

зацікавлених осіб (стейкхолдерів). Цінність підприємства для стейкхолдерів обумовлюється ступенем врахуванням у процесі діяльності підприємства цілей та інтересів усіх груп стейкхолдерів і формується у результаті адекватної стратегії взаємовідносин з ними. Таке цілевизначення економічного управління відповідає загальній переорієнтації системи менеджменту від виробничо- та фінансово-орієнтованого на ціннісно-орієнтований підхід.

Цільовим імперативом економічного управління є життєздатність підприємства, яка визнається нами інтегральною характеристикою, що об'єднує такі аспекти оцінювання як інноваційність, конкурентоспроможність, ефективність, платоспроможність, фінансова стійкість і гнучкість.

Використовуючи поширений у менеджменті підхід до визначення елементів організації (цілі, завдання, структура, технології, люди) — систему «7-S», економічне управління підприємством необхідно розкрити як систему управління, яка складається з таким елементів: цілі, завдання та функції, принципи, методичне, інформаційне, організаційне та кадрове забезпечення.

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STANDARDIZATION AND ITS PROBLEMS IN GEORGIA

АННОТАЦИЯ: Существующее исследование, «Стандартизация и Ее проблемы в Грузии» рассматривает главные тенденции развития международных экономических отношений и существующих проблем. Здесь подчеркнута важность стандартизации для международной торговли и ее влияние на экономику и общество в целом.

В исследовании обсуждена одна из самых важных и острых проблем Грузии, в ее продвижении к Евроинтеграции, т.е. стандартизации экономики. В исследовании детально описаны законодательные акты и правительственные постановления, с их результатами в области стандартизации в Грузии, также существующие проблемы и основные пути их решения.

ANNOTATION. The present research, «Standardization and Its Problems in Georgia» considers the main streams and tendencies of the development of international economic relations and existing problems. There is underlined the importance of standardization for international trade, and its influence on economy and the population in general. There is discussed one of the most acute problems of Georgia on its way to European integration, i.e. standardization of economy. The research gives all details about proper legal acts and government orders with their outcomes in the field of standardization in Georgia, also the existing problems and the basic ways how to solve them.

Globalization is one of the prior features of current international economic relations. Globalization particularly strengthens inter-relations and inter-links among actions, events, and processes. Therefore, all ongoing process including economic, social, legal, military, etc. reflecting on a citizen's as well as the whole society's life shall not be discussed separately. Special attention should be paid to influence of globalization on the international business relations and global economy in general. Any of its transaction is obviously reflected in the national economy, productivity, demography, ecology, social relations, law, politics, etc.

Another characteristic feature of international relations is raising tendency and rapid development of international commerce that greatly influences on certain branches of economy as well as development of the global economy in general.

Widened economic globalization and developed international commerce resulted in internationalization of the quality as the main element of competitiveness of a company's and its product. Therefore, more and more countries use the unified standards, technical requirements, quality and ecology management systems, procedure certifications, etc. Despite all that technical barriers in the global economic relations still remain in terms of globalized international trade and commerce. The problems are caused by improper harmonization of certain legal and normative acts of some countries to national, regional, and international standards [1].

There are two types of restrictions in international trade, i.e. «tariffs and quotes» and «technical barriers» that cause restriction of certain products on some markets. The authors of the barriers always claim fine aims — protection of the customers' health or other vital care. But, to say the truth, dozens of technical barriers are made in order to prevent and restrict highly competitive goods in certain countries and areas. Regulation of problems regarding the tariffs and quotes is prior issue of the World Trade Organization. The technical barriers are technical regulations, norms, standards, and «local rules»,

which vary in different countries and bound free access of goods and services at certain areas. The barriers shall be proved if they serve public interests, particularly public security, environment protection, and sustainable development. But unfortunately, favoritism is quite often occurred while using technical barriers.

Standardization and standards provide prerequisite and guarantee development of international trade and efficiency of international economic relations. Standardization is a starting point for development of current economic and just daily life as well as sustainable development of the society. It perfectly reflects social welfare and living quality as well as harmonic and peaceful cohabitation of the global population.

One of the main principles of the Georgian economic policy is liberal foreign trade. During last few years the Government of Georgia has implemented tariffs policy and reform of technical regulations that resulted in one of the most liberal foreign trade policy for Georgia with simplified foreign trade regime and customs procedures as well as low import tariffs and minimal non-tariff regulations.

Georgia will definitely become an integral part of European economic integration sooner or later. There are some hot issues to be solved on the way to the European integration. One of the most actual problems is compliance of national products with main requirements of the free European market as well as the global market in general. Standardization of economy is one of the most important and difficult issues for macroeconomic development and European integration of Georgia [2].

One of the basic priorities of The European Neighborhood Policy [3] Action Plan is evaluation of the compliance rate and creation of modern institutional system for market observing and its further development. The system should provide implementation of good trade policy, reduction of tariff barriers for imported goods, and availability of national goods on international markets through quality assurance infrastructure development.

On 1st of September 1999 Georgia adopted a new law on «the Standardization» [4], which substituted the one adopted on 6th of September 1996. According to the new law, the Georgian goods market is observed and supervised by «Sakstandard», the State Department for Standardization, Metrology, and Certification. The certification was obligatory and all obligatory standards were adopted by the state (the State Standards GOST). But, there was no clear and concrete definition of technical rules for healthcare, protection of the right on life and property. Standardization, accreditation, and certification were all united within authorities of one single state

body's competence that was obvious conflict of interest pursuant to the WTO principles.

In 2002, there was formed a strategy for reforming the evaluation system, which considered reduction of technical barriers in trade and transfer of obligatory standardization into an optional one.

Significant and meaningful changes were implemented through reforms in 2005, particularly:

- standardization and accreditation were institutionally separated; the national body for standardization, certification, and metrology, the «Sakstandard», was reorganized and divided into two separate bodies:

- ✓ the Accreditation Center — the Unified National Accreditation Body;

- ✓ the National Agency for Standardization, Technical Regulations, and Metrology;

On 16th of July 2010, the Government of Georgia issued Order #965 on «adoption of the national strategy for standardization, accreditation, compliance evaluation, technical regulations, and metrology» [5]. The document aimed to minimize technical barriers in trade and establish strong basement for up-to-dated technical regulations and quality assurance infrastructure, also provide healthcare, life care, environment protection, also reflect the EU's recommendations on getting ready to join negotiations on the DCFTA.

On 8th of May there was adopted a law of Georgia on «Products Safety and Free Exchange Code» [6].

on 26th of July 2012, there was formed the National Agency for Standardization and Metrology of Georgia [7]. The Agency acts in frames of the Ministry of Economy and Sustainable Development of Georgia and is a subject to the public law.

The Agency for Standardization and Metrology of Georgia has tight links and cooperates with ISO, IEC, CEN, CENELEC, BIPM, COOMET, OIML, and IRSA.

The public authorities have to equip etalons labs in prior branches of economy in order to develop and provide standardization and metrology. The prior goal is to develop the system up to the international level, update standards database, improve infrastructure of the National Agency for Standardization and Metrology of Georgia, and its integration into international and regional organizations of metrology and standardization. There has been implemented great deal of activities to develop and institutionally strengthen the National Agency for Standardization and Metrology of Georgia in order to achieve international recognition. Today, the Institute of Metrology has up-to-date labs for weight, electricity, and temperature

measurement standards. The Institute actively works on launching management system according to ISO/IEC 1702592 standards.

Significant activities are exercised in order to implement and comply with the European Neighborhood Policy standards, technical norms; also international and the EU legislative and administrative practice; to translate the EU standards and technical norms in Georgian; to optimize compliance evaluation procedures for manufactured goods; to allow low risk products to avoid secondary testing and certification; to launch European models of compliance evaluation methods, etc.

There is determined mechanism to launch and implement the national standards. The National Agency for Standards and Metrology of Georgia together with the Ministry of Economy and Sustainable Development of Georgia create technical committees for each standardization segment. The technical committees shall draft and adopt the Georgian standards. If there is no international standard in the sector any person concerned can draft a project and submit it to the proper authorized committee for further discussion and consideration. Pursuant to the law, the committee shall make its decision on standardization upon total consensus. The committee shall also check and revise the Georgian translation of international or regional standards.

According to the mid-term activity plan [8] (2012-2015) of the Government of Georgia, the prior goal of the state policy on minimizing existing technical barriers in trade is to comply the Georgian legislation with the European one, also form accredited inspections and independent observing organs sharing the European experience.

Based on the abovementioned, it is obvious that Georgia has implemented positive reforms in order to reduce technical barriers in trade. Georgia is especially distinguished with implementation of international liabilities. In fact, there is no technical barrier on import. Besides, the government tries hard to protect its citizens' legal rights to have safe and quality goods, secure environment at work place, also to fill gaps within the national quality infrastructure, strengthen and develop the quality infrastructure institute sharing the best international experience, and minimize the barriers preventing exporting of Georgian goods on the European market.

Resources

1. <http://qualityguild.vniis.ru/publications/details/171>
2. <http://www.nplg.gov.ge/gsd/cgi-bin/library.exe?e=d->

3. http://eeas.europa.eu/delegations/georgia/what_eu/neighbourhood_policy_eastern_partnership/index_ka.htm
4. <http://www.nplg.gov.ge/gsd/cgi-bin/library.exe?e>
5. http://www.government.gov.ge/files/181_31512_773863_TBtprogramma.pdf
6. https://matsne.gov.ge/index.php?option=com_ldmssearch&view=docView&id=1659419&lang=ge
7. http://geostm.ge/geostm.php?id_pages=74
8. http://www.epfound.ge/files/report_final_geo_1.pdf

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THE ETHICS AND RETAIL MANAGEMENT EE

ANNOTATION: The author of the article attempts to prove the necessity of ethical approach when taking decision by retailing managers. In the author's point of view, managers must take the right decisions not only according to the society. Right decisions must be made about customers as well as personnel. This makes it possible to raise the customer service culture and provide effective performance of the company at the same time.

KEY WORDS: Retail trade, ethics, management, customer

Retailers' relationship with customers can be based on legal norms but ignore moral principles is better when Retailing is directly connected with, customers, most of whom greatly appreciate retailers' attitude to them it operates in accordance with laws and moral principles at the same time.

Quite often retailers use both above mentioned approaches when trying to achieve their goals. We think that in spite of its contradictory nature marketing ethics plays an important role in the development of retail trade.

«When retailers solve the problems of customers and society even on the basis of their own interests, this develops retailers' moral responsibility to do good to customers as well as to the whole society. In this case the result is that customers, as a rule, have possibility to obtain goods that meet their requirements. Customer service culture improves too» [1; 136].