

More analysis of the influence on voters made by politicians through the use of social media is needed. I conducted a study focused on local level activities. This process involved two categories: (1) teachers at Ternopil National Economic University, and (2) their students. Overall, research has shown a high level of involvement of Ukrainians to social networks, around 85% between the ages of 25 and 45 years and 100% of young people between 18 and 25 years of age. However, only 75% of students consider themselves as active users of social networks. Young people use networks mainly to support interaction with friends (39%), and for entertainment (23%). Ukrainians are not sufficiently using social media to track local elections. Only 40% of teachers and 34% of students regularly browse for news and online videos about politicians. Ukrainian voters (76%) believe that social media can have a significant impact on political processes and elections. What is more, social networks play an important role in the dissemination of information, in shaping public opinion, and in creating opportunities for political motivation. About 60% of respondents believe that there is a relationship between the number of followers on a webpage and success in elections. Contrarily, 50% of teachers and 70% of students consider this as a negative influence, as social media does not help voters identify with their own priorities, but only stands as media manipulation. However, 68% of teachers and 34% of students believe that political campaigns in Ukraine are not sufficiently covered by social media, and politicians do not promote themselves enough through them. That is why Ukraine needs to activate the process of information distribution through social networks. Almost 80% of voters feel frustration and loss of confidence in politicians. They have no sense of participation in the election process through social media.

So, all social media platforms are used as a convergence between politicians and voters. This phenomenon is well known across the United States and in countries of the European Union. Will social media become a new method for forming political decisions and increasing transparency of political processes in Ukraine? This is a key question to which the answer is not found yet.

Mariya NYKOLYSHYN

Ternopil National Economic University

INFORMATION AS AN IMPORTANT TOOL IN MANAGEMENT

If you are in business, you need to know what is happening out in the world of consumers and competitors. Things are always changing. That is why companies have to gather information from various sources to stay in deal.

There are two major objectives to use of customer information. First, businesses use it to learn what customers` wants and needs. Second, they use it to more efficiently offer their products to customers [2].

Nothing new that almost every business is in a constant competition to please and retain customers. It is the reason why they expend a great deal of effort to learn the desires of consumers. For example, Americans` historical buying patterns show a

growing penchant for variety. To market closer and closer to customers' individual tastes, business has increasingly eschewed the paradigm of mass production, in some cases virtually flooding the market with a profusion of choice [3].

Therefore, in order to stay competitive, they need to find out as much information as they can. They may learn that a product is more appealing to a certain age group, or to a certain gender, or to people with a certain hair color, or even to an individual person. All this information will help businesses to determine the circle of their potential customers and maximize benefits and attractiveness of company to them. It is never enough to search about consumers' needs because they never stop shifting.

Subsequent and equally interesting point is to introduce consumers with the availability of products that may interest them. One of the most popular and well-known type of it is marketing or advertising. Businesses need to learn where, when, and how their potential customers are ready to hear about products available to them. Businesses today spend an extraordinary amount of money on magazine advertisements, radio, television, billboards, and direct marketing in the hope of informing consumers about products that may meet their needs. The price of all this advertising (many billions per year across the economy) is ultimately charged to consumers [2].

But one more important item on how to become widely known is franchising. Franchising is the practice of the right to use a firm's business model and brand for a prescribed period of time [1]. Within it, one party (the franchisor), which owns a successful business, a well-known trademark, know-how, trade secrets, reputation and other intangible assets allows the other party (the franchisee) to use this system on certain conditions. Thanks to this form of cooperation it is much more easier for a beginner to start up, develop and bring to a large circle of consumers his own business.

Improving information management practices is a key focus for many organisations, across both the public and private sectors. Just as chemical, metallurgical or electrical technologies enable the processing of raw materials into usable goods, to satisfy man's and societies' needs so does information technology (IT) help the storage, processing, transmission and exploitation of information to satisfy a person's, company's, society's or government's needs for information. The invention of printing was the first big breakthrough in Information Technology. It enabled literacy and education to go up from 10% to over 80% within 50 years by making available vast amount of reading material. That reading also led to the Reformation in Europe. Other break-through for Information Technology were the inventions like telegraphy, telephony, wireless or radio, television, broadcasting, computers (from room size to desk top to lap top to palm top and very soon, wearable ones.) [4]. And information performance does not stay still, it is changing all the time. This is being driven by a range of factors, including a need to improve the efficiency of business processes, the demands of regulations compliance with the desire to deliver new services. This focus on the organisational and cultural changes is required to drive forward improvements.

References:

1. Franchising. Wikipedia. The free encyclopedia. [Электронный ресурс]. – Режим доступа: <https://en.wikipedia.org/wiki/Franchising>.

2. Privacy and business [Електронний ресурс]. – Режим доступу: <http://www.privacilla.org/business/businessandinfo.html>.

3. The Right Stuff: America's Move to Mass Customization Annual Report [Матеріали офіційного сайту] [Електронний ресурс]. – Режим доступу: <http://www.dallasfed.org/assets/documents/fed/annual/1999/ar98.pdf>.

4. Ubiquity. Information everywhere [Електронний ресурс]. – Режим доступу: <http://ubiquity.acm.org/article.cfm?id=1399619>.

Tetiana PARATSII

Ternopil National Economic University

PUBLIC RELATIONS AND ITS IMPROVING AS A GUARANTEE OF COMPANY'S SUCCESS

Public relations (PR) is the planned and sustained effort to establish and maintain goodwill and understanding between an organization and its publics. The main goals of PR are to create, maintain, and protect the organization's reputation, enhance its prestige and present a favorable image [3]. Studies have shown that consumers often base their purchase decisions on a company's reputation, so public relations can have a definite impact on sales and revenue.

Roshen Confectionery Corporation – is one of the largest manufacturers of confectionery products in the world. It is one out of the few Ukrainian companies that clearly understands the concept of «public relations». Company's PR activity is not only generating sales, but also generating goodwill.

Nowadays the main objectives of the «Roshen» corporation are: maintenance leadership positions in terms of total volume of production and sales of confectionery products in Ukraine; new markets conquest, expansion of geographical and financial capabilities of the corporation; strengthening the emotional connection with customers and employees. In our opinion, these objectives can be achieved just by improving PR in the corporation's activity, as ROSHEN products already meet all domestic and international standards.

One of the most relevant proposals for public relations improvement in the corporation's activity is strengthening the role of the brand «Roshen» in the life of Ukrainians by restyling the company's logo and slogan. It is well known that the 2014th year became special for Ukrainian nation, rising its patriotic spirit and importance of veneration of Ukrainian national symbols. That is why it will be appropriate to frame the old logo with yellow-blue colors or make underlines in national ornament. A new slogan can be: «European values in Ukrainian traditions».

In order to implement the international brand strategy, it will be relevant to use the global brand. It means adapting main company brand to local peculiarities [2]. For example, the Russian language should prevail on the candy wrappers for export to Russia, but at the same time, it has to emphasize the Ukrainian manufacturer of high quality products. This tactics will point to strong competitiveness of Ukrainian products on Russian market and call attention of the Ukrainian diaspora that is always glad to buy such products. In order to promote ROSHEN products on European,