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HOLISTIC MANAGEMENT OF MARKETING SUSTAINABILITY IN THE PROCESS OF SUSTAINABLE DEVELOPMENT

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Abstract

One of the changes in marketing refers to the redirection of focus from profit to sustainable development. Sustainability marketing can influence sustainable development. The key contribution of the paper is the presentation of holistic approach to sustainable development and sustainability marketing through three dimensions: goals, actors and capital. Holistic management of sustainability marketing in the process of sustainable development is focused on economic, environmental and social issues of sustainability; the integrated engagement of key actors - national and local governments, organizations and population; and capital - human, natural, institutional and infrastructure, financial and technological. Additional contribution of the paper is the presentation of key actors' activities. Governments set laws, regulations and standards of socially responsible behaviour. Organizations can implement sustainability marketing. The characteristics of traditional, environmental, societal and sustainability marketing have been presented in this paper. Another contribution of the paper is its focus on sustainability marketing and the presentation of sustainability marketing mix as the integration of 4Ps (sustainable products/services, price, place and promotion) and 4Cs (customer solutions, customer cost, convenience and communication). Organizations can influence sustainable development by the creation and delivery of sustainability marketing mix. The task of each profit organization is to deliver sustainable value to consumer gaining profit, i.e. besides economic, it is essential to achieve environmental and social goals. The importance of human capital has been highlighted. Additional contribution of the paper is the presentation of the threefold social responsibility of an individual employee.

Key words: holistic management, sustainable development, sustainability marketing

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