

ECONOMIC DEVELOPMENT OF THE MARKETING OF VALUES IN THE HUMAN CAPITAL EXECUTIVE MANAGEMENT HIERARCHY

Elen Golovnina^{1*}, Iryna Kovshova², Tetiana Zubko³, Tatiana Somkina⁴, Iryna Grydzhuk²

¹**Department of Marketing and International Trade,
National University of Life and Environmental Sciences of Ukraine,
Heroes of Defense 11, 03041 Kyiv, Ukraine**

²**Department of Marketing and Business Management,
National University "Kyiv-Mohyla Academy", Skovorody 2, 04070 Kyiv, Ukraine**

³**Department of Economics and Enterprise Finance,
State University of Trade and Economics, Kioto 19, 02156 Kyiv, Ukraine**

⁴**Department of Entrepreneurship, Trade and Exchange Activities,
State University of Telecommunications, Solomenskaya 7, 03680 Kyiv, Ukraine**

***e-mail: marlendi2@i.ua**

Abstract

The development of human capital require improved well-fare, environmentalization, innovation, intellectual, high-qualification resources. An obstacle to approbating and providing of the marketing of values is the insufficient number of scientific works considering the criterial-methodological substantiation basis of socially oriented marketing with an ethical and ecological vector - direction of the development of companies, different interpretations of the categorical framework constitution, research operation tools, and effectiveness of its application. The aim of the study is to provide a theoretical substantiation of the essence and structure of value marketing, as well as an assessment and methodology for managing the components of value marketing in order to achieve the quantitative assessment determination of the project manageability degree.

The study was conducted on materials State Statistics Service of Ukraine and company activity data. Gained data were processed by: dynamic process analysis method, Delphi method, and correlation and regression analysis methods - in order to develop a model of the impact of value marketing on the structure of human capital. Having information on the intensity of the impact of the company's values marketing for the previous period of time, it is possible to predict the level of the expected socio-economic effect.

Theory and practice have confirmed that the formation of human growth depends on the degree of coverage of the population. The more components of the marketing structure are involved in a positive impact on human capital, the more perfect the intellectual and social capital is formed. An analysis of the internal sources of the formation of value marketing and the policy of state regulation of the development of human capital allows us to draw a more general conclusion: value marketing based on public values such as archaeological, historical, cultural, spiritual, institutional, political in the post-industrial economy remains the strategic basis for the formation of human capital and the guarantor management of its development. Based on the simulation of the influence of the components of value marketing, the degree of project manageability was established. The degree of project manageability reached its maximum value at the corporate level 78% and the minimum value at the individual level was 63%. Thus, we have obtained analytical dependences of the influence of value marketing on the formation of human capital, based on the methods of analyzing dynamic processes, fox groups, correlation and regression analysis. The dependencies obtained allow one to obtain variant predictive estimates of the degree of controllability of the development of human capital, depending on the use of a specific component of value marketing.

The method of managing the impact of value marketing on the development of human capital differs from the existing ones in an integrated approach to the classifications of objects, subjects, as well as factors that determine the structure of value marketing and human capital. It is advisable to use it to substantiate recommendations for the effective management of human capital development.

Key words: *Value marketing, Human capital, Value marketing management concept.*

1. Introduction

The development of human capital, as well as present - day Ukrainian economy and business require improvement of the level of welfare, standard of life, ecologisation policies, innovation technologies, up-to-date information technologies, intellectual - power resources, and good qualification - skill resources. However, a substantial gap in providing conceptual framework of Social Ethical Marketing as functional basis of effective management and social economic strategy of progress of enterprise - holders is, most importantly, the absence of consensus between well known theorists and practitioners concerning its entity, its place with respect to other forms of marketing and efficiency of its implementation. At the same time, there are no scientific works, researching criteria and methodological base of socially oriented marketing system with ethical and ecological trend specialization. Despite the fact, that there are innumerable researches dedicated to terminology specifics of the concept of Social Ethical Marketing, there is, however, no common, generally - accepted treatment and specific understanding of its essence and its correlation with the Marketing of Values, that makes its appearance in XX century. Theoretical methodological approaches as to the definition of Social Ethical Marketing are elucidated differently: (Kotler [2 - 7]).

Conceptual provisions of Social-Ethical Marketing with reference to social responsibility were contributed in the 70-ties of XX century, in the works by Schwartz [1], Kotler [2 - 7], Gobe [8], Schmitt [9], and other scientists. Among Ukrainian researchers, who dedicated their works to the topic in question, such scientists are worth mentioning as: Kosar [10], Herasimyak [11], Golovnina [12], Hamynych [13], Bogma [14], and Fedko [15].

The study of the nature of social economic category of "value" became the subject of investigation by such well - known scientists - economists as Bem-Bawerk [16], Bucharin [17], Haidai [18], and others.

Philosophical aspects of the above - mentioned category were researched with reference to the

definition of awareness of values in the integral - whole realm of culture, substantiation of the issue of the theory of value - in contemporary philosophy, its theoretic - methodological and practical importance on the current stage of development of native culture and world culture. With relevance to company corporation, the theory of value and value-quality approach to marketing found their reflection in the works by native and foreign scientists, precisely, Kotler [2 - 6], and others. However, they did not give much consideration to such aspect as the concordance of the issue of evolution of life necessities with the Marketing of Values.

The purpose of the research is to provide a theoretical substantiation of the essence and structure of the Marketing of Values, as well as the assessment and methodology for operation management of the component elements of the Marketing of Values, in order to achieve accuracy of the quantitative assessment of the degree of human capital regulation management of theoretical approach to: substantiation of the place of the Marketing of Values among the models of the marketing era, formation of combinatorial components, determination of the role of the Marketing of Values in the level - division of human capital executive management, conducting expert assessment of the structure - body of the Marketing of Values and factors of value effects, simulation - modeling of the influence of the Marketing of Values on the component elements of human capital based on the application of the adaptive matrix of interaction, and determining the degree of sustainability of the historical and cultural heritage project on the basis of the Marketing of Values.

2. Materials and Methods

The objective of the investigation is substantiating theoretically the essence and structural framework of the Marketing of Values, as well as the assessment and methodology of directive impact upon the component elements of the Marketing of Values for regulating the impact of it on the transformation of the structure - body of human capital and on the attainment of the development of the latter - mentioned.

The investigation was carried out on the basis of source references of the State Statistics Agency and on the data of enterprise activity of corporation companies. Data were processed by: dynamic process analysis method, Delphi method, and correlation and regression analysis methods - in order to develop a model of the impact of value marketing on the structure of human capital.

The data were used for elaborating the performance model of the impact of the Marketing of Values on

the structure - body of human capital. Possessing the information about the sustainability of the project of the intensity of the impact of the company on the structure - body of human capital during the span period of investigation, it is possible to provide the forecast estimation of the expected social economic effect on the future term - period of development.

3. Results and Discussion

Globalization of economy, the development of IT technologies and communication systems, ground - basis transformation of business, and transformation of the role of corporation, urged to seek new argumentations for the development of the conception of market regulation, based on modern marketing and administration technologies. Socio-Ethical Marketing is one of the conceptions of marketing, which, besides traditional disposition to profit - making and public effect with the emphasis on complying with the demands of the buyers, provides as a foundation principle of their corporative management policy a concern for well - being of social community and positive effect of the goods on the environment in accordance with the principles of purposefulness,

systematic approach, multiple task combinations, integration principle.

Socio-Ethical Marketing alongside with Innovation, Environmental and Aesthetic Marketing, fundamentally frames the essence of the Marketing of Values, which is a contemporary model of marketing. Argumentation of relevant place of Socio-Ethical Marketing as well as Marketing of values, among the models of marketing era, with the emphasis on the reference orientation of each of them is presented in Figure 1.

When taking into consideration the features of their genesis formation, the following factors were drawn as: the content of the goods in question (products, services) that come to be a commodity; the type of enterprise - holder (average person or legal body); property status and field of enterprise; the sources of funding; and the assumed result of enterprise activity (social - economic effect, social effect).

The Marketing of Values is an intentional refined impact on personality of the customer, through "subconsciousness, emotions and soul" by way of

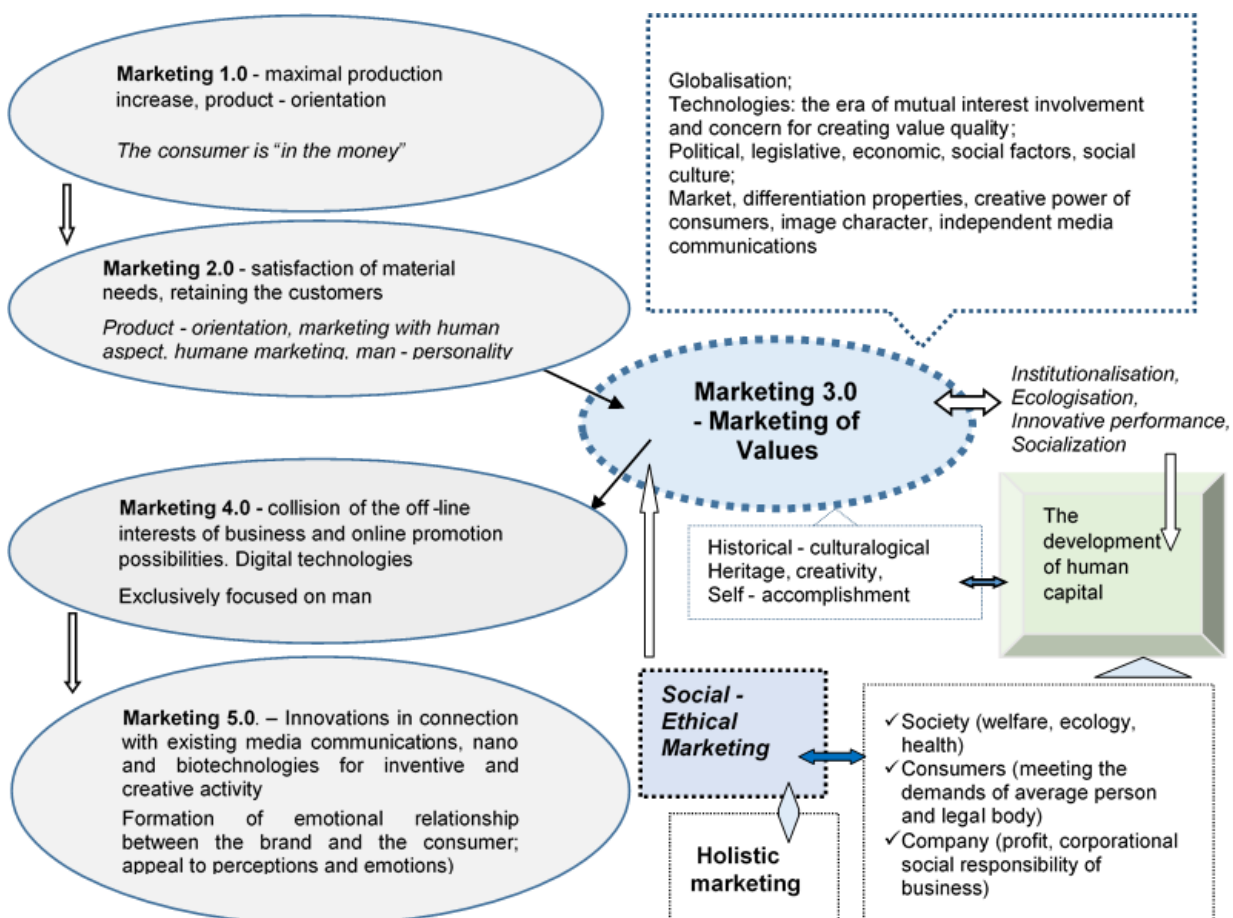


Figure 1. The place of social and ethical marketing in the models of the era of marketing

satisfying physical and spiritual demands. It involves historical and culturalogical generation - long memory, cultural wealth, individuality character, morality, creativity, self - accomplishment, that is consistent with the level of the development of human capital, intensification of market economy and socially oriented community processes, institutionalization, ecologisation, innovation and socialization processes [2].

Stressing the fundamental character of the cathegory of "value", Austrian economist Bem-Bawerk points out, that "the study of economic value is of central interest in the whole political economic doctrine, so to put it" [16]. It "was and remains one of the most incomprehensible, most confusing, least investigated provinces of economic science" [16]. The question of values - in Bucharin's opinion - "was and remains one of the basic problems of political economy from its very birth and up to present time" [17]. Up to the present moment, indistinctness of the definition of "value" is a serious problem, because a great number of meaning interpretations often contradict one another [15]. As a positive or negative estimation of the life activity of an individual, the definition of "value" found a value as a positive characteristics, and in A. Guliga's opinion, "there is no value with negative symbol" [15]. Philosophical encyclopedic dictionary treats of "value" as something "relevant" and "desirable, pursueable", as opposite to real, actual; values belong to mental objects, their origin source is - aspirations, perceptions, interests, attitudes. So, only positive values ensure the development of a person and corporation holders. In a philosophical classification, distinguishable are material, social political values and spiritual values.

Institutional premises of the importance of the conception of the marketing of values and social ethical marketing are considering and supporting the projects concerning: recognition of the concepts of sustainable development of society, the development of human potential, the knowledge - conscious society and social responsibility of business, and guideline principles of United Nations (UN) concerning protection of the rights of consumers, by international organizations, national governments.

Social transformations of Ukrainian social community are distinguished by reassessment of values, and the conflict between opposing value systems and orientations. The recognition of the relevance of value cathegory converts it into "standard" - criterion determining further activity of average person or legal body. Values define the objectives of development and the ways of their realization. Traditionally, different aspects of exploration of value cathegory

are distinguished by different subject - relevance and focus of research, however, today there takes place the process of structural integration of ties between different fields of knowledge, levels of direction and business enterprise, corporation management workers. Integrated partnership, cooperation by mutual agreement of interests and processes are acquiring magnitude.

"Value" is regarded as something, that is able to supply a person with some thing needed; as an ideal; as a norm; as something significant to a person, social group or community. The world of values is, primarily, the world of culture in the broad sense of the word, the sphere of spiritual realization of a person, his moral awareness, attachment to those estimation judgements that reveal the measure of spiritual wealth of a person. Spiritual values as specific sense - building causes of man's existence and the core of the operation mechanism of selfsustainability of a certain system are socially significant reference directions of development, they become an important factor of social stability and open large prospects for successful transformations, they become the major criteria of sustainable development. The awareness of spiritual values is necessary for solving various tasks by single individuals, legal authority , community. And precisely that has found its reflection in the conception of the Marketing of values.

The Marketing of values is an important issue in connection with the investigation of national, regional, and corporate criteria of development according to the conception and strategy of state regulation of growth and development of human capital. To understand the essence of the Marketing of Values - marketing conception 3.0, the researchers traditionally considered technology, paradoxes of globalization, and creative - mind community. That's precisely under their impact, in opinion of Kotler *et al.*, [7], that the consumers have changed over, they became more spiritual, open - minded for collaboration. The factors of the development of the Marketing of Values that found recognition are: position relevance, differentiation properties and a brand with distinctive identity in the mind of a consumer, image, individuality character, self - accomplishment, morality, creative imagination spirit. Unique asset of the brand of a company with focus on rational necessities of a consumer is the foundation of the all - importance of a trademark and its image on the market. The sense of value as individual, level - graded, multifaceted, recognition of the value of the good by a customer is different before and after the purchase, it should be reflected in the mode of proposition. Appeal to emotional demands of a customer, that prevail over functional, physical

and utility characteristics of the good, is explicitly related to the assessment and realization of its value. To reach the brand level, Ukrainian companies must create values for consumers that will be in accordance with their emotional, spiritual, material needs and demands, actively promote them on the basis of the Marketing of Values to the market for the purpose of improving the quality of life and vocational response in people.

The values of chief corporation authorities are: sustainability in specific natural environment, development tendency as result of innovation technologies, empathy in the perception of beauty. Self - accomplishment and development is proved by innovations. Innovational marketing makes use of innovation tools, digital technologies, modes and procedures of marketing for forwarding innovations or available goods to the market.

Ecology is characterized by natural environment, in which a person lives and in which a company pursues its activity. Ecological marketing is intended for meeting the demands of special audience through supplying the goods which help on to preserve the surrounding environment, for rendering ecological goods important, for educating the sense of responsibility for consumption and ecological needs, for elaborating and promoting ecological products, for ecologisation of production and consumption. The methods employed are PR and creation and growth of the positive image of a company, loyal attitude of clients, innovational ecological goods, involvement of impact motivation workers, providing safe and waste - free methods of production.

Beauty will save the world. Aesthetical marketing - that is the alliance of art (idea, beauty, inspiration, pleasant emotions, willingness to be involved; enjoyment, that the buyers get either from aesthetic or sensual perception of the good) - and trading. Aesthetical marketing provides emotional, happy positivity in a person's life not only from the very purchase of a quality product, but also from the communication itself in the process of purchasing it and from the positive emotions of the purchase experience.

Such an approach creates auspicious character image of the brand, positive reputation of the company, and attracts attention to the good. Brands on the basis of Social-Ethical Marketing give assistance in solving social problems, make contribution into community development, promote common humanity values, take steps to improve the state of environment. Companies that adopt the approach mentioned are focusing on consumers interests, they meet the requirements of national and international legislation

norms, they enhance the quality of communication with customers, while the fair image is proved by real achievements. Branding is an important element of the Marketing of Values, that creates the complex of fixed associations in the minds of would - be consumers. It is like a single - body triple - headed hydra of boosting the competitive ability comprises: firstly, reputation, character and image of the company, services, the products in the eyes of the buyers, partners and clients, secondly, visual aid elements - logotype, name, symbolics, design, infographics, that vividly distinguish the producer with his products and services from his rivals and, thirdly, a complete set of unique and appreciable promises.

The production practices do not produce damage to nature, do not hurt interests of other people. Marketologists taking the outlined value - building elements as a reference, confirm the relevance of the components of socially economically significant good object, determine the price of the item, specify what precisely of the above - mentioned characteristics of values can be applied to shape the character and image of the brand. Social-Ethical Marketing becomes essential for brand - image associated management of the company. Socially oriented actions of the marketing agents of the company create a value image, which encompasses the estimation - proofs of it's activity by consumers, corporation workers, partners and society. Socially - oriented brands gain exceeding income from the sale - rises, high level of motivation of staff workers, image rating, competitive ability.

Institutional ground - motivation of the topicality of the conception of the Marketing of Values and Socio-Ethical Marketing is the consideration and support of the projects concerning the conceptions of sustainable development of society, the growth of human potential, "society with knowledge consciousness" and social responsibility of business by international organisations, national governments, UNO guideline principles of the protection of consumers interests.

Thus, the conceptions of the Marketing of Values and Socio-Ethical Marketing are extremely important for creating socially oriented economy, for their application and further development national and international institutional premises are created.

The constituent elements of the Marketing of Values and Socio-Ethical Marketing are in accordance with the purpose and position level arrangement, management regulation of human capital. The importance and significance of the Marketing of Values and Socio-Ethical Marketing in executive management of the human capital is presented in Table 1.

Table 1. The role marketing of values in the hierarchy of human capital management

<i>Hierarchal organization of executive management of human capital</i>			<i>Management Marketing of Values</i>	
<i>Levels of development and executive management of human capital</i>	Category division of human capital	Conception of frame - building and development of human capital	The level of the Marketing of Values	Socio-Ethical Marketing effect
<i>Megalevel</i>	Supranational	World conception of human development	Supranational	Supranational
<i>Macrolevel</i>	National	National conception of human development, social economic state policy	National	National
<i>Mesolevel</i>	Regional	Regional social economic policy of development, realization of labour effort, corporational, intellectual potential	Regional	Regional
	Corporational	Social economic business model, corporational policy concerning the development, realization of labour - effort capital, corporational, intellectual potential	Corporational	Social effect (supranational, national, regional) Socio-economic effect (profit), social effect Household and individual effect <i>Maximum consumer satisfaction,</i>
<i>Microlevel</i>	Domestic	The policy of reproduction and development of physiological, labour-effort capital, corporational, intellectual potential, socially oriented infrastructure	Domestic	
	Individual		Individual	

Human capital undergoes stage formation from microlevel, mesolevel, macrolevel up to megalevel according to specific level classification conceptions and, as a result of that, respective category of it is established: individual and private domestic level category - by reproduction and development of physiological, labour potential, intellectual potential and socially - bound structure on microlevel; corporational and regional level categories - on mesolevel, respectively, modified by social economic business model by ensuring efficacy - stipulated approach to corporational and regional organization, realization of intellectual, enterprise potential, labour potential; national level category on macrolevel by the realization of national conception of human development confirmed by social economic policy of the state government and supranational category - by conforming the conception of human development to the standards of similar projects by world organisations of similar kind are formation stages of the Marketing of Values.

There was framed 3-D model and adaptive matrix (Table 1) with the purpose of structural organization of regulating the growth and development of human capital, as well as determining the level of impact of the Marketing of Values, highlighting the importance

of Social-Ethical Marketing. The adaptive matrix conducts estimations of qualitative and quantitative - qualitative indices, when other methods of estimation are inaccessible, or restricted in use. Prior to the conduction of the estimation of the degree of regulating the impact of the Marketing of Values on the development of human capital, as well as estimations of effects of the Marketing of Values in connection with the constitutive elements of Social-Ethical Marketing, there were held expert inquiries on the basis of query - answer options, where were formulated questions concerning the structure framework elements of the complexes of Socio-Ethical Marketing and Marketing of Values, factor indicators of value effects, modulation of impact of the above - mentioned problems on structural body elements of human capital. High degree of agreement is confirmed by the concordance for the model of regulating the impact of the Marketing of Values on the development of human capital - 0.832 and for the model of estimating the effects of the Marketing of Values and Social-Ethical Marketing in the rate of 0.819.

The model of the regulation management of the impact Marketing of Values on the development of human capital (Figure 2, Table 2) included systematic consideration of versatile evidence, that

reflects system interrelations, precisely: on one level position presented are component elements of the Marketing of Values (Social-Ethical Marketing, Aesthetic Marketing, Innovation Marketing, Ecological Marketing), on the second - systematic generalization of level standards of human capital, its element - by - element structure (social capital, the effect of social goods property, corporational effect and transactional effect, intellectual capital, enterprise capital, physiological capital, capitalized contribution into future generations), on the third level of the model presented are corporation holders, enterprise - holders in connection with of the Marketing of Values (single individual, a company, region, state, world community). The concept of regulating the impact of the Marketing of Values on the structure - body of human capital (Figure 2).

The marketing entities, represented by individuals, domestic economy entities, companies, regions, state and world community expect to obtain effect on private, corporational, regional, national, supranational levels. Respectively, the effects Marketing of Values are considered on microlevel, as private - body effect (individual, domestic) on mesolevel, as associative group effect (corporational, regional), as community effect on macrolevel (national) and megalevel (supranational). It is advisable to classify the above - mentioned effects in terms of innovation technologies achievements with context reference to: firstly, land areas, regions, secondly, technological achievements

and their current importance, thirdly, spiritual tradition heritage, fourthly, socialization level of current and future generations. Basing themselves upon individual and group association effect, the national and supranational levels acquire synergetical quality, taking into account the flow of resources and external effects.

The supplementary axis in the model of management regulation of the impact of the Marketing of Values on the development of human capital - horizontal axis "the kinds of effects" - is intended for increasing the magnitude of investigation properties and it enables to substitute one of the major characteristics "the body authorities, enterprise authorities with relevance to the Marketing of values" on the indicated additional i and , thus, providing a new factor for consideration and investigation, in accordance with the purpose of the research. In the case cited, the additional axis accounts for specific elaborated effects of investigation. Thus, according to the characteristic "kinds of effects" the specific modification of social economic effect is anticipated. It is considered with relevance to the classification characteristic chosen: firstly, as a personal, corporational, regional, national, supranational effects, secondly, as private solitary effect, associative group effect, and social effect. With regard to the specific element cited (in other terms, the classification level of human capital development, or the body authority, enterprise - holder authority) simulation model of the concept diffuses information,

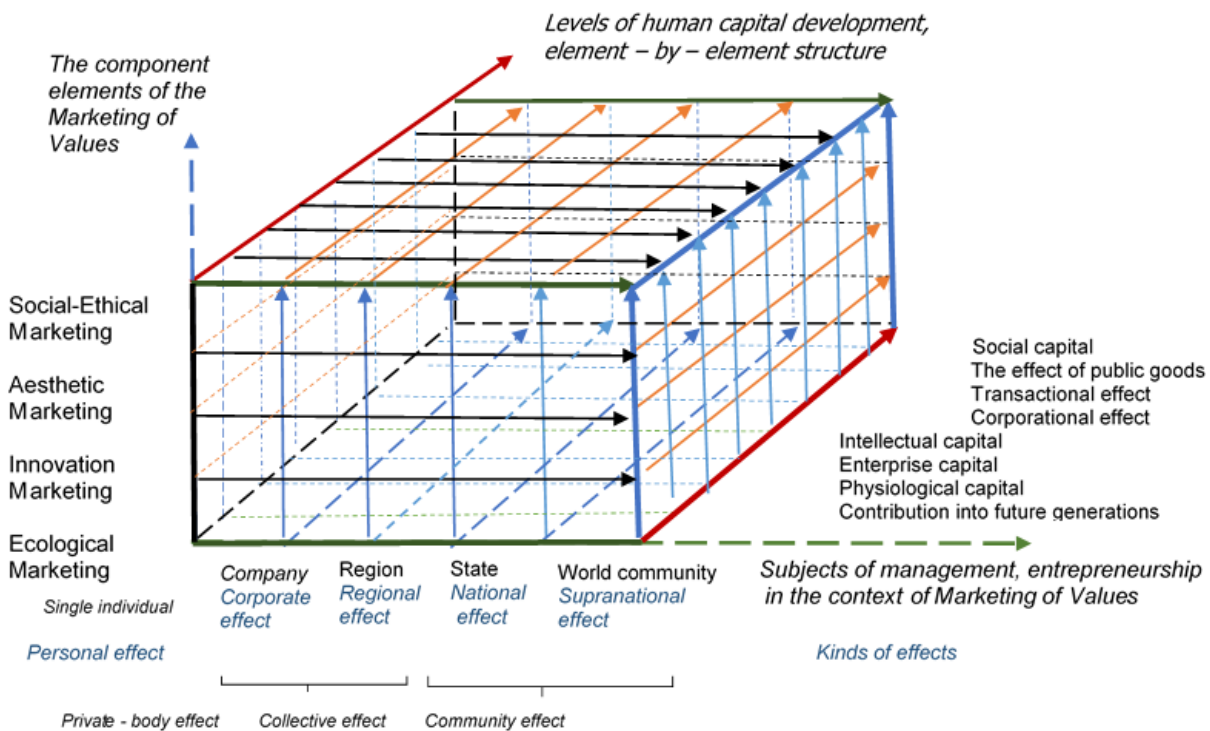


Figure 2. The concept of managing the impact of values on the structure human capital

according to the degree of social significance on one axis and with reference to component elements of human capital (or to body authorities, enterprise - holder authorities with regard to the value marketing) on the second axis or by the value effect on the third axis. Another functional variant of the additional axis has relevance in case when it features local district programs, functions, proceedings, investments, management tools, executives, investors etc.

For argumentation of the estimation of the effect of the value marketing on the development of human capital, the application of such a method of investigation as adaptive matrix of factors interactions on the basis of pioneering research and expert judgments (Table 1).

It demonstrates the impact of the elements of Marketing of Values considering different levels of direction, precisely, ecological, innovational, aesthetical, Social Ethical Marketing, on the constitutive elements of human capital (contributions into future generations, physiological, corporational, intellectual and social capital, the effects of transactional law, corporational law, social welfare).

On the basis of the presented concepts of management regulation, accomplished is the assessment of compliance or non - compliance with the demands of the model according to the assorted factors (Marketing of Values component elements, human capital essential elements, effects modifications, body authorities, administrative tools, proceedings, etc.) justified by the proportion of positive and negative symbols in the cells in relation to the general number of cells.

The biggest impact of the Marketing of Values has its bearing on intellectual capital (20%) and social capital (20%) as the highest degree of development of human capital on private level. Ponderable impact of the Marketing of Values upon intellectual capital amounts to 19 % on supranational level, and considerable impact amounting to 17% rests upon intellectual capital on regional and national levels, social benefit - assets on national level and social capital on regional level.

Moderate impact of the Marketing of Values (15 - 16%) is elicited in the value - estimate of social benefit assets and private stock capital, intellectual and corporational asset - value on corporational level.

Inconsiderable impact Marketing of Values (9 - 14%) is produced on the following component elements of human capital: contribution into future generations, and physiological capital of all the levels, in particular, corporational capital on private, regional, national,

supranational levels, the value estimate of social benefit - assets on corporational, national and supranational levels.

Minimal impact from implementing the Marketing of Values 4 - 8%, is derived from transactional effect, as a constituent element of human capital.

Maximal impact of marketing on growth and development of human capital is obtained from Social- Ethical Marketing on corporational level - 32 %, Innovational marketing on supranational level - 32 %, on regional and national level - 30 %, Ecological marketing on private average level - 30 %.

The greatest private impact on the growth and development of human capital after Ecological marketing (30%) is produced by Innovational marketing (29%), then follows Social-Ethical Marketing (25%) and minimal impact comes from Aesthetic marketing - 20%.

Regional marketing impact is the most substantial for the growth and development of human capital with regard to Innovational (30%), Social-Ethical Marketing (29%); Ecological marketing impact is approximated 25%, Aesthetical marketing impact 17%.

On national level, Innovational marketing impact on the growth and development of human capital is most appreciable, then follows Ecological marketing and Socio-Ethical Marketing (29%); minimal impact of Aesthetical marketing is estimated 13%.

Supranational level is defined by maximal impact of Innovational marketing (32%), Ecological and Socio-Ethical Marketing impact is quantified on the level of (27%), minimal impact of Aesthetical marketing - 14%.

Maximal impact of the Marketing of value occurs on private level attributed to innovational (36%) and Socio-Ethical Marketing (36%). In terms of the component elements of Social-Ethical Marketing, maximal impact is attributed to the marketing of innovations (29%).

The assessment of the structure framework allowed to establish, that the highest proportion of impact of the Marketing of Values occurs with Innovational marketing and Socio-Ethical Marketing with highest values for private, corporate and community effects: 36%, 33%, and 33% respectively.

Minimal input into the structure framework of the Marketing of Values is provided by Ecological and Aesthetical marketing with all kinds of effects. The efficiency estimation of ecological marketing on the social community level amounts to only 14%, whereas,

on corporational level - 15% and on private level - 17%. Aesthetical marketing input in the Marketing of values on private level is estimated 14%, on corporational and community level - 20%.

Modeling for assessing the impact of value marketing on human capital development is presented in Table 2.

So, using a three-dimensional model made it possible to obtain the result of the investigation of the aspect of the usage of Social-Ethical Marketing and the Marketing of Values on three plane dimensions, precisely, as operation method for the concordance of needs and demands of the customers, of companies, of the society. The assessment of the level of sustainability of the models of regulation of the Marketing of Values and Socio-Ethical Marketing, is significant for building and

appreciating the strategy and tactics of development of a company and as a reason motivation for providing strategic elaboration projects, their improvement, for determining their impact on the constitution and development of human capital. Based on the simulation, the level of project manageability was set at 90%, inflow of trade Marketing of Values is 3% (at the regional level 75 %, at the national level equals to 72%, on supranational equals to 67%). Also, we have eliminated the analytics of the following influx into the Marketing of Values for the formation of human capital, based on the methods of analyzing dynamic processes, focus groups, pioneering research.

4. Conclusions

- Social economy and development of human capital set forth systematic demands for marketing, which

Table 2. Appraisal of the impact of the marketing of values on the development of human capital

Constitutive elements of human capital	Components of Value Marketing				Appraisalment of the constitutive elements of human capital	The composition of the effect of human capital, %
	Ecological Marketing Individual/ Company/ Region/ National/ Supranational	Innovative Marketing Individual/ Company/ Region/ National/ Supranational	Aesthetic Marketing Individual/ Company/ Region/ National/ Supranational	Socio-ethical Marketing Individual/ Company/ Region/ National/ Supranational		
Contribution into future generations	+ / + / + / + / +	+ / + / + / + / +	- / + / - / - / -	- / + / + / + / +	0.5 / 1 / 0.75 / 0.75 / 0.75	10 / 14 / 13 / 13 / 14
Physiological capital	+ / + / + / + / +	+ / + / + / + / +	- / - / - / - / -	- / + / + / + / +	0.5 / 0.75 / 0.75 / 0.75 / 0.75	10 / 11 / 13 / 13 / 14
Enterprise capital	+ / + / + / + / +	+ / + / + / - / -	- / - / - / - / -	+ / + / + / + / +	0.75 / 0.75 / 0.75 / 0.5 / 0.5	15 / 11 / 13 / 9 / 9.5
Intellectual capital	+ / + / + / + / +	+ / + / + / + / +	+ / + / + / + / +	+ / + / + / + / +	1 / 1 / 1 / 1 / 1	20 / 15 / 17 / 17 / 19
Corporational effect	- / + / + / + / -	+ / + / + / + / +	- / + / + / - / -	+ / + / + / + / +	0.5 / 1 / 1 / 0.75 / 0.5	10 / 15 / 13 / 13 / 9.5
Transactional effect	- / - / - / + / +	- / - / + / + / +	- / - / + / - / -	- / + / + / - / -	- / 0.75 / 0.75 / 0.25 / 0.5	- / 11 / 13 / 4 / 9.5
Social benefit asset effect	+ / + / - / + / -	+ / - / - / + / +	- / + / - / + / +	+ / + / - / + / -	0.75 / 0.75 / - / 1 / 0.5	15 / 11 / - / 17 / 9.5
Social capital	+ / - / + / + / +	+ / + / + / + / +	+ / + / + / - / -	+ / + / + / + / +	1 / 0.75 / 1 / 0.75 / 0.75	20 / 11 / 17 / 13 / 14
An overall evaluation of the components of value marketing					5.0 / 6.75 / 6.0 / 5.75 / 5.25	100 %
Appraisal of the component elements of the Marketing of Values depending on the charge of impact on human capital						
Sum / %	Local evaluation coefficients				Overall assessment of project management level 90%	
2.51 / 3.12 / 3.01 / 3.04 / 2.78	0.75 / 0.75 / 0.75 / 0.88 / 0.75	0.88 / 0.75 / 0.88 / 0.88 / 0.88	0.25 / 0.63 / 0.5 / 0.4 / 0.4	0.63 / 1 / 0.88 / 0.88 / 0.75		
100 %	30 / 24 / 25 / 29 / 27 %	29 / 24 / 30 / 30 / 32 %	10 / 20 / 17 / 13 / 14 %	25 / 32 / 29 / 29 / 27 %		
The degree of project management at the individual level					62.7 %	
The degree of project management at the corporate level					78.1 %	
The degree of project management at the regional level					75.0%	
The degree of project management at the national level					71.9 %	
The degree of project management at the supranational level					66.6 %	

undergoes the process of evolution, concerning mutual agreement of interests of goods producers and their consumers and social community in general.

- Contemporary requirements for accommodating production industry and services delivery to meet the level of socialization and innovation transformations for more profound and high - quality satisfaction of needs and demands of consumers, go along with conception of the transformations of regulating social economic development with the consideration of ecologisation and ethical aspects.

- Provided is the argumentation for the relevant position of the Marketing of Values among the models of the marketing era. Combined are the integral elements of the Marketing of Values.

- A substantial obstacle for approbation and implementation of the Marketing of Values (Marketing based on human values) is controversial treatment of its category system of classification and division, instrumental tools, efficiency of its use. Up to the present time, there is indistinctness of the terminology concerning the notion of "value", and that is a serious problem.

- Besides the problems mentioned, there is observed an absolute absence of the methodological provisions for the assessment of the impact of socially - ethically - oriented business on the basic indicators of the development of enterprise corporation companies, taking into account the modulating of the state - private partnership, that enhances the position of the opponents. The thing that is not researched is interrelations and structural organization of the Marketing of Values and Social-Ethical Marketing. Up to the present moment, not determined is their role and significance for the growth and development of human capital.

- Theory and practice have confirmed that the formation of human capital depends on the degree of impact of the Marketing of Values. The more component elements of the Marketing of Values structure are involved in the positive impact on human capital, the more perfect the fully established intellectual and social capital is.

- The analysis of the internal sources of the formation of the Marketing of Values and the policy of state regulation of the development of human capital allows us to draw a more general conclusion: Marketing of Values based on social community values such as archaeological, historical, cultural, spiritual, institutional, political in the post-industrial economy remains the strategic basis for the formation of human capital and secures its development.

- The role of the Marketing of Values in the executive management of human capital is determined.

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- Expert assessment concerning the structure is conducted - body of the component elements Marketing of Values complexes and factors responsible for the make - up of value effects.

- The concept of regulating the impact Marketing of Values on the structure created is - body of human capital, and the simulation modelling of the regulation of the impact of the Marketing of Values on the component elements of human capital is accomplished.

- The assessment of the degree of sustainability of the project of cultural - historical heritage on the basis of the Marketing of Values is accomplished. The degree of project manageability reached the maximum for the Marketing of Values at the corporate level (78 %) and the minimum Marketing of Values at the individual level was 63 %.

- We managed to show analytical dependencies of the influence of the Marketing of Values on the growth formation of human capital, based on the methods of analyzing dynamic processes, fox groups and by pioneering research. The dependencies obtained allow us to obtain variable predictive estimates of the degree of controllability of the development of human capital, depending on the use of a specific component element of the Marketing of Values.

- The method of management regulation of the impact of Marketing of Values on the development of human capital differs from the existing ones in the integrated approach to the classifications of objects, subjects, as well as factors that determine the structure of the Marketing of Values and human capital. It is advisable to use it to substantiate recommendations for the effective executive management of human capital development.

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