

Review on monograph

“Marketing and Management of Green Investment: Theoretical Foundations, Current Challenges and Development Prospects”

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Abstract

The author generalized the theoretical and methodological foundations of macroeconomic stability. The considered monograph analyzes the main scientific and methodological approaches to the interpretation of the concepts of stability, financial stability and macroeconomic stability. The author interprets the concept of macroeconomic stability in terms of two aspects: first, the balance between the level and growth of key macroeconomic indicators; secondly, it is a process of prevention, elimination of threats to economic growth to meet the growing needs of economic entities in conditions of limited resources and increase the influence of systemically important banks on the financial system functioning. The monograph develops the classification of approaches to understanding the essence of macroeconomic stability, which allowed to distinguish dynamic, equilibrium, functional, efficient, resource, structural-equilibrium, elementary approaches, to describe their essence, advantages, disadvantages and limitations in application. The methodological basis of the research was the following tools: TOPSIS method, comparative and cluster analysis, principal components method, Arellano-Bond method, Fishburne method; generalized method of moments (GMM), Spearman's rank correlation method, regression and statistical analysis. The monograph “Macroeconomic Stability of the National Economy” will be useful for students, teachers, graduate students and researchers. The monograph proposes methodological principles for assessing macroeconomic stability, which is based on five main indicators of public economic policy (GDP growth rate, unemployment, inflation, external debt, state budget deficit / surplus). This allows a comprehensive approach to the analysis of achieving the goals of macroeconomic stability of the national economy. The author has developed a method of assessing the level of social progress in the growth of the national economy, which takes into account the impact of qualitative and quantitative indicators of society and justifies the mutual influence of macroeconomic stability and social progress.

Keywords: macroeconomics, stability, national economy.

JEL Classification: E00, C62, F52.



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Review

Implementation of indicative sustainable development goals requires the activation of the transforming process from the traditional to the business model to ecologically responsible. It requires the attracting of the additional finance recourse as a green investment in financing the relevant green and energy efficiency technologies. At the same time, the current political and economic conflicts in Ukraine lead to declining of the investment attractiveness as the whole country, as the business sector. Thus, Ukrainian companies should

quickly adapt and increase the efficiency of investment management. The paradigm of sustainable development and requirements of green stakeholders are to motivate the company's management to develop the image as a green company which works corresponding to the green integrity principals. In the current conditions, the Ukrainian companies don't have the synchronized management system, and in the most case, the politics on investment attractiveness, marketing policy to promote the company's green brand are isolate. Besides, the features of green stakeholders require the developing the effective communications network between them with the purpose to eliminate the information asymmetry on goals and outcomes of green investments.

Thus, the monograph of Pimonenko Tetyana "Marketing and Management of Green Investment: Theoretical Foundations, Current Challenges and Development Prospects" focused on the actual issues on developing the concept of the integration of management and marketing policy on green investment at the companies. The monograph has an enormous theoretical and applied for the role in developing green investment management.

The authors used the modern and traditional research methods as follows as instruments of Google Trends, agglomerative hierarchical clustering of Ward, principal components method, correlation analysis; modified least-squares methods FMOLS and DOLS; content analysis and Fishburne's method; model PLS-PM. The conclusions and the hypothesis were confirmed by the empirical findings using Stata 12 / SE and EViews10.

In the monograph, the author estimated the company's green brand using the content analysis. Besides, the author confirmed the hypothesis that greenwashing decline the company's green brand and lead to considerable losses. The author has developed a system of principles of green investment management and supplemented it with such specific principles as collaboration (reflect the characteristics of the management of relations with stakeholders of green investment); dissemination (chain reaction of the appearance of explicit/latent socio-ecological-economic effects); convergence (complementarity of green investments, the convergence of goals and methods of green investment).

The monograph substantiates the specific features of the complex of green investment marketing and the typology of green investment marketing strategies (impact, image and proactive). The main components of the concept of 8P marketing of green investments considering the convergence of essential elements of green and traditional marketing, modern transformations in commodity, credit and stock markets following the concept of sustainable development, promising trends in eco-oriented consumer and investment social needs.

The authors highlighted that reinforcing of the green stock exchange in the country leads to developing the green investment market in the country and increase the attractiveness of the company among the green stakeholders.

It should be noted that the reviewed monograph is a holistic and logically complete scientific work, which can be useful for the companies' management, the government, students, educators, researchers and postgraduate students.