки, впровадженням робототехнічної продукції і міжнародними відносинами.

Ключові слова: робототехніка, глобальні процеси, техногенна економіка, державна політика.

The main purpose of our study was to investigate the connection between the development of robot technology, ensuing robot production and intergovernmental relations. We chose Japan as the object of our study as the country with the best practices in this field.[1, p 29-53]

The first stage of our study was to create a cognitive model, which could represent the interconnections we would like to investigate. The adoption of robotization achievements in the industrial sector (i.e. automation), trading in the sphere of robotics and the robot production level were three main factors chosen to reflect the connection between robotics and international relationship.[2, p 135] The foreign policy, governmental policies, adaptation policies to the increasing level of robotization, research and development activity and other aspects, were related in the flowchart and it was necessary to investigate every aspect to trace their interdependence.

The second stage of our study was data collection and processing. We have analyzed the number of patent research data and have created a list of leading countries. In addition, we have taken into account the governmental policy in Japan and the impact of robotics on employment levels. The information we found about the automation level of certain industrial sectors was equally important. Based on data from the Ministry of Economy, Trade and Industry, we created graphs displaying the current level of robotics production, the level of total demand, domestic shipments and industrial export level.

At the same time we have read articles and papers developed by leading researchers in the sphere of robotics. We assessed further development and impact of robotics not only on industry