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**THE MARKETING STRATEGY FORMATION
OF SOCIAL AND ECONOMIC INTEGRATION
AND ADAPTATION OF INTERNALLY
DISPLACED PEOPLE**

**ФОРМУВАННЯ МАРКЕТИНГОВОЇ СТРАТЕГІЇ
СОЦІАЛЬНО-ЕКОНОМІЧНОЇ ІНТЕГРАЦІЇ І
АДАПТАЦІЇ ВНУТРІШНЬО
ПЕРЕМИЩЕНИХ ОСІБ**

Urgency of the research. The formation and implementation of a modern policy for integration and adaptation of the IDPs, aimed at increasing their capacity at the local level, raising awareness on how to solve social and economic problems within host communities is very relevant.

Target setting. The existing problems require the implementation of systemic strategic measures and coordinated information policy aimed at integrating the IDPs into the host society. Therefore, it is expedient to use strategic marketing in solving the problem of integration and adaptation of IDPs.

Actual scientific researches and issues analysis. Scientific works by O. Balakireva, T. Doroniuk, E. Libanova, O. Malinovskaya and others highlight the problems of IDPs.

Uninvestigated parts of general matters defining. The problem of integration and adaptation of IDPs in Ukraine contains a large number of unresolved issues.

The research objective. The purpose of the article is to formulate conceptual bases of the marketing strategy of IDPs' social and economic integration and adaptation, the basis of which are the current tendencies of the migration processes development, which is grounded on social marketing tools and has to correspond to the trends and goals of social and economic and demographic development of Ukraine.

The statement of basic materials. The conceptual bases of marketing strategy formation of IDPs' social and economic integration and adaptation as well as organizational and economic mechanism of its realization have been offered in the article. Attention is paid to the practical aspects of communication between actors of the strategy.

Conclusions. The marketing strategy for IDPs' social and economic integration and adaptation aims at: creating conditions for their full involvement in the economic, social, cultural and political life of host communities.

Keywords: internally displaced persons; marketing strategy; social and economic integration; adaptation; communication channels.

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Urgency of the research. As the result of the events in the Crimea and hostilities in the Donbas, there was a formation of a new type of migration for Ukraine, namely, internally displaced persons (IDPs).

IDPs face certain problems and obstacles in a new city or place that affect the level of integration into host communities and often interfere with adaptation processes. Among the main hardships there are: the problem of employment; the problem of housing, which most settlers have to resolve independently.

Актуальність теми дослідження. Формування і реалізація сучасної політики інтеграції і адаптації ВПО, спрямованої на підвищення їх спроможності на місцевому рівні, підвищення поінформованості, обізнаності про те, як вирішувати соціально-економічні проблеми в межах приймаючих громад є дуже актуальними.

Постановка проблеми. Наявні проблеми вимагають реалізації системних стратегічних заходів та скоординованої інформаційної політики, спрямованої на інтеграцію ВПО до приймаючого суспільства. Тому доцільним є використання стратегічного маркетингу у розв'язанні проблеми інтеграції і адаптації ВПО.

Аналіз останніх досліджень і публікацій. Наукові праці О. Балакіревої, Т. Доронюка, Е. Лібанової, О. Малиновської та інших висвітлюють проблеми ВПО.

Виділення недосліджених частин загальної проблеми. Проблема інтеграції і адаптації ВПО в Україні містить значну кількість невирішених питань.

Постановка завдання. Метою статті є формування концептуальних основ маркетингової стратегії соціально-економічної інтеграції і адаптації ВПО, підґрунтям якої є сучасні тенденції розвитку міграційних процесів, яка базується на інструментах соціального маркетингу і має відповідати тенденціям та цілям соціально-економічного і демографічного розвитку України.

Виклад основного матеріалу. Запропоновано концептуальні засади формування маркетингової стратегії соціально-економічної інтеграції і адаптації ВПО і організаційно-економічний механізм її реалізації. Пріоритетно увагу практичним аспектам комунікаційної взаємодії між суб'єктами стратегії.

Висновки. Маркетингова стратегія соціально-економічної інтеграції і адаптації ВПО спрямована на створення умов для повного залучення ВПО в економічну, соціальну, культурну та політичну сферу життя приймаючих громад.

Ключові слова: внутрішньо переміщені особи; маркетингова стратегія; соціально-економічна інтеграція; адаптація; канали комунікацій.

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It ought to be noted that the forced displacement of citizens involves a number of challenges for many local communities, which appear in the growing burden on local labor markets, the problems of placement, employment, medical care, and access to education, cultural and social reintegration and may also be the cause of a social conflict.

Nowadays, the issues of IDPs' integration and recognition by local residents, confidence-building, mutual respect and partnership relations, increase of social cohesion of the population for the further comfortable living in order to realize the IDPs' potential on a new place and to strengthen the local communities are becoming urgent. It is possible in the context of the formation and implementation of a modern complex balanced policy of IDPs' integration and adaptation, aimed at increasing their capacity at the local level, raising awareness and informedness on how to address social and economic issues within host communities.

Target setting. The existing problems require the implementation of systemic strategic measures and coordinated information policy aimed at integrating the IDPs into the host society. Therefore, it ought to be considered as expedient to use the potential opportunities of strategic marketing in solving the issues of IDPs' social and economic integration and adaptation.

Actual scientific researches and issues analysis. The issues of IDPs' difficulties are studied by such scholars as O. Balakireva [1], T. Droniuk [2], E. Libanova [3], O. Malinovskaya [4], A. Solodko [2].

Uninvestigated parts of general matters defining. The problem of IDPs' integration and adaptation in Ukraine is very relevant and contains a significant number of unresolved issues that require active research. Therefore, it is expedient to summarize theoretical developments on the issues of this category of citizens' integration and adaptation; to form approaches on the strategic marketing tools usage in the process of providing a comprehensive integration and adaptation policy of IDPs, which is consistent with the long-term trends and goals of social and economic and demographic development of Ukraine, and also to take into account the growing role of human capital in the successful social and economic country development.

The research objective. The purpose of the article is to formulate conceptual bases of the marketing strategy of IDPs' social and economic integration and adaptation, the basis of which are the current tendencies of the migration processes development, which is grounded on social marketing tools and ought to correspond to the trends and goals of social and economic and demographic development of Ukraine.

The statement of basic materials. The lack of sufficient attention to the issue of integration leads to a number of problems and threats affecting the economic and social development of individual territories and the country as a whole. In particular they are: reduction of tolerance level in society, increase of social tension, IDPs' self-isolation, the emergence of conflict situations between the IDPs and the local population.

It ought to be noted that the strategic approach, which is based on the formation and implementation of the strategy, is capable of systematizing and specifying the legislative, regulatory and other principles of integration processes regulation, ensuring coordinated activities between the authorities and society.

In order to effectively use the potential and enhance the effectiveness of the migration processes management concept, it seems advisable to formulate a marketing strategy for social and economic integration and adaptation of the IDPs, based on modern trends in the development of migration processes based on social marketing tools and is to be consistent with the tendencies and objectives of country's social and economic and the demographic development in the long run, given the growing role of human capital in successful social and economic development of Ukraine's national economy.

Consequently, the marketing strategy for social and economic integration and adaptation of the IDPs ought to be accepted as a set of technologies, marketing mechanisms and tools that can be applied in various spheres of public life, based on a long-term, multi-stage action plan within the framework of a comprehensive policy of IDPs' social and economic integration and adaptation, using the existing set of tools aimed at achieving the goals set, in particular, the creation of conditions for the full IDPs' involvement in economic, social, cultural and political sphere of host communities.

The process of forming a marketing strategy for IDPs' social and economic integration and adaptation consists of a series of successive stages. Namely they are:

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- definition of the purpose and the main tasks;
- specification of criteria and factors influencing the process of the strategy formation and implementation;
- identification of the tool, which provides the implementation of the strategy main provisions;
- define the resource base: financial and information support;
- substantiation of acceptable generalized group of alternatives, their analysis, determination of the predicted environment state;
- the choice of the most acceptable alternative;
- justification of standards and evaluation criteria for which the analysis of results is planned;
- analysis of the obtained results achievement degree and their comparison with the planned ones.

The conceptual marketing strategy of IDPs' social and economic integration and adaptation provides: use of social marketing technology; formation of so-called "promotion" of the social problem strategy, attracting public attention to it with the help of marketing communication tools; implementation of comprehensive information support; formation of effective communication channels with target groups.

The main key provisions of the marketing strategy for IDPs' social and economic integration and adaptation are: the marketing research on IDPs and local communities' problems and needs in the areas of resettlement; formation of IDPs' positive image, building mutual understanding between the inhabitants of the host communities and IDPs; communicative interaction between IDPs and the local population, IDPs involvement in the social life of local communities (Fig. 1).

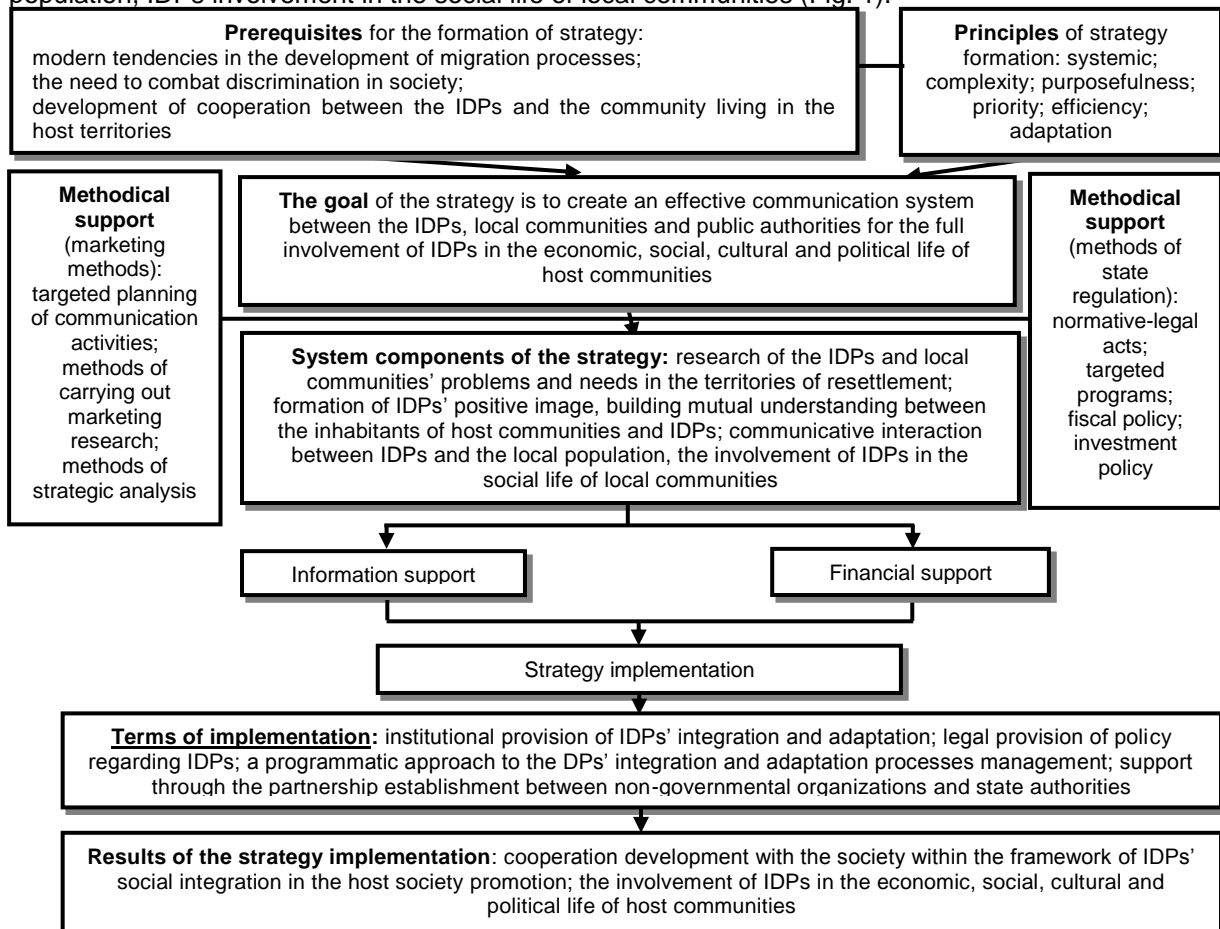


Fig. 1 Conceptual basis for the marketing strategy formation for IDPs' social and economic integration and adaptation

Source: created by the authors

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The strategy defines the directions for: introducing social marketing tools for regular research, formation and organization of systematic information campaigns within the framework of a comprehensive integration and adaptation policy, the development of communication platforms to ensure that IDPs, community and society as a whole receive the necessary information, as well as building communicative interaction with local communities and state authorities.

Implementation of the marketing strategy ought to be carried out with the help of organizational and economic mechanism - a set of methods and tools for the system formation and functioning, which is designed to adapt and integrate the IDPs into the host society (Fig. 2).

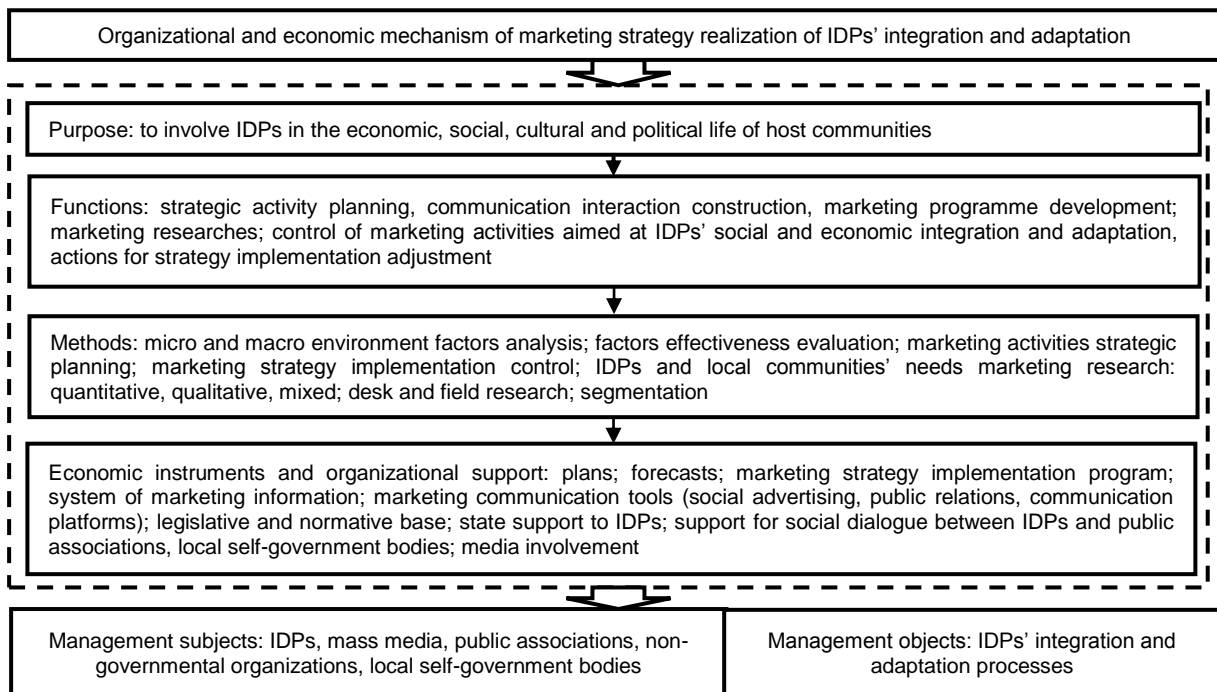


Fig. 2 Organizational and economic mechanism of marketing strategy implementation of IDPs' social and economic integration and adaptation

Source: created by the authors

It should be noted that the essence of the proposed model of the organizational and economic mechanism for implementing the marketing strategy for the IDPs' integration and adaptation is to combine organizational and economic, and regulatory tools based on the integration of managerial processes and marketing technologies, the use of which will enable the IDPs' inclusion in economic, social, cultural and political life of host communities.

The realization of the marketing strategy is not possible without proper information and financial support.

Information support involves regular research, the formation of system information campaigns, the development of communication platforms, which ought to provide to IDPs, host communities and society in general the necessary information aimed at building a communicative interaction between them.

Therefore, attention should be paid to the practical aspects of communication and interaction between actors, the creation of the context-information level of communications within the framework of this marketing strategy implementation, which will enable the formation of the relevant information background, the context, the amount of information that will familiarize with the life of the settlers, the relations between the IDPs and the host society, daily concerns and problems of settlers, and will adjust to the effective, desirable perception of further communication. In this respect mass media, local authorities, public authorities are encouraged to determine which context is to be designed in

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society so that further communication is effective and contributes to the IDPs' integration and adaptation.

The peculiarities of the communication impact implementation on the marketing strategy subjects in order to form a communicative interaction between them according to the main structural elements are to be considered (Fig. 3).

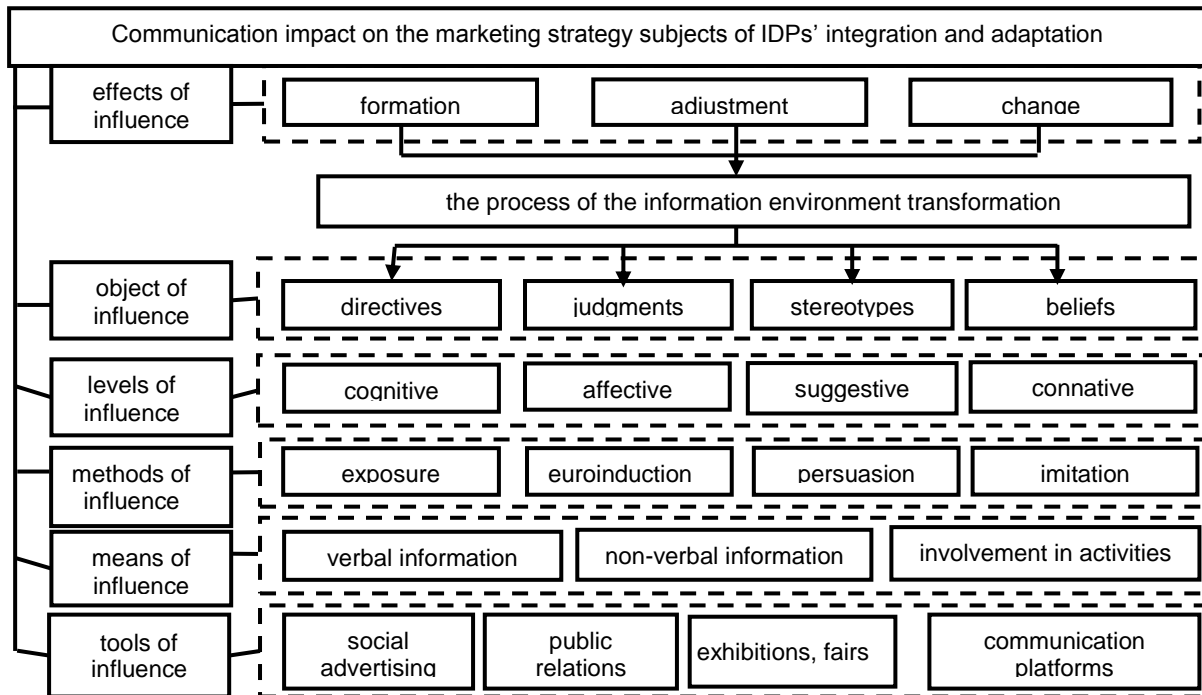


Fig. 3 Structural elements of communication influence on subjects of marketing strategy of IDPs' social and economic integration and adaptation

Source: created by the authors on the basis of [5, p. 137]

It should be stated that a certain informational context is often formed under the influence of external factors, thoughts, attitudes of local residents in relation to IDPs, which have been formed before, possibly on the basis of their own experience of communication. In this case, the information context requires the further marketing communication tools development or adjustment (social advertising, public relations, exhibitions, fairs, communication platforms, the use of network communities on the Internet).

It ought be emphasized that in order to increase the effectiveness of the information support of the strategy, it is expedient not only to use the potential of the media, but also to form or use the existing communication platforms. This will improve the communicative interaction between the marketing strategy subjects of IDPs' integration and adaptation and facilitate the information receipt by the IDPs, host communities and society as a whole (Fig. 4).

Paying attention to the financial support of the marketing strategy of IDPs' social and economic integration and adaptation, it cannot be but mentioned that the main ways of solving the financing problem, foreseen hereunder, are as follows: state financial support; international donor, financial and investment assistance.

It ought to be emphasized that the implementation of this strategy should be fulfilled through the introduction of an integrated approach to the formation of IDPs' integration and adaptation policy, ensuring coherence between the actions of state authorities and local self-government bodies in this area. Namely: development of cooperation with the society within the framework of promotion of the

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factors of IDPs' social integration in the host society; the involvement of IDPs in the economic, social, cultural and political life of host communities.

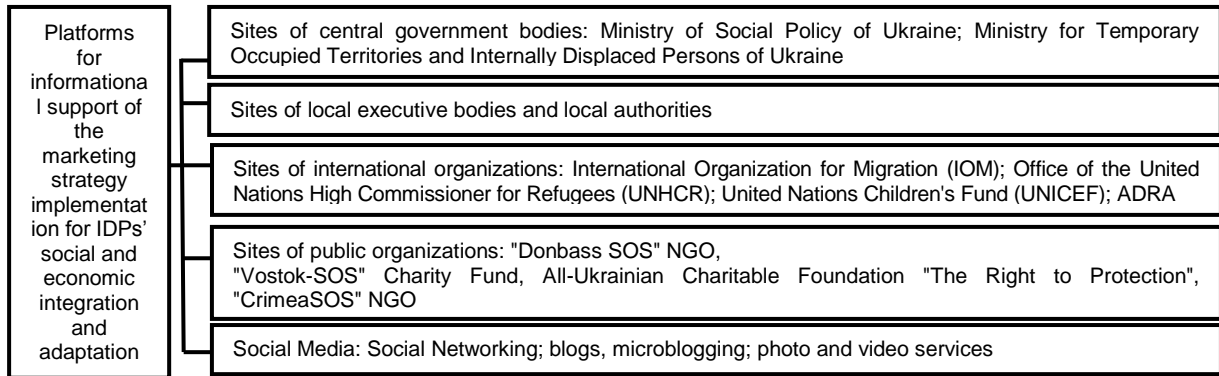


Fig. 4. Platforms for marketing strategy informational support of IDPs' social and economic integration and adaptation

Source: created by the authors

Conclusions. In the process of adaptation in the new city, the IDPs face certain problems and obstacles that affect the level of integration into host communities and often hinder adaptation processes in a new place.

The marketing strategy for IDPs' social and economic integration and adaptation is aimed at creating conditions for the full involvement of the internally displaced persons in the economic, social, cultural and political life of host communities, and is based on the analysis of their problems and obstacles that affect the level of integration into host communities and hinder adaptation processes; attracting public attention to them; studying and analyzing public opinion about IDPs; forming effective communication channels with target groups.

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