


Importance of Marketing and Entrepreneurship Knowledge in the Project Ukrainian Studies Platform (Demobilized Soldiers of the Ato Area) - The Educational Action Plan "A Step to Entrepreneurship"

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<p>*Corresponding author <i>Margarita Išoraitė</i></p> <p>Article History <i>Received: 10.05.2018</i> <i>Accepted: 17.05.2018</i> <i>Published: 30.05.2018</i></p> <p>DOI: 10.21276/sjbms.2018.3.5.7</p> 	<p>Abstract: The article analyzes the importance of marketing knowledge in the implementation of the Vilnius College / University of Applied Sciences project "Ukrainian Studies Platform (demobilized soldiers of the Ato area)". Analyzing the importance of marketing and entrepreneurship knowledge for Ukrainian soldiers, marketing research, creating new businesses. Entrepreneurship involves not only the knowledge and skills that are needed independent business creation and development (marketing, financial management, business management knowledge and skills, etc.), but the various knowledge and abilities needed to rationally and economically deal with various professional and personal life problems and related situations with employment, job search, professional career, decision of professional tasks, topical solving public problems. Important elements of entrepreneurship are ingenuity, openness to innovation and ability to apply creatively new solutions, ability to evaluate the costs and potential benefits of implementing the solution [18].</p> <p>Keywords: marketing, market research, project Ukrainian Studies Platform (demobilized soldiers of the ATO area) - the educational action plan "A Step to Entrepreneurship, entrepreneurship.</p>
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INTRODUCTION

Vilniaus kolegija/University of Applied Sciences and Kiev National University of Technology and Design are implementing the project "Ukrainian studies platform (demobilized soldiers of the Ato area)" - the educational action plan "A Step to entrepreneurship". One of the goals of this project is to promote the entrepreneurship of the demobilized Ukrainian soldiers. To promote the entrepreneurship of Ukrainian soldiers it is necessary to train them to carry out market research, to introduce what it means to entrepreneurship. Ukraine's demobilized troops are supposed to do business differently. They will apply military service lessons to business. They will deal with the risk of being unstable. They have the courage, thrill, critical thinking that is necessary for a beginner business. *The purpose of article* is to analyze marketing and entrepreneurship knowledge importance in project "Ukrainian studies platform (demobilized soldiers of the Ato area)" - the educational action plan "A Step to entrepreneurship".

Marketing and entrepreneurship importance in Ukrainian project

As state Clark [1] according to the most recent national statistics available from the Small Business

Administration, most veterans start businesses in finance and insurance, followed by transportation and warehousing; mining, quarrying, oil and gas; construction; and professional, scientific and technical. In South Florida, veterans start a wide variety of companies that include lawn care maintenance, cell phone repair, financial services, dog grooming, personal training and providing person chef services. "Ukrainian soldiers will have to gain entrepreneurship and marketing knowledge during project "Ukrainian studies platform (demobilized soldiers of the Ato area)" - the educational action plan "A Step to entrepreneurship" when planning to create their own businesses. Entrepreneurship is a way of thinking a person. It is typical for individuals who are capable of organizing a business with communication competence, activity, creativity, initiative, curiosity, knowledge and experience, firm beliefs, strong internal motivation, innovation, saving, the ability to risk their wealth and prosperity in order to profit [2]. Entrepreneurship is the most important business function. Ukrainian demobilized soldiers must develop the following characteristics in order to start their own business:

- activity;
- initiative;
- curiosity, knowledge and experience;

- Strong beliefs
- strong internal motivation;
- inclination to innovate;
- saving.

Table-1 present that entrepreneurship can be defined as the process of creating value for business and social communities, is important to economic development, is a positive energy that challenges or changes existing conventions by acutely responding to the changing environments with an innovative.

Table-1: Concept of entrepreneurship

Author	Concept
Fillis. I., Rentschle, R. [3]	Entrepreneurship can be defined as the process of creating value for business and social communities by bringing together unique combinations of public and private resources to exploit economic, social or 2 cultural opportunities in an environment of change.
Kritikos, A., S. [4]	“Entrepreneurship is important to economic development. The benefits to society will be greater in economies where entrepreneurs can operate flexibly, develop their ideas, and reap the rewards. Entrepreneurs respond to high regulatory barriers by moving to more innovation-friendly countries or by turning from productive activities to non-wealth-creating activities”.
Kerr, W., R., Nanda, R. Rhodes-Kropf, M. [5]	Entrepreneurship is fundamentally about experimentation because the knowledge required to be successful cannot be known in advance or deduced from some set of first principles. For entrepreneurs, it can be virtually impossible to know whether a particular technology or product or business model will be successful, until one has actually invested in it.
Gentry, W., M., Hubbard, R., G. [6]	Our focus on “entrepreneurship” raises an important question for empirical work: What does it mean to be an “entrepreneur”? Someone who is self-employed? Someone who has some self-employment income? Someone who makes active business investments? Someone who creates jobs?
Park, Ch. [7]	The core of entrepreneurship is a positive energy that challenges or changes existing conventions by acutely responding to the changing environments with an innovative and creative mind. Cultivating entrepreneurship for young people will be effective in solving the problems concerning youth unemployment, low and falling economic growth rates while contributing to Korean economic growth.
Lackéus, M [8]	What we mean when we discuss entrepreneurship in education differs significantly. Some mean that students should be encouraged to start up their own company. This leans on a rather narrow definition of entrepreneurship viewed as starting a business. Others mean that it is not at all about starting new organizations, but that it instead is about making students more creative, opportunity oriented, proactive and innovative, adhering to a wide definition of entrepreneurship relevant to all walks in life.
Tambunan, T. [9]	In other words, development of entrepreneurship is seen essentially as the process of starting and continuing to expand new businesses (either by necessity because of the lack of wage employment or poverty, or by choice in order to exploit some perceived ‘opportunity’). New firms can be small or medium (although mostly started as small), so that a substantial part of the entrepreneurship literature is concerned with the dynamics SMEs.
Mbhele, T., P. [10]	Entrepreneurship is defined as an activity that involves the discovery, evaluation and exploitation of opportunities to introduce new goods and services, ways of organising, markets, processes and raw materials through organising efforts that previously had not existed [11, 12].

There are six reasons why entrepreneurship is important for a country's economy [13]:

1. Entrepreneurs create new businesses

Several new products and services offered by new entrepreneurs create new jobs that contribute to economic growth and stimulate further economic development.

2. Entrepreneurs are added to their national income

Entrepreneurs simply create new wealth. New and improved business proposals, products or

technologies allow you to create new markets and create new assets.

3. Entrepreneurs also develop social change

Through its unique offer of new goods and services, entrepreneurs are shifting from tradition to indirect support for freedom, reducing dependence on outdated systems and technologies, which ensures a better quality of life, greater morale and economic freedom.

4. Community development

Entrepreneurs regularly develop entrepreneurial activities of other similar people. They also invest in community projects and provide financial support to local charities. This allows for further development for their own businesses.

5. Other business people

Are there disadvantages for entrepreneurs and entrepreneurs? Can the public have an "upper limit" for the number of entrepreneurs?

6. The role of States

Regulations play a decisive role in fostering entrepreneurship, but regulation requires a balance between the regulatory body. Unregulated entrepreneurship can lead to unwanted social consequences, including unfair market practices, global corruption, financial crisis and even criminal activity.

Beginning a business, Ukrainian soldiers must also have marketing knowledge, knowledge of marketing research. Knowledge of your country and foreign markets affects business success. Creating a new business is important to know the external and internal marketing environment, competitors, the useful analysis of SWOTs. It is also necessary to determine which market the company will operate: whether it be a local market, an international market or a global market. It is very important to know what product we will go to the market. If our product is clothing, it's important to know the cultural environment of that country. What are the customs of wearing clothes in one country or another?

Marketing environment evaluation

PEST analysis

The external environment of the company is one of the factors outside the company - the state of the economy, social and political environment, technological environment. In order to develop technological innovations, it is important for an enterprise to have a strategic plan that envisages not only potential environmental changes but also the company's response, i.e. y adaptation to the environment.

An external factor analysis process determines and analyzes the factors of the company's external environment and assesses their potential impact on strategic activities and their success. The external environment studies the trends of external factors in order to anticipate business threats and opportunities that involve changes in the external environment. In assessing this, the company gains a real advantage by adopting acceptable solutions and rejecting what does not match its potential.

An external environment analysis involves four aspects: political, legal, economic, social, and technological (PEST).

The political - legal environment provides the boundaries of the organization's activities and provides a legal basis. Political factors determine the taxation of the organization's work, protection of consumer interests, labor protection, environmental protection, etc. The stability of the political situation in the country, the relations with foreign countries have a significant impact on the company. The legal environment includes: the international political situation, the internal political situation of the country, relations with the national authorities, legislation. Political - legal environment involves the activities of political parties, legislation that act as marketing decisions and measures. Political factors include the following legal factors:

- The Law on Establishment, Internal Activity and Liquidation of Enterprises.
- Legislation regulating business relations with buyers, competitors and partners.
- Individual marketing legislation.

Economic environment. Economic factors, both nationally and internationally, relate to the development and direction of the country's economy, in which the organization operates. The company's executives must assess not only the economic situation of their organization, but also the national and international situation. All this indirectly determines the activities of the company.

The economic environment is an element of the macroeconomic environment of the market, which manifests itself in certain laws of economic development and trends affecting marketing decisions and actions. Economic factors include:

- national total national product;
- income from customers;
- Accumulation rate;
- product price level;
- provision of credits.

“Ukraine’s real gross domestic product (GDP) was around UAH 984.016 billions in 2016 whereas the nominal GDP was UAH 2383.18 billions. This resulted in GDP deflator 242.189. Per capita GDP was estimated at USD 2194.36 whereas purchasing power parity (PPP) based per capita GDP was estimated to be at USD 8305.08. In 2016, Ukraine government’s revenue was UAH 914.106 billions whereas the expenditure was UAH 967.13 billions. This resulted Ukraine government’s net lending / borrowing negative at UAH 53.024 billion in 2016 indicating that enough financial resources were not made available by the government to boost economic growth.” [14].

Socio-cultural environment. Demand for goods varies according to demographic factors, global trends, values, opinions, consumer needs and lifestyles. The social and cultural environment is not stable, it is constantly changing. The individual culture of each enterprise is an important factor in the design and implementation of its strategy. The social and cultural environment is an element of the macroeconomic environment of the marketing, reflecting the company's influence on the company, its marketing decisions and their implementation. It includes:

- Demographic indicators;
- Cultural phenomena and trends in their development;
- Main cultural values.

Technological environment. Technology plays an important role in increasing the company's long-term competitive advantage in the market. Strategic analysis of the technological environment must determine how new products will be developed. Organizations must be sensitive to the external environment.

Internal environment analysis

An internal environment analysis allows you to set goals and objectives for your business. The company's strengths and weaknesses need to be determined. Internal analysis helps you understand the strategically important aspects of your organization. This analysis includes an analysis of key factors such as strengths and weaknesses.

Analyzing a company requires the following questions:

- What is the organizational structure of the organization?
- How do business units work together?
- What are the responsibilities and responsibilities of the company's employees?
- Is clear decision making?
- What is the style of leadership of a manager?
- Is the activity formal?
- How are employees motivated?
- What are the advantages and disadvantages of the corporate governance structure?

The objective of the internal factors investigation process is to identify the weaknesses and strengths of the strategic activity. In the preparation of the strategic plan, the information comes from the internal sources of the company: organizational, personnel, production, marketing, finance.

Organizational resources - organizational structure, internal communication, organization management schema, style, procedures.

- Company employees - employee relations, training, assessment systems.
- Manufacturing - buildings, equipment, technologies, raw materials, innovations.

- Marketing - Market, Strategy.
- Financial indicators - profitability, turnover, investment opportunities.

An analysis of the internal environment begins with an analysis of sales and profitability. These indicators changes mean the product's viability in the market and its ability to compete. They also show the success of past strategies, so they help determine what changes in strategy are needed.

When evaluating internal resources, it is important to analyze how the organization will compete in the future and will pursue long-term goals. Normally, the status quo is not enough, but it is necessary to determine whether the current situation of the company will be successful in the future.

SWOT analysis

The main method for assessing the state of the organization's performance is SWOT analysis. SWOTs are strengths, weaknesses, opportunities, threats. This analysis is widely used to identify organizational weaknesses, strengths, threats and opportunities, a strategy that provides the best combination. The basis of the strategy is to link the organization's weaknesses and strengths with the present threat and opportunities.

After analyzing the economic field, after determining the level of competition and the influence of each of the competitive forces, it is necessary to summarize and assess future changes in the future, future changes in the industry, and internal company analysis.

After completing a comprehensive analysis of the situation and identifying opportunities for developing the company's external and internal environment, an effective strategy can be expected.

The strengths and weaknesses are the key stages of company strategy formation, which are evident in the analysis of resources. Opportunities and threats include the main strategies for shaping strategy that have emerged from the company's environmental analysis.

The SWOT analysis logic is expressed in consecutive steps:

- Identification of the main environmental activities of the organization.
- Identify the main threats that may occur in this environment.
- Identifying the strengths of the organization is a factor in the key competitive advantages.
- Identify the organization's strategic vulnerability, its weaknesses.

Two steps are used to analyze SWOT analyzes [15]:

Compare your company profile with opportunities, real risks, essential requirements that will allow you to analyze the environment that your company controls.

Comparative advantages and disadvantages of competitors of the company. SWOT analysis helps you understand the company's strategic situation.

Analysis of the current situation of the company allows forecasting of possible directions and forms of business development. This allows you to start building a company strategy.

Strengths are resources, abilities that are compared with competitors. They are finance, marketing, organizational or labor resources.

Weaknesses are the disadvantages of resources, skills and abilities that hinder the organization's work. They are finance, marketing, organizational, technical, or labor resources.

Possibilities are favorable for the organization. It is also possible to open up new markets, increase consumer purchasing power, and product consumption.

Threats are a nuisance in the organization's environment. Its main obstacles are to achieve the goals of the organization. Threats are caused by rivals, technology, slow growth, constraints, and increased bargaining power for buyers or suppliers.

Table-2: SWOT analysis of Ukraine's international competitiveness [16]

Strengths	Weaknesses
High-level education Highly skilled workers Efficient labor market Goods market size Infrast ructure	Goods market efficiency Institution Financial market development Macr oeconomic environment
Opportunities	Threat
Intellectual potential International labor market (Outsourcing) Business sophistication Innovation Technological readiness	Brain drain Possible financial collapse, default Technolo gical s tagnation Decay in business sophistication

As Tkach state „high level of intellectual potential of Ukraine was hardly involved in economic mechanisms of the country, so this can not affect the economic growth of Ukraine [16]. However, there is only one example of the positive use of intellectual potential: hightech outsourcing activities in international software markets“

Marketing research

Pranulis and others state that the most widely known and used are the following marketing research methods: survey, observation, experiment, focused group [17].

- Survey is a method of collecting information by interviewing respondents in person, by telephone, by post or in a mixed way.
- Obsevation is a method based on human behavior, object change, event or process development.
- Experiment is the most scientifically based research method. Its purpose is to capture the cause and effect ratio.
- Focused group - In this case, information is collected during an organized group discussion. The most focused group consists of 6-10 people collected according to certain criteria. They are asked to discuss in detail a specific issue of

relevance to the research with the help of a professional research supervisor.

CONCLUSIONS

All businesses have access to a wealth of knowledge - whether it understands customer needs, business environments, or staff skills and experience. The way an enterprise collects, shares and uses this knowledge may be its key to its successful development. This applies not only to large international companies. Knowledge management can be beneficial for each local kiosk manufacturing company. Using knowledge in business does not necessarily mean thinking about smart new products and services or creating innovative new ways to sell them. Ukrainian soldiers will probably carry out market research that the company should exist first. They apply this market knowledge to direct specific customers to specific types of product or service. They should make sure that their employees' knowledge and skills are passed on to colleagues and heirs, wherever possible, for example training courses and papers.

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