

CIEDR 2018
The International Scientific and Practical Conference
"Contemporary Issues of Economic Development of Russia:
Challenges and Opportunities"

MARKETING AT THE TIME OF SUSTAINABLE DEVELOPMENT
OF RUSSIA

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Abstract

In most countries of the world, the concept of sustainable development stated by UNEP has received great attention and application. The concept of sustainable development emerged as a result of combining three main areas – economic, social and environmental. The idea of sustainable development is that it is required to find solutions that take into account interests of each of these three sectors, their progressive symbiosis. The prerequisites are considered and the main negative obstacles to the transition to sustainable development of the Russian Federation are described. Recently, some states and terrorist entities have been pursuing a perilous international policy, completely disregarding the fact that emerging conflicts and small (so far) international wars lead to a breach of environmental security, and this is the main geopolitical factor leading to a reduction in human life expectancy, as well as problems in the field of nature. It can be argued that the marketing component is customer satisfaction with regard to material and spiritual needs, with the effective use of modern innovative technologies. In the post-industrial economy of Russia, economic growth primarily depends not only on labor factors and demand, but also on the regions themselves, their competitive advantages, the attractiveness of investment projects, and the use of marketing in the process of sustainable development. It is shown that the marketing component in each of the three areas is the key one. The classification of modern marketing types and functions during sustainable development of the Russian Federation is given.

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Keywords: Marketing, Russia, sustainable development.



1. Introduction

Nowadays in many countries of the world, the concept of sustainable development developed by UNEP has received considerable attention and application. The Millennium Development Goals (MDGs), adopted by the UN General Assembly, identified December 1, 2016 as the beginning of the reporting period. It is expected that the process on achieving the MDGs will be completed by December 31, 2030.

In 1987 the report “Our Common Future” (Evteeva & Pereleta, 1989) was presented at the International Commission on Environment and Development (ICED), in which the issue of “sustainable development” was considered in detail. It states that “meeting the needs of the present does not undermine the ability of future generations to meet their own needs.” That is, the available resources are required to be used rationally and carefully, actually to move on to “dematerialization”.

Thus, to achieve the goals, it is necessary to use the available resources rationally and carefully, to have equal opportunities for all generations, and to develop in a social and cultural sense.

The concept of sustainable development emerged as a result of combining three main areas: economic, social and environmental. Sustainable development is a concept that suggests that we must observe the balance and symbiosis of social, economic and environmental factors. We must now live in such a way that the resources available to us today are available to the next generations. So that we must not spend all the resources of planet Earth.

Here are three areas for sustainable development:

1. The first area – economy, from the point of view of sustainable development, assumes that the development of human needs must take into account the natural needs of the environment, this is a very important part of our area of life, and we cannot ignore it.

2. The second important area is ecology. It is based on the preservation of the sustainable functioning of the entire environment.

3. And the third part is social, the main task of which is to improve the living standards of people. All three areas influence one another, penetrating one another, are continuously connected with each other. There must be a balance between them. They are all equally important, and decisions must be made so that the activities and approaches that influence positively one of them do not cause negative, irreversible changes in the other two. This is the main principle of sustainable development.

2. Problem Statement

2.1. Economic sphere

The new “information society” begins to use intellectual resources, information technologies, and the digital economy to a much greater degree. All over the world, the annual turnover of high technologies and high technology products is growing more and more. In our time, there is a transition from the raw and industrial economy to the new innovative economy (table 01).

Table 01. New innovative economy

Economy view	Main characteristics
1. Postindustrial	the main vector is directed towards science and services, priority of knowledge, information, social and spiritual benefits, creativity
2. Informational	new high technologies, economic value of information, emergence of a market for information and knowledge, their increasing role in a consumer society
3. Virtual	electronic space is widely used for financial transactions
4. Network	global transactional transformation, new high-tech industries are used in production of network products
5. Intellectomics	intellectualization, socialization, humanization of society
6. Economy of knowledge	knowledge extraction becomes a priority and the most important product of the society development
7. Economy of education	highly educated specialists is the main trend of the new economy, the natural resource of new knowledge and technologies

The theory of the maximum flow of an aggregate income by Hicks-Lindahl states that it is necessary to optimize the use of available limited resources, while applying environmental methods and modern technologies, to recycle and destroy wastes. New methods and applied recommendations on economic management should be received and adopted to increase the value of the vector of sustainable development.

2.2. Ecological sphere

From an environmental point of view, sustainable development should ensure the integrity of biological and geographical natural systems. Of particular importance is the viability of ecosystems on which the global stability of the entire biosphere depends. For example, if we close all industrial production, then the ecological situation will improve, but the economy will develop in inverse proportion to this.

It is obvious that the resources of our planet are not enough at all now. At the end of August 2018, there was a “fish war” between French and English fishermen due to the redistribution of spheres of influence in the marine area, where the catch of delicious deep-sea scallops occurred. Not a single year throughout the whole history of the mankind development mankind passes because of local wars, and basically they are wars because of resources: oil, gas, wood, minerals, etc.

If we speak about non-renewable resources, then one of the important resources is water. The problem is that we have one planet, and if somewhere we consume more, it automatically means that we consume less in another place, well, again, there is a problem of a return point – if at some point the system is so unbalanced that will not be able to recover. According to statistics, about 60% of modern cities use drinking water faster than it is reproduced and purified in nature. Consequently, in practice, the resulting imbalance is replenished at the expense of other backup sources.

There is also the problem of pollution of the world’s oceans: due to used and discarded packaging, both marine inhabitants and the human population suffer.

Recently, some states and terrorist entities have been pursuing a perilous international policy, completely disregarding the fact that emerging conflicts and small (so far) international wars lead to a

breach of environmental security, and this is the main geopolitical factor leading to a reduction in human life expectancy, as well as problems in the field of nature and ecology. Therefore, we need new methods and recommendations to maintain environmental safety.

2.3. Social sphere

The sustainability of all mankind development depends on the solution of its problems, the development of its social programs and cultural organizations, on the timely repayment of all conflicts and local wars. In modern society, there must be a proper, fair method for the distribution of all income received and benefits acquired. The human population must try to use these laws, that is, the social consequences of a new innovative economy must be acceptable to all of humanity.

We present statistics obtained by employees of the World Bank. If the entire present population of the globe currently wants to receive material or other benefits as in the following countries, then how many planets, such as our Earth, will we need is shown in Table 02.

Table 02. Statistics from the World Bank

Country	Number of Planets
UAE	5 planets
US	3.9 planets
France	2.5 planets
Spain	2.4 planets
Russia	2.3 planets
China	1.1 planets

The above statistics make you wonder. According to the forecasts of demographers, by 2050, the population of the earth will already be 9.6 billion; it is quite difficult to limit the number of our population. What can we do? There is a certain strategy 2050. In this article, this strategy will not be considered.

There is a migration of the population, urbanization, according to most experts in the next 20 years, about 2/3 of the humanity will live in large cities, which will lead to additional stress on the infrastructure. Also it is necessary to take into account such important criteria as hunger, child labor, infectious diseases, deforestation.

It should be noted that in the social sphere there is also a political component. Everyone understands that the efforts of mankind can go to collapse in the event of global wars,

The idea of sustainable development is that it is required to find solutions that take into account the interests of each of these three sectors, their progressive symbiosis.

3. Research Questions

3.1. What resources does Russia have?

3.2. What are the negative obstacles to the transition of the Russian Federation to sustainable development?

3.3. How does the improvement of marketing at the time of sustainable development happen?

3.4. How are innovative and digital technologies used in marketing in the Russian Federation at the time of sustainable development?

4. Purpose of the Study

The purpose of the socio-economic analysis we have undertaken is to identify marketing conditions for the effectiveness of development of enterprises, organizations and regions. In the framework of achieving this goal, we have examined the system of sustainable interconnection of enterprises, determined the role, place and functions of modern marketing at the time of sustainable development of the Russian Federation. The background and the main negative obstacles to the transition to sustainable development of the Russian Federation are analyzed. The marketing component is disclosed in each of the three areas of sustainable development of the Russian Federation.

5. Research Methods

In this paper economic, mathematical, structural and logical research methods were used, analytical processing of various documents, regulations, decrees and laws was carried out. The process of collecting and processing data in a market research study was proposed in (Grishakina, Manova, & Manova, 2009) for further statistical analysis. The use of neural network technologies allowed us to study and conduct a marketing study of the markets functioning dynamics with a non-linear development paradigm in Russia (Afanasyeva, Grishakina, & Manova, 2011).

6. Findings

As for the position of Russia, the following data can be cited: proven coal reserves make up 58% of the world's; oil reserves make up 58% of the world's ones; iron ore reserves – 41%; forest availability – 25%, etc. The situation with water resources is quite good compared to other countries, for example, Lake Baikal is one of the deepest freshwater lakes in the world. In Russia there are areas practically untouched by economic activity, these territories make up more than 60% of the whole country, these are the regions of the far north, and the Siberian expanses, as well as the sea waters that surround Russia. Russian scientists are closely involved in developing the basics of environmental safety (Frolov, 2011; Nemtsev, 2014). Scientific and practical recommendations and marketing tools are developed to improve the state policy on the way of the regions of the Russian Federation to sustainable development.

One of the favourable features of Russia is a high intellectual potential, despite the fact that in recent years about 200 thousand scientists emigrated, there are more than 12% of all world scientists under 30 years old in the country. The Russian government understands the significance of the problem of sustainable development, and, as a result, various conferences are held in the Russian Federation on SD, international and Russian forums. For example, at the end of August 2018 in Novosibirsk, an international forum and exhibition of technological development “Technoprom-2018” was held, which

presented new high-tech technologies in the industry designed to accelerate the introduction, in Vladivostok in September the international forum “Russian Energy Week – 2018” took place.

However, in Russia there is a low implementation level in the production of innovative technologies, the specificity of the resources of the innovative development of the national economy, the conditions and factors of resource provision are not fully explored. Tools for effective innovation management are not sufficiently developed. There are also contradictions in the economic interests of market subjects, there is an inconsistency in their areas of intersection, the existing links between subjects are ineffective, the level of professionalism and employee skills at some organizations are low, and the methodological foundations for organizing the innovation process have not been developed. There may be negative consequences of the barbaric attitude to the natural wealth of the motherland.

At the present stage of the sustainable development concept evolution new paradigms of corporate sustainability have been formed (Belousov, 2013). Success is guaranteed by the effectiveness of the marketing programs of the modern digital economy, which also make it possible to reveal the marketing indicators of Russia’s sustainable development (Pereleta, 1995). Improvement is possible on the basis of new marketing tools for management and development both in the economic sphere and in the other two. In all three spheres of sustainable development, the marketing component (function) is mandatory. New programs for sustainable rural development are being developed and applied (Frolov, 2011; Nemtsev, 2014). Marketing recommends, changes the concept of management (Belousov, 2013; Khaidukov & Tasalov, 2015), makes a creative approach, manages corporate policy of sustainable development, localizes production, seeks sustainable competitive advantage of various organizations and social and other programs, pays attention to small and social entrepreneurship, quickly responds to responses feedback.

As in the whole world, modern marketing uses innovative technologies in Russia. Marketing functions should strengthen all features and respond to them in a timely manner, monitor consumer needs in various areas (economic and others), take into account the financial and resource capabilities of industries and regions. Modern banking marketing tools should, first of all, be subordinated to the legislative acts of the Russian Federation, take into account the peculiarities of the Russian market, adapt import recommendations and methods to our reality. New, more advanced marketing technologies are becoming one of the important strategic factors in the economic, environmental, social spheres, continuously linking them, helping them at various stages of sustainable development.

Therefore, it can be argued that the marketing component is customer satisfaction with regard to material and spiritual needs, with the effective use of modern innovative technologies. Moreover, the sustainable development of the Russian Federation is hampered by such features as economic relations are very diverse, dynamic, with opposite tendencies of coexistence, fragmented and with a particular object-subject structure. In the post-industrial economy of Russia, economic growth primarily depends not only on labor factors and demand, but also on the regions themselves, their competitive advantages, the attractiveness of investment projects, and the use of marketing in the process of sustainable development.

Conducted a socio-economic analysis of the role of marketing at the time of sustainable development of the Russian Federation allowed us to identify the following types and functions of marketing (table 03).

Table 03. Types and functions of marketing

Term	Key Features
Innovative marketing	Processes associated with the introduction of digital tools, ways and methods of new developments to improve efficiency of results, with the combination or unity of knowledge of this activity, the introduction of new products and services.
Banking Marketing	Considers the relationships between different banks, between banks and their customers, the formation of the banking services market, interest rate policy and other banking activities.
Commercial and non-commercial marketing	Commercial marketing is mainly related to goods and services; has only one category of customers - consumers, focuses on serving only profitable market segments. Non-profit marketing is associated with organizations, territories and ideas, as well as goods and services. It has two categories of client-consumers and sponsors, can serve economically unprofitable market segments.
Territorial marketing	Management activities in the interests of the territory: the creation, maintenance, change in attitudes and behavior of individuals and organizations of a commercial and non-commercial nature.
Social marketing	Increases consumer value in commercial and non-commercial exchange. Social marketing deals with social ideas, tasks or specific actions of both individuals and society as a whole, examines the influence of economic factors on various forms of people social behavior.
Communication marketing	The trend of the modern market for marketing and communication services. Creative in traditional means of marketing communications. The main component is a complex of promotion, the use of creative tools of marketing communications in the markets
Sports and event marketing	The use of information and communication technologies for the preparation and conduct of various sports and other events, the Olympic and Paralympic Games. Strengthening the brands of cities in Russia.
Ecological marketing	In Russia and all over the world, at the time of sustainable development deals with the problems associated with pollution of the atmosphere, nature and living space of a person, environmental problems arising from negative human activity (wars, barbaric attitudes towards nature, etc.).
Agricultural marketing	All employees of the administrative staff are engaged in, and all production workers contribute to it, delivery efficiency, expedient packaging, service and aesthetic service are required. In this case, communication goals are subject to marketing.
Educational marketing	The development of the Russian educational services market actualizes the problem of determining the prospects for the development of educational marketing and marketing research in the field of education.

7. Conclusion

There are a number of recommendations for Russian companies developed as a result of the study, which will allow using marketing tools to help Russia's sustainable development:

1. The use of marketing tools by staff will enable achieving gender equality in leadership positions in Russian companies.

2. Ecomarketing will increase the value of the company in the eyes of consumers, by informing them about environmental responsibility borne by the company, for example, using energy-efficient production methods and environmentally friendly packaging.

3. With the help of social advertising to promote a healthy lifestyle, and carefully treat the natural resources of Russia.

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