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THE VALUE ATTITUDE FORMATION OF FUTURE ECONOMISTS TO THE PROFESSIONAL ACTIVITY IN THE CONTEXT OF THE SOCIAL AND ETHICAL MARKETING CONCEPT

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The current state of the national economy and the appearance of the concept which aims at combining the consideration of the interests of producers, consumers and society as a whole are caused by a gradual increase in the maturity of the market economy, strengthening in it the regulatory framework and the appearance of modern socially oriented market economy.

The consideration of the production planning process from the standpoint of social and ethical marketing as an institutional tool of market economy regulation allows to reconcile the interests of businesses entities both in the internal and external environment of the company.

The factor accelerating the introduction and use of corporate social responsibility principles declaring the voluntary decision of enterprises and organizations and their staff to participate in meeting the needs of society, promoting the increase of its prosperity and harmony is the direct training of future economists, which should be aimed at the acquisition of professional values and value attitude to the profession.

Thus among the professional values of economists the following ones have been distinguished: basic values (good, spirituality, humanity, truth, morality, tolerance, etc.); values-qualities (analytical thinking, initiative, independence, consistency, practical intelligence, determination, diligence, commitment, etc.); the values of social interaction (altruism, responsibility, recognition of customers rights, business activity, kindness, emotional stability, concentration, communicative, honesty, collegiality, etc.); the personality-reflective values (meaningful moral and professional position, introspection, self-regulation of professional behavior, awareness of their professional duties, etc.); the pragmatic values shown up in the attitude to money.

Solving the outlined problem will contribute the formation of competitive advantages in terms of the national market according to the coordinates “product-service”, “price-toll”, “advertising-consumer”, “client-service”, “team-microclimate” etc. which expands the area of further scientific research.