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## THE PROGNOSTICATION OF THE MANUFACTURED GOODS DEVELOPMENT ON THE GROUNDS OF THE SURVEY OF CONSUMER BEHAVIOUR

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**Director of the school – Liubov Lypych**, Ph. D., Doctor of Economics, Full Professor, Dean of the Faculty of Economics and Management at LUEENU. Dr. Lypych is a recipient of the Certificate of Distinction for Excellence in Education.

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**Areas of scientific research:** patterns of change in the consumer behaviour of buyers in the face of intensified social development megatrends; directions for satisfying the needs of consumers for industrial and alimental goods; methods for arriving at decisions regarding the selection of optimal areas of enterprise activity based on the principle of the optimal fulfilment of consumer needs; methodology for analytically partitioning the individual consumer market according to a typology of consumption and consumer behaviour patterns; introducing effective systems for the motivation of personnel.

**Scientific output of L. Lypych.** L. Lypych has published over 160 scientific works, including monographs and textbooks.

**Research supervision of the following Ph. D. theses:**

*Voitovych S.* Methods for Designating Individual Durable Goods Consumers within the Marketing System (2000).

*Koshchii A.* Projecting and Adjusting the Food Consumption of Individuals (2002).

*Dziubynskyi A.* Mechanisms for Evaluating the Competitiveness of Telecommunications Services (2004).

*Levytskyi V.* The Formulation of Strategies for the Development of a Business Based on Market Conjuncture Projections (2008).

*Zagoruiko V.* Projecting Manufacturing Production Levels Based on the Ascertainment of the Extent of Demand (2008).

*Helich N.* Development of Production Quality Management Systems by Engineering Companies (2010).

*Fatenok-Tkachuk A.* Formulating Strategy for the Development of Foreign Financial Operations by Machine-Construction Enterprises (2009).

*Momcheva A.* Formulating Strategy for Development Based on a Comprehensive Evaluation of Milk Processing Plants (2011).

*Ivankiv O.* Developing Systems of Utilities Quality Management Based on a Harmonization of Stakeholders' Interests (2012).

*Radishchuk T.* Formulating Strategies for Innovative Corporate Development on the Basis of Market Conjuncture Projections for Automobile Manufacturers (2012).

*Falovska I.* Developing a System for the Rational Use of Material Resources (2012).

*Skoruk O.* Formulation of a Corporate Security Strategy for Food Industry Corporations (2013).

*Tovsteniuk A.* Diagnosing the Investment Attractiveness of Engineering Companies (2014).

*Kutykina K.* Formulating Strategy for Foreign Financial Operations on the Basis of Non-tariff Regulation (2014).

*Chornukha I.* Formulating Strategy for the Development of Construction Businesses under Competitive Investment Conditions (2015).

*Hrytsiuk N.* Formulating Development Strategies for Companies in the Chemical Industry Based on their Tax Policies (2015).

*Hlubitska T.* The Formulation and Development of a Corporate Ecologically-Oriented Economic System (2015).

*Mostynets S.* Formulating Systems for the Management of Household Income and Expenses (2015).

**Summary.** Market conditions for corporate operations make it necessary to implement optimal management decision-making to determine the production of goods, the choice of sales target markets, and the search for potential purchasers for their products. This implies the existence of reliable market information which the company must obtain independently, and then on the basis of that, to decide which operations are likely to be the most effective. The enormous manufacturing capabilities of modern industries, the rapid modernisation and expansion of the product range in the context of scientific and technical progress, and profound changes in the nature of market demand cause a whole range of problems which complicates the sale of the merchandise. Making projections relating to the development of the market for its merchandise implies the identification of factors that influence the structure and volume of demand, and the dynamics of its change in the past and in the future. It should be noted that consumer loyalty to a company's production is the main determining condition in terms of both the qualitative and the quantitative parameters of the products which need to be implemented. This very evaluation of the consumer of property is the factor which affects its outcome.

This leads to the materialization of the company's market development projections based on the study of purchasers' motivational and highly personalized incentives. A clear definition of consumer target markets makes it possible to avoid the squandering of financial resources, and to concentrate them in strategically important areas.

**Scientific activity of the school.** Members of this school have already published approximately 300 research papers. They participate in international, pan-Ukrainian and regional scientific and practical conferences and seminars. Under the supervision of the director of the school eighteen Ph. D. (*Kandydat*) theses have been defended.

### Members of the School

**Alla Fatenok-Tkachuk**, Ph. D. in Economics, Associate Professor in the LUEENU Department of Accounting and Auditing.

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**Areas of scientific research:** strategic planning of foreign financial operations economic activity; strategic planning of enterprise development.

**Tamara Radishchuk**, Ph. D. in Economics, Associate Professor at the Lutsk Institute of Human Development in the "Ukraine" Open Ukrainian University of Human Development.

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**Area of scientific research:** methods for formulating innovative development strategies for automobile manufacturing corporations based on market conjuncture projections.

**Viktor Levytskyi**, Ph. D. in Economics, Associate Professor in the LUEENU Department of Finance and Credit.

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**Area of scientific research:** development of socio-economic corporate viability based on an organizationally adaptive management mechanism



