

BRAND AS THE NON-MATERIAL ACTIVE IN THE POSTINDUSTRIAL SOCIETY

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Abstract

Clause is devoted to the analysis of a role of actives of the enterprise in an industrial and postindustrial society. Changes of a role of a brand as non-material active of the enterprise in view of specificity of the Ukrainian market are investigated.

Keywords: a brand, material and non-material actives of the enterprise, globalization, the organization of business

Introduction

Forward development of a civilization results in inevitable integration processes between the states. The most universal display of these processes is globalization. In this connection in front of Ukraine and other post-Soviet states there is a problem of development of optimum model of participation in this process both on macro, and at a microlevel. Specificity of Ukraine will be, that it should participate in global process (and connected to it the process of internationalization of economic activities and specialization) being between several poles. On one pole there are postindustrial countries of EU and countries-participants of NAFTA. These countries still in 70th-80th years of the last century have carried out of a task of industrialization and went to an information society and postmodern perception of the world. For the enterprises of these countries active transition to the Hollywood model of the organization of business is characteristic. On the other pole there are industrial societies where one of the main tasks is development of own industrial base adequate to modern requirements of global economy. In these countries the Detroit model of the organization of the enterprises prevails. On the third pole there are countries, which else approach to development of own industrial base.

Today Ukraine on a condition of the economic development is under influence of two currents of industrial and postindustrial development, on the one hand, and under influence globalization changes and local problems connected with scientific and technical and technological development, with another. Under such circumstances there is a necessity of consideration of specificity of the organization of business and to define a role of non-material actives.

Statement of problems

Concerning consideration globalization processes in a world practice a number of scientists and economists, in particular E.Savelev, A.Maklakov, B.Budzan and other was engaged in development of a question.

In their works the scientists describe a role of globalization in economic, and also define a degree of necessity of participation of Ukraine in these processes. A question of branding, namely research of a brand as non-material active of the enterprise and its influence on activity of the enterprise were engaged V.G.Konovalov, V.N.Domnin, V.Pertsija, A.G.Sannikova, Z.Kapferer, B.Vaneken, V.Pekar, K.L.Keller and other. However, insufficiently shined there was a question concerning a role of a brand in conditions of modern globalizations processes.

Ukraine, de facto, concerns to the countries of the second pole for which tasks of industrialization are important. For example, deterioration of a fixed capital of the enterprises in Ukraine makes $\approx 80\%$. On the other hand, actively participating in the international economic processes Ukraine is in a postindustrial society. In these conditions for development of effective marketing strategy of the domestic enterprises it is important to consider a role of actives in up to and a postindustrial society. In these conditions for development of effective marketing strategy of the domestic enterprises it is important to consider a role of actives in an industrial and a postindustrial society to define changes of essence of a brand under these conditions.

Methodology

As methodological base for the given research have served: the system approach, modelling, the analysis and synthesis, the retrospective historical analysis. As theoretical base have served results of researches of leading scientists in the field of the international economy, management and marketing, data of researches of the United Nations.

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Results of research

Globalization - the complex phenomenon of interdependence of economy which arises in connection with an exchange of the goods and streams of capitals. Expansion of trading communications, an active output on the international markets connected with extremely rigid competition. It leads to need for more effective manipulation actives of the enterprise. For more effective analysis of changes of a role of actives in maintenance of competitiveness of the enterprise we shall define their components. All actives of the enterprise share on material and non-material (the table №.1)

Table №1. Structure of actives of the enterprise

Material actives of the enterprise	Non-material actives of the enterprise
The ground and the right to its use	The rights which appear owing to possession of the enterprise: -patents for the inventions useful to model, industrial samples; -certificates on signs for the goods and services, the name of a place of an origin of the goods, the trade mark.
Buildings of industrial and non-productive character	The rights which arise owing to possession of the enterprise, objects of the copyright (product of a science, the literature, art, computer programs, databases, topology of integrated microcircuits). Also, the adjacent rights (the rights of executors, manufacturers of soundtracks and the organizations of speech).
Office buildings	Rights of use of the nonconventional objects of intellectual property created at the enterprise (efficiency proposals, "know-how", trade secrets, etc.)
Inhabited, children's, educational, medical and other buildings which are on balance of the enterprise.	The rights to using the ground areas and natural resources
The established and unstated industrial equipment.	Monopolies and privileges on use of the rare resources, including licenses for realization of the certain kinds of activity.
Personal estate of non-productive purpose.	Organizational expenses for creation of the enterprise

For more detailed understanding of a brand as non-material active in a postindustrial society and its influences on competitiveness of the domestic enterprises, it is necessary to result the comparative characteristic of two types of models of the organization of business which describe a role of actives. The countries which actively participate during globalization and behind type of development concern to the first type and the organizations of business are characterized by the "Hollywood" model. The second type - the countries with transitive economy for which industrial development is characteristic that is inherent "Detroit" model of the organization of business (figure 1).

The basic excellent factor of the given types of development is attitudes to own actives of the enterprise. For the countries which use the "Hollywood" model of the organization of business it is characteristic:

- In the account of the enterprise a dominating role borrow - non-material actives. Rates of an increase in value of non-material actives exceed rates of a gain of material actives.
- Material actives important, however their role essentially does not increase.
- Non-material actives - constantly increase. Non-material actives increase cost of the enterprise due to their inclusion in balance, according to the international standards of book keeping.

"Detroit" model of the organization of business it is inherent:

- Over the account of the enterprise is dominated with material actives. They form estimated market cost of the companies.
- Available financial streams - uniform criterion of an estimation of an overall performance of the enterprise.
- The basic non-material active - patents which the company owns

Globalization processes lead to cardinal reassessment of a role of actives of the enterprise. In conditions when in the international market the offer essentially exceeds demand, the precondition of competitiveness of the company is an opportunity to differentiate own goods from the goods of competitors. Under such circumstances, as the most effective element of competitiveness the brand what, de facto, defines cost of all other actives of the enterprise acts.

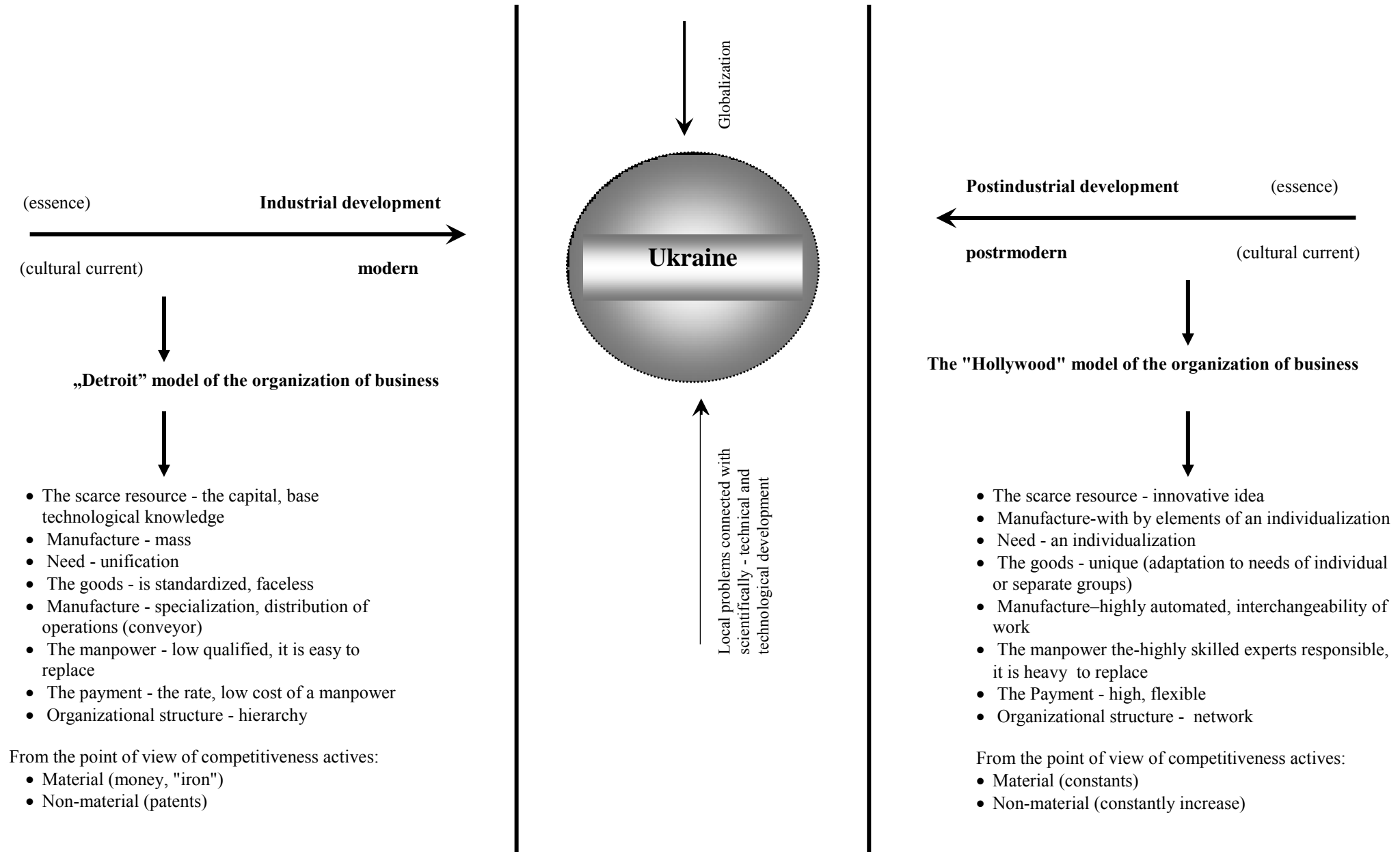
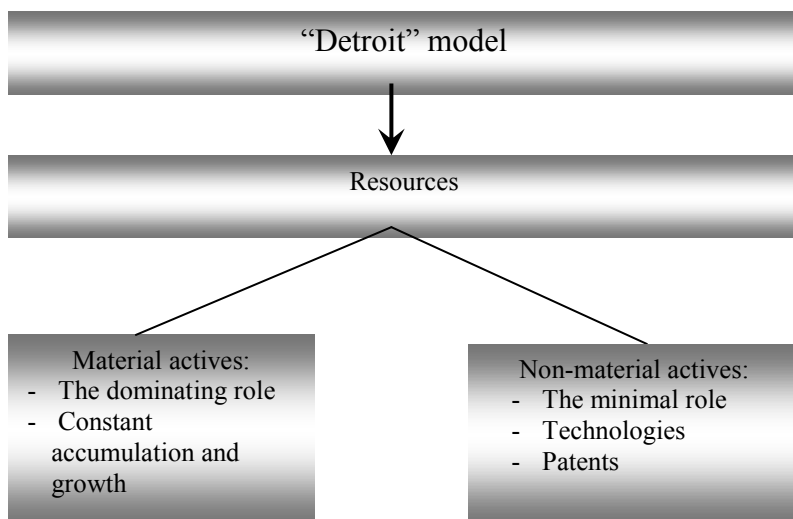


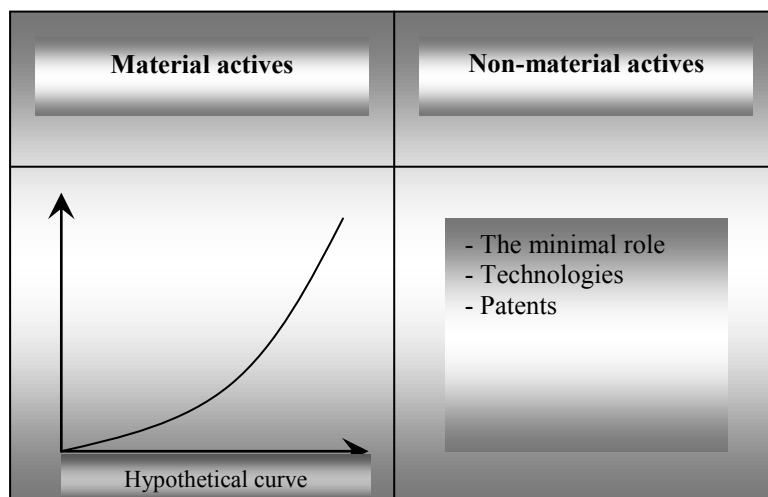
Fig. 1. Factors which define features of industrial activity in modern domestic conditions

Industrial development is carried to the “Detroit” model of the organizations of business, in turn postindustrial development to the “Hollywood” model of the organizations of business. Such distribution behind models is caused by essence which concern to them.

“Detroit” model of the organization of business is defined by the structure which is inherent for the enterprises of the former USSR. The given model specifies that the enterprises which use it, under non-material actives understand all existing resources of the enterprise (figure 2). At industrial development non-material actives carry out the minimal role, and under such circumstances a brand is considered as an element of commodity strategy of the enterprise and carries out auxiliary function. And as the world practice shows, uses of such model are not only not profitable, and the enterprise gradually becomes not competitive.



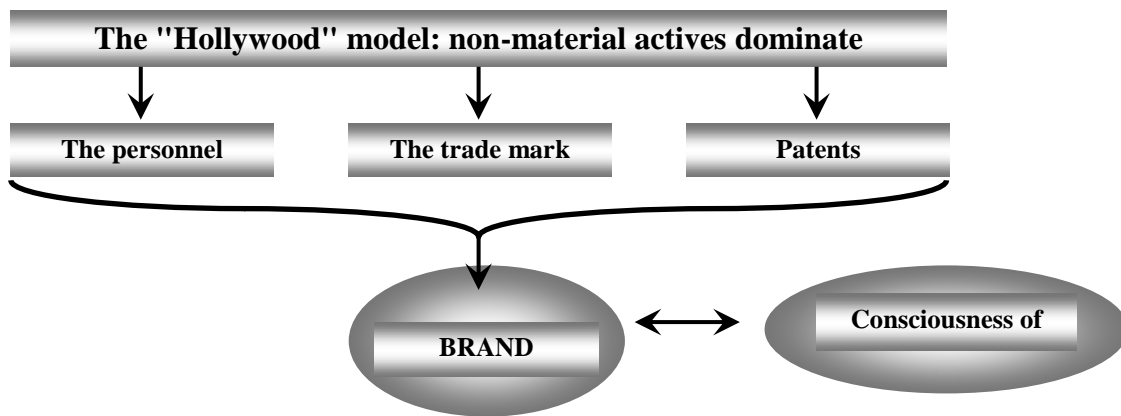
a) The basic actives



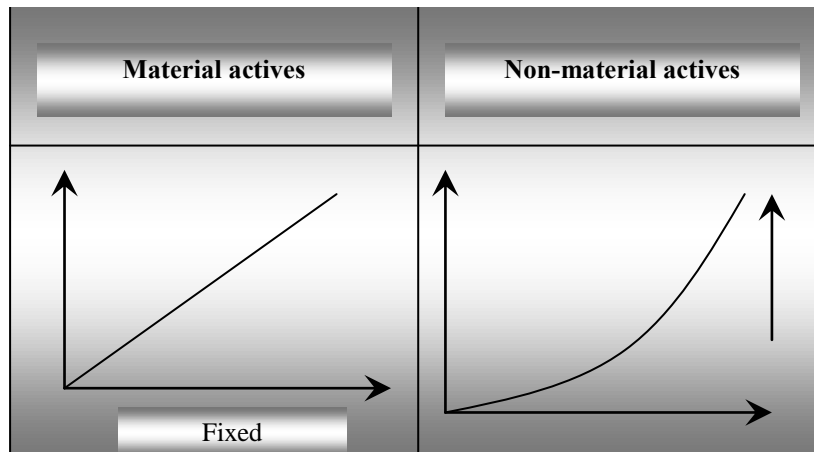
b) Rates of a gain of actives

Fig. 2. Components of actives of the enterprise in conditions of use “Detroit” model of the organization of business

Unlike “Detroit” model of the organization of business, the “Hollywood” model is characterized by an individualization of manufacture and innovative character. For postindustrial development it is characteristic, that the brand is separated from structure of commodity policy and leaves on an independent level (figure 3). Under these conditions the brand acts as all marketing and other corporate strategy.



a) Communication of the basic actives of the enterprise with consciousness of the consumer through a brand of the company



b) Rates of a gain of actives

Fig. 3. Brand as an integrating element in estimation of cost of actives of the enterprise in a postindustrial society

The primary goal of the companies in a postindustrial society is break on the world markets with highly technological products and individual services. Considering that fact, that in a postindustrial society there is a saturation of the markets by the various goods that leads to increase in a competition in the markets and as the result decreases life cycle of the goods, and in some conditions small-scale manufacture supersedes mass, for reception of an individualization and increase of competitiveness, it is necessary for companies to displace accents in the activity from technologies in their traditional understanding to the human capital. The added value appears due to innovations, an intellectual component of business and a successful brand. It speaks that leadership in a postindustrial society directly depends on ability to receive and effectively to use new knowledge. Today, the high mental potential which our country owns, requires introduction in innovative products. For this purpose it is necessary to change, first of all, a priority from macroeconomic policy to a priority of policy industrial. Owning a huge raw-material base and intellectual resources, development of industrial policy will give to Ukraine precise understanding of possible points of growth and objects of investments where there are competitive advantages, that in turn will give a successful output on the world markets. However, it is necessary to consider that fact, that, today, development of world economic system is characterized by constant growth of the importance of non-material resources in structure of actives of the organization and a significant role in prosperity of the company such non-material active as began to carry out a brand. Simultaneously, during last several decades, in an information society, the tendency is observed, that the best experts in the field of research and development choose those companies which own a strong brand since it is the mortgage of their stability (figure 4).

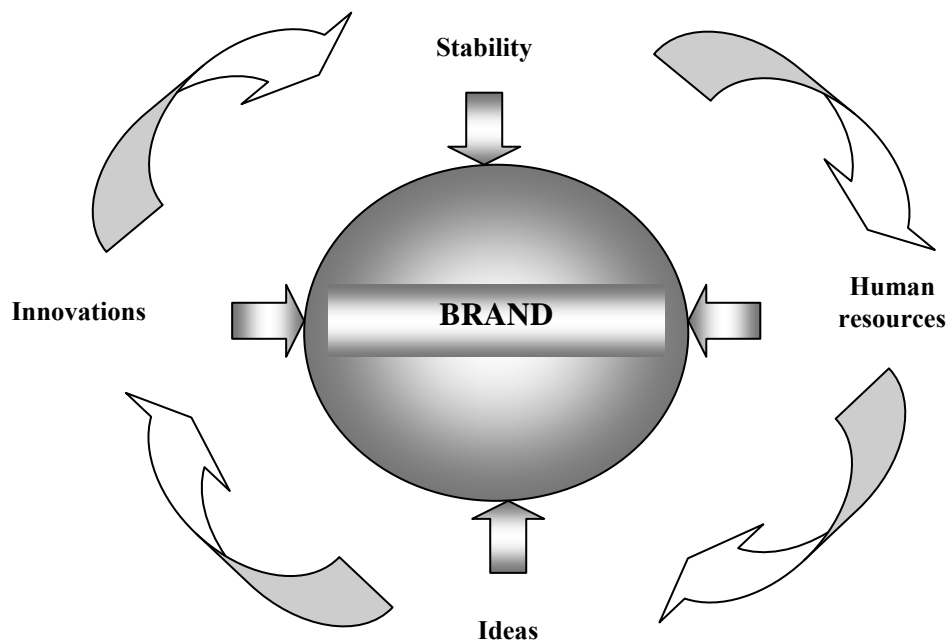


Fig. 4. Brand as an integrated component of actives of the enterprise in a postindustrial society

Conclusion

In clause it is analyzed structure of actives of the enterprise in an industrial and postindustrial society, also it is investigated changes of a role of a brand as non-material active of the enterprise. In conditions of an industrial society the brand carries out auxiliary function and its basic components are patents and the copyrights connected with them. As to a postindustrial society, here the brand passes to a new independent level and under such circumstances is not so simply an element of commodity strategy the enterprise, it carries out function of an integrated component of actives of the enterprise.

Today, the majority of the enterprises of Ukraine behind models of the organization of business concern to “Detroit” model, so to an industrial society. In turn they try to work in a postindustrial society that speaks their attempts to enter the international markets. But considering tendencies of development of the international markets, simply to leave with production of high quality and the strategy certain business becomes a little, in such conditions the brand starts to get greater value. Carrying out a role of an integrating component of the company on a brand, in conditions of the international competition, cost of the company is focused, that considerably can strengthen its competitive positions.

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