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MARKETING IN PUBLIC ADMINISTRATION IN THE SYSTEM OF ENSURING ECONOMIC SECURITY

ABSTRACT

The main purpose is to characterize the features of marketing in public administration in the system of ensuring economic security. The article defines the marketing system in public administration as the object of research. It has been proved that the necessary scientific task in the framework of our study is to identify and determine the way to counteract the negative factors of the implementation of marketing in public administration in the system of ensuring economic security. The research methodology involves the use of the method of hierarchical analysis and graph theory, which will properly distribute negative factors according to the priority of counteraction. As a result of the study, a model of hierarchical counteraction to the negative influence of factors on the implementation of marketing in public administration in the system of ensuring economic security is presented. The innovativeness of the results obtained is revealed in the form of a proposed methodological approach to counteract the negative influence of factors. The study has a limitation in the form of not taking into account all possible factors that negatively affect the implementation of marketing in public administration in the system of ensuring economic security. Prospects for further research should be devoted to reviewing more factors and challenges facing the public administration system.

Keywords: negative factors, ensuring economic security, public administration, countering negative impacts, marketing system

JEL Classification: H00, H83

INTRODUCTION

In the context of the democratization of modern Ukrainian society, public administration is constantly in need of evolutionary changes, in particular, in the system of relationships between its subjects and objects in the system of ensuring economic security. In the context of ensuring economic security, it becomes necessary to use the latest management paradigms and tools. It is important to note that the development of an independent Ukrainian state occurs simultaneously with the formation of a young democracy and the formation of civil society in Ukraine. One of the most important factors for the success of this process today is the formation of an updated system of relations between the state and its citizens, public authorities and the public.

The main advantages of applying the basics of marketing in the public administration process, already proven by the practice of its implementation in the system of ensuring economic security, include the following: certain categories of active participants in the development of civil society are changing their role in public administration processes. This applies to specific citizens, their individual categories, certain social and political communities and other civil institutions. As you know, in the processes of "traditional" public administration, they usually act as objects of management. With the introduction of marketing foundations in public administration processes, they acquire the functions of full-fledged subjects of these processes; due to the definition, study and subsequent consideration of the characteristics of personal and socially significant needs of citizens and other communities, appropriate conditions are created for more complete and effective satisfaction of them; new effective methods and tools are being introduced into

the practice of public administration; the introduction of the basics of marketing contributes to a better implementation of civil rights and freedoms in the state; general harmonization of the interests of all participants in public administration provides significant advantages for the implementation by public administration entities of their functions and powers, etc.

In modern conditions of development of a democratic society in our country, the system of public administration in Ukraine is also similar to all state institutions; it requires the introduction of qualitatively and quantitatively new evolutionary changes and transformations, especially with regard to the issue of interaction between its subjects and objects in the system of ensuring economic safety. In conditions of ensuring an appropriate level of economic security, there is an urgent need to form new mechanisms and tools for its management. The development of an independent and democratic society in our country occurs in parallel with the formation of new paradigms of globalization and democratization of world society. One of the key elements of this process is the formation of a qualitatively new system of interaction between government bodies and citizens of society or their representatives.

The current state of marketing mechanisms in public administration in the system of ensuring economic security is the achievement of the desired socio-economic effect; a significant role is played by the globalization of the economic world space, which dictates its conditions for managing national sectors of the economy and economic security. Globalization affects national economies, business entities and government institutions.

The end result of the implementation of marketing mechanisms in public administration in the system of ensuring economic security is the achievement of the desired socio-economic effect. At the same time, along with the profit effect, it is important to study the social effect, which manifests itself in more effectively meeting the needs of society and ensuring that the country's citizens receive social benefits. All groups in society are taken into account. Marketing activities, as is understandable, focus on the analysis of market circumstances and accounting in the management of the organization. Among market factors, the main importance is given to consumers.

Marketing itself in public administration in the system of ensuring economic security is a subtype of marketing services. In this regard, this type of marketing has key characterizing features: the impossibility of long-term implementation of permanent elements, variability, heterogeneity, instability and a large degree of dependence on external and internal factors. At the same time, a distinctive feature of marketing mechanisms in public administration in the system of ensuring economic security is their simultaneity. This means that all marketing measures in public administration in the system of ensuring economic security are formed, ensured and implemented through public administration.

The implementation of marketing mechanisms in public administration in the system of ensuring economic security has the following advantages:

1. Provides an opportunity to increase the effectiveness of government bodies in the process of ensuring economic security.
2. Effective marketing in public administration in the system of ensuring economic security makes it possible to formulate an effective strategy and tactics for implementing state policy in the field of improving economic security while focusing on the needs of the population and the formation of a better competitive position of economic security on the world stage.
3. The use of modern and effective marketing mechanisms in public administration in the system of ensuring economic security makes it possible to better optimize the management chain in the context of determining and achieving the goals of state legislative and executive authorities.

Costs for the implementation of marketing mechanisms in public administration in the system of ensuring economic security are paid at the expense of the following entities: funds allocated from the country's budget, funds from citizens of the country, intermediaries of marketing services, commercial and non-commercial entities.

The use of marketing mechanisms in the public administration system has a number of advantages in the context of ensuring economic security at this level. Thus, the key positive aspects of the effective implementation of these processes are that they change the role of citizens of society in public administration processes from passive to proactive. This applies to individual citizens, social groups, political communities and other non-profit and commercial civil institutions. Such processes transform citizens of society from objects of management into full-fledged and full-fledged subjects of these processes. In addition, by identifying, studying, systematizing and effectively using information about the basic needs of citizens and social groups through the implementation of marketing mechanisms, conditions are created for their full satisfaction. Another advantage is that along with the introduction of new marketing elements, new elements and paradigms of public administration are being formed and implemented. To summarize, it should be noted that the use of

marketing elements and measures in public administration contributes to the better implementation of fundamental democratic human rights and freedoms, and is also an effective mechanism for coordinating all the interests of participants in public administration.

At the same time, it should be noted that in the case of a pragmatic and thoughtless transfer of the fundamental principles and tools of traditional marketing in the practice of public administration, it is incorrect, and in some cases, quite a negative factor. This is explained by the fact that if the latter is implemented in commercial activities, all efforts will be aimed at maximizing profits.

In the case of public administration, it is not about obtaining greater profits, but about achieving the maximum level of satisfaction of the so-called "clients", which in the case of public administration will manifest itself in satisfying the social and public interests of citizens, as well as guaranteeing a high level of social services. In addition, marketing mechanisms in the public administration system should form so-called "bridges" between state and local government bodies, as well as between active participants in the country's political life and ordinary citizens who do not show interest in implementing their political position. An intermediate option in the implementation of the marketing strategy of public management of the economic safety of the company will be the formation of a positive image of the country and individual subjects of public administration both within the country and abroad. Planning and effective implementation of a marketing mechanism will allow you not only to achieve your goals but also to spend a minimum amount of resources. At the same time, it is also important to take into account the fact that, like any other, the marketing system in public administration in conditions of ensuring economic security may be influenced by various factors that can negatively affect and modify it.

At the same time, it is simply impossible to ignore the basic and fundamental limitations in the use of marketing principles in public administration in the context of ensuring economic security. In particular, in the case of public administration, the principles and methods of coercion still remain relevant, even with active processes of democratization of civil society.

LITERATURE REVIEW

Sylkin et al. (2019), Chałubińska-Jentkiewicz, (2022) and Saher, (2020) in general, note that the main, criterial principle of marketing, first of all, distinguishes it from all other concepts of business management, of course, one should recognize the priority of meeting the needs and needs of objects on which the successful achievement of goals depends. Among the basic principles of marketing, which, first of all, are relevant in the process of implementing the marketing concept in the field of public administration, one should also recognize: the principle of a systematic integrated approach to objects, tools and mechanisms of marketing activities; the principle of adaptive adaptation of the characteristics of the organization to the parameters of the external environment of the organization; the principle of adequate and active influence on the external environment of the organization; focus on long-term development. The use of these principles in public administration, in our opinion, determines the formation of a special sphere of use of the concept of marketing - public marketing. Obviously, the implementation of marketing principles in this area has significant specifics. First of all, this is due to the peculiarities of the needs that must be satisfied in the public marketing system (Shynkar, 2020) [4].

According to Abba, (2019), Voronov, (2023) and Yemanov, (2023) the marketing system in public administration will consist of input information that helps to identify the problem or need of citizens by public authorities or local governments; subsystems for processing and analyzing this information, choosing the best public solution to a given problem or need, and presenting and promoting this solution using marketing communication channels (marketing tools in public administration). At the output, the public marketing system is represented by public decisions regarding the public marketing product, the purpose of which is to achieve maximum social efficiency, and the goals set for the public authority that applied public marketing.

Wazani, (2016), Kostrubiec, (2021) and Kryshchanovych, (2022) note in the literature, public marketing should study the needs and interests of citizens, monitor their development trends and analyze the system of economic security itself. What is specific here is that, in contrast to the commercial sector, in the public sector there is significant control over the actions of state bodies or institutions by the public. Accordingly, in conducting marketing in public administration, a significant emphasis is placed on communication, public relations between the same state bodies, institutions and citizens, social groups.

As Paul (2011), Saleh, (2020) and Santis, (2022) rightly point out, one of the ways to increase trust in public authorities is through their interaction with those non-public social institutions that citizens trust the most, and highlighting this interaction through the use of marketing tools. For example, cooperation with volunteer organizations, the church, and

public organizations that have a large credit of trust in Ukraine, and then the creation of an advertising campaign that will focus on this interaction in solving specific social problems or needs and focus on security.

However, when analyzing the scientific and practical literature, it should be noted that a number of gaps can be found in it on our subject (Figure 1).

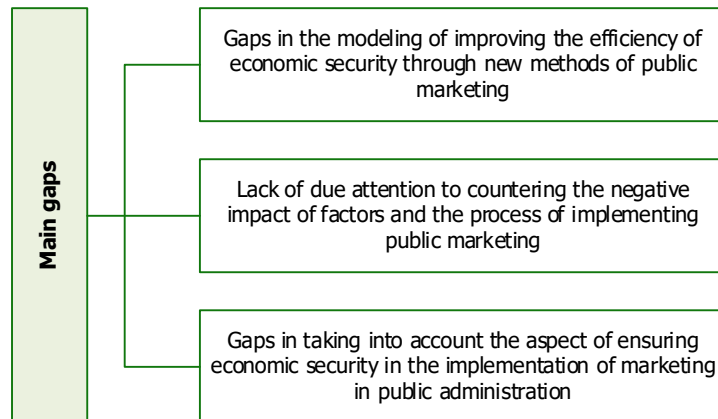


Figure 1. Key gaps in the scientific literature in our study.

In general, it is the study of marketing in public administration that is a fairly new phenomenon. Thus, in Ukraine, there are no studies of individual stages of the implementation of the marketing system in public administration in the framework of ensuring economic security, and there is also no description and analysis of the features of the public marketing system as a whole. Therefore, taking into account the experience of developed countries, there is a need for an in-depth study of the public marketing system in countries where there are problems with economic security and the development of options for the development of its system in these countries.

AIMS AND OBJECTIVES

We have set ourselves the goal in the article, characterized by the disclosure of the key features of marketing in public administration in the system of ensuring economic security. Our object of study is the marketing system in public administration. We raise a scientific question: How to streamline measures to counteract the negative impact of factors on the implementation of marketing in public administration in the system of ensuring economic security? The necessary scientific tasks in the framework of our study are the identification and definition of a method for counteracting negative factors in the implementation of marketing in public administration in the system of ensuring economic security.

METHODS

The methodology of our research includes five main methods: the method of synthesizing and systematizing information; expert analysis method; method of hierarchical analysis; graph theory method; and method of abstract-logical generalization. Each of these methods is designed to contribute to the achievement of the goals and objectives of our article. The steps for using each of these methods are presented in Table 1.

Table 1. Stages of using research methodology.

Methods	Characteristics
Method of synthesizing and systematizing information	For a review of scientific and practical information on the research issues raised in the article
Expert analysis method	The method of taking into account the opinions of experts to determine the list of main and relevant negative factors
Method of hierarchical analysis	The main method for hierarchical ordering of certain factors in order to form a system to counteract them
Graph theory method	It is an auxiliary visualization method as a result of a hierarchical ordering of negative factors
Method of abstract-logical generalization	Allows to generalize the obtained results and information and form the corresponding conclusions of the article

However, the main method is hierarchical analysis. This mathematical modelling method allows you to calculate the level of negative influence of a particular factor and determine the level of significance. The method should be considered primarily as indicating the direction of priority preventive protective measures.

RESULTS

The specificity of the goals of marketing communications of public administration entities in the system of ensuring economic security affects the priority in choosing their means. Among the most important features of this kind are the need to form a constant dialogue between public authorities and target audiences, the importance of building a communication policy based on objectivity and impartiality, a long-term focus and other factors.

Public relations is a new, but already quite familiar for Ukraine, form of optimizing the functioning of the mechanism of public administration in the system of ensuring economic security, adequate to the principles of the modern level of democracy. The multifaceted activity of public relations is aimed at ensuring the bilateral nature of relations between the subject of management (public authority) and the public. This model of communication is fully consistent with the principles of building a democratic society. After all, it contributes to the formation of established and effective mechanisms of social feedback and their priorities, only with the development of which we can talk about the formation of civil society in Ukraine.

One of the most effective means in shaping a positive image of public administration in the system of ensuring economic security should be a conceptually new systematic approach, according to which decisions of public authorities on important issues should be based not only on the personal views and own experience of managers but also on a scientifically balanced opinion scientists; analysis of public opinion; modelling the forecast of social behaviour of the population; achieving mutual understanding between the public and public authorities. The use of forms and methods of public relations in the process of communicative activity aims to encourage the population to have an active civic interest in relation to the state of public power. This should be manifested in the performance of one's civic duty at the polling station and in the requirements for public administration bodies to report to citizens about their intentions in using budget funds, reactions to world events, participation in public associations, and participation in the development of state programs. Thus, not only an innovative communicative paradigm arises in the theory and practice of public administration, but also an extensive system of scientific justification for the implementation of effective information and communication activities of public authorities.

The public administration security marketing mechanism is a system aimed at ensuring the implementation of public administration processes, which provides for the use by public administration entities in the process of achieving public administration goals of the basic principles of marketing as a management concept (primarily, the focus on meeting the basic social needs of management objects) and active use of marketing tools in the process of implementing certain public administration functions.

Public authorities, which are elements of the institutional mechanism of public administration of consumer protection, participate in this process, which is determined by numerous and varied parameters. The degree of involvement of authorities in this process is determined by the place of the management hierarchy, the availability of appropriate powers, levers and tools for these authorities to carry out this activity.

The low level of political culture in the West means that the degree of support for democratic governance in these states is low. Also, the population of countries prefers the rule of a certain strong leader, who, in principle, bypasses legitimate presidential elections and usually remains in power. Support for stable, functioning democracy is also low in countries with a low political culture score. That is, here we are actually talking about two things: firstly, there is not enough understanding among the population of what "democracy" is and why it is so important, and secondly, this is the fact that the population really does not want and is not ready to take responsibility for its the future on itself, translating it into the actions of a certain leader. A culture of passivity and apathy, that is, obedient and submissive citizens, is incompatible with democracy. The electoral process periodically divides the population into winners and losers. A successful democratic political culture assumes that the losing parties and their supporters accept different views of the voters and allow for a peaceful transfer of power. Accordingly, the high passivity of citizens in the state reduces the indicator of political culture. In order to somehow quantify the activity or passivity of citizens in these countries, let us consider the level of development of civil society in them.

But not only the low level of political culture is a negative factor in the implementation of marketing in public administration in the context of ensuring economic security. So, involving experts and determining their opinion (20 leading experts in the field of ensuring economic security and in the field of public administration were elected), we, summarizing the results of the assessment, formed a list of the most significant negative factors:

1. Low level of political culture.
2. Ineffective advertising tools.
3. Problems of the control system.
4. Inefficient digitalization of the public administration system.
5. Lack of a mechanism to ensure economic security.
6. Problems of understanding marketing.
7. Low volumes of resource provision.

Since we have a significant list of negative factors, they should be conditionally designated as A. Thus, we have a set of A from 1 to 7. Then everything is simple, according to the chosen method, which has been used more than once by leading scientists, it should be established whether there is a dependence between these factors. Using graphical language, we can determine whether there is a connection between these factors. Thus, if there is a connection, we indicate it in the table (Table 2).

Table 2. Table of connections between negative factors on the marketing system in public administration in the context of ensuring economic security.

Negative factors	Presence of communication	A
Low level of political culture	There is a direct connection with A5 There is feedback from A2, A3, A6, A7	1
Ineffective advertising tools	There is a direct connection with A1, A3, A4, A5, A7	2
Problems of the control system	There is a direct connection with A1 There is feedback from A2	3
Inefficient digitalization of the public administration system	There is feedback from A2	4
Lack of a mechanism to ensure economic security	There is feedback from A1, A2, A6	5
Problems of understanding marketing	There is a direct connection with A1, A7, A5	6
Low volumes of resource provision	There is a direct connection with A1 There is feedback from A2, A6	7

Further, if a connection has been established, we denote "+"; if not, then "-". Thus, it is possible to fill out the first matrix of connections and dependencies (Table 3).

Table 3. Matrix of possible connections between negative factors.

Negative factors	A1	A2	A3	A4	A5	A6	A7
Low level of political culture	-	-	-	-	+	-	-
Ineffective advertising tools	+	-	+	+	+	-	+
Problems of the control system	+	-	-	-	-	-	-
Inefficient digitalization of the public administration system	-	-	-	-	-	-	-
Lack of a mechanism to ensure economic security	-	-	-	-	-	-	-
Problems of understanding marketing	+	-	-	-	+	-	+
Low volumes of resource provision	+	-	-	-	-	-	-

In general, the principle is simple, if any of the identified negative factors has a connection with others according to the opinion of experts (Table 2), then this is a plus value, not then a minus one. Moreover, this works both in one direction and in the other. That is, this kind of connection can be justified as direct (dependence) and reverse (availability). Therefore, let us present a matrix of negative factors that have a relationship of influence (availability) with each other (Table 3).

Table 3. Second matrix of possible connections between negative factors.

Negative factors	A1	A2	A3	A4	A5	A6	A7
Low level of political culture	+	-	-	-	+	-	-
Ineffective advertising tools	+	+	+	+	+	-	+
Problems of the control system	+	-	+	-	-	-	-
Inefficient digitalization of the public administration system	-	-	-	+	-	-	-
Lack of a mechanism to ensure economic security	-	-	-	-	+	-	-
Problems of understanding marketing	+	-	-	-	+	+	+
Low volumes of resource provision	+	-	-	-	-	-	+

The next step is to establish the level of negative influence of factors relative to the marketing system in public administration, taking into account ensuring economic security. Everything is simple and convenient according to the method, if, according to the results of Table 3, we have a "+" in only one case, the relationship of dependence is nowhere except for the same negative factor, which means its strength of influence and connection is low and this constitutes the lowest level of influence. With each elimination, the highest is occupied by the negative factor that, almost to the last, has a significant connection with others and opposition to it, first of all, will have a positive effect in the fight against others (Table 4).

Table 4. Determination of the level of influence.

Negative factors	Lowest exposure level	Medium level of influence	Highest level of influence
Low level of political culture	-	-	No others connections
Ineffective advertising tools	No others connections	-	
Problems of the control system	-	No others connections	-
Inefficient digitalization of the public administration system	-	No others connections	-
Lack of a mechanism to ensure economic security	-	-	No others connections
Problems of understanding marketing	No others connections	-	
Low volumes of resource provision	-	No others connections	-

Thus, we have the opportunity to present hierarchically how to correctly counteract the negative influence of the factors identified by us and the experts within the framework of marketing in public administration in the system of ensuring economic security (Figure 4).

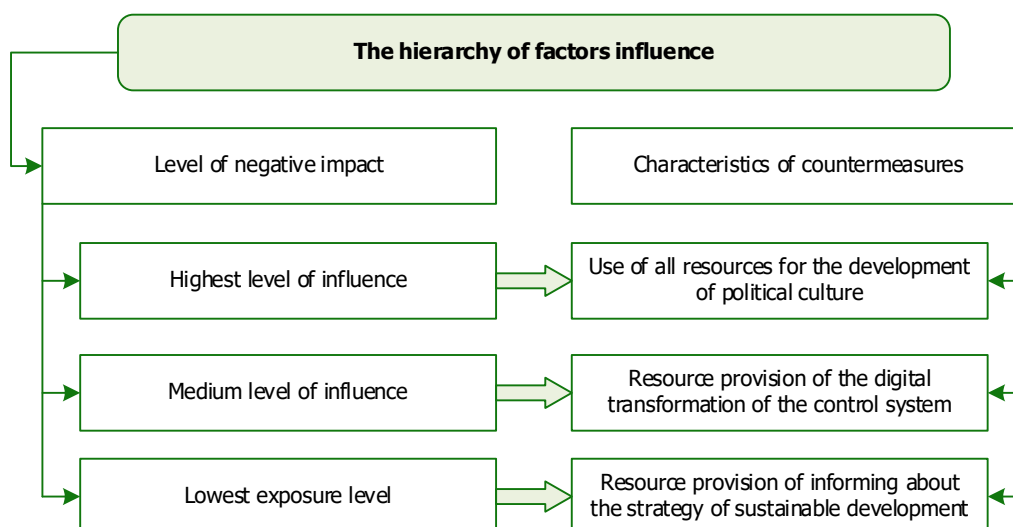


Figure 4. The model of the hierarchy of factors influence on the implementation of marketing in public administration in the system of ensuring economic security.

The practice of activities of public authorities proves that the public administration security marketing mechanism is well integrated with all of the above types of mechanisms. Of these, the social public administration mechanism requires special attention, as by its nature it has similar conditions for the emergence and formation of a marketing mechanism. Also, this mechanism should counteract the negative influence of various factors. The proposed methodological approach will contribute to this.

DISCUSSION

Discussing the results of our study, we should compare them with similar ones. So, for example, Olla, (2014), Collins (1995) and Golub, (2021) have determined that political culture, the development of innovations, civil liberties and the functioning of government most of all influence the level of success of public marketing. Further, in order to exclude a close correlation between these four factors, a correlation matrix was constructed in the study. The study determined that the political culture and the level of innovation most influence the level of success in the use of marketing in public administration in countries.

Other scientists (Gontar, 2023; Sokolim, 2022; Danchak, 2023) have formed and formalized an algorithm for the development of marketing in public administration, consisting of five stages - from the stage of identifying a specific problem or need of citizens by state authorities or local governments to the stage of analyzing the success of marketing in public administration.

Gavrysh, (2017) and Goryn (2020) have formed and schematically presented a system of marketing in public administration based on the algorithm for its implementation. In particular, studies have shown that public marketing consists of incoming information that helps to identify the problem or need of citizens by state authorities or local governments; subsystems for processing and analyzing such information, choosing the best public solution to a problem or need, and presenting and promoting this solution using marketing communication channels (marketing tools in public administration).

However, our study has differences, the characteristics of which are presented in Figure 3.

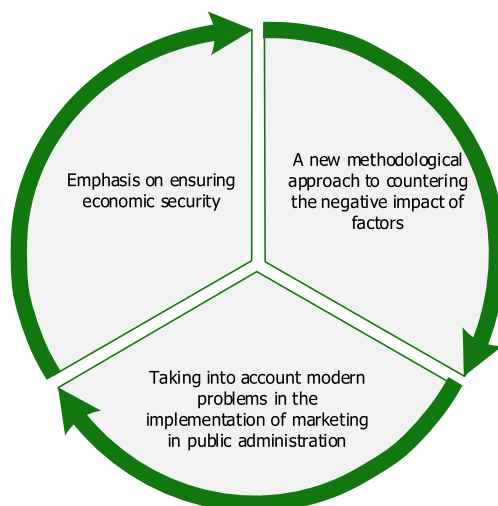


Figure 3. Characteristics of the key differences between the results of the study.

The results of the study obtained by us are characterized by an emphasis on economic security and counteracting the negative impact of factors on marketing in public administration. The innovativeness of the results obtained is revealed in the form of a proposed methodological approach to counteract the negative influence of factors.

CONCLUSIONS

Summing up, it should be noted once again in the framework of the generalization of the study that the governments of developed European countries actively and often apply in public administration those concepts and tools that are used by business entities in a market environment. One such mechanism of public administration is the system of public marketing. Given the positive experience of using public marketing tools by developed countries to ensure their own economic security, there is a need for a thorough study of public marketing in countries that have not yet reached high economic development. Today, public administration marketing is a non-commercial public administration mechanism that contributes to the implementation of a certain public decision through the use of tools of various types of marketing in the system of ensuring economic security.

Based on the results of the study, we determine the basis and current factors that have a negative impact on the implementation of marketing in public administration and become a real threat to ensuring economic security. Study has limitation in the form is not allowed due to all possible factors that negatively affect the implementation of marketing in public administration in the system of ensuring economic security. Prospects for further research should be devoted to reviewing more factors and challenges facing the public administration system. In general, the consequences of such restrictions are that other factors may not be taken into account when determining countermeasures, thus, the effectiveness of measures will not always give the desired socio-economic effect.

As a result, we have ordered the selected factors according to the significance of their negative impact, thus, we have identified the main levels of resistance to improve the efficiency of marketing in public administration in the system of ensuring economic security. The practical value of the results obtained lies in the possibility of using the proposed method of an innovative approach in the work of making and implementing decisions of the public administration system of the regions of Ukraine.

ADDITIONAL INFORMATION

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МАРКЕТИНГ У ПУБЛІЧНОМУ УПРАВЛІННІ В СИСТЕМІ ЗАБЕЗПЕЧЕННЯ ЕКОНОМІЧНОЇ БЕЗПЕКИ

Основною метою дослідження є характеристика особливостей маркетингу в публічному управлінні в системі забезпечення економічної безпеки. Об'єктом дослідження визначено систему маркетингу в публічному управлінні. Доведено, що необхідним науковим завданням у рамках нашого дослідження є ідентифікація та визначення методу протидії негативним факторам реалізації маркетингу в публічному управлінні в системі забезпечення економічної безпеки. Методологія дослідження передбачає застосування методу ієрархічного аналізу і теорії графів, що дозволить належним чином розподілити негативні фактори за пріоритетністю протидії. У результаті проведеного дослідження представлена модель ієрархічної протидії негативному впливу факторів на реалізацію маркетингу в публічному управлінні в системі забезпечення економічної безпеки. Інноваційність отриманих результатів розкривається у вигляді запропонованого методичного підходу для протидії негативному впливу факторів. Дослідження має обмеження у вигляді неврахування всіх можливих факторів, що негативно впливають на реалізацію маркетингу в публічному управлінні в системі забезпечення економічної безпеки. Перспективи подальших досліджень полягають в розгляді більшої кількості факторів та викликів перед системою публічного управління.

Ключові слова: негативні фактори, забезпечення економічної безпеки, публічне управління, протидія негативному впливу, система маркетингу

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