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## IMPROVING THE DEVELOPMENT STRATEGY OF ETHICALLY ORIENTED ECOMARKETING BASED ON AYN RAND'S PHILOSOPHY OF OBJECTIVISM TO STRENGTHEN THE SUSTAINABILITY OF INNOVATIVE BUSINESS IN UKRAINE

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**Summary.** *The philosophical and ethical principles of Ayn Rand's objectivism are analyzed in the context of their application to marketing and business processes, including the main principles of objectivism, ways of their integration into the ethical logic of business with practical consequences for ecomarketing, associated risks and ways to minimize them, as well as proposals for further integration of the principles of objectivism into the strategy for the development of ethically oriented ecomarketing. Practical directions for the application of the objectivism principles to ecomarketing are considered in detail with operational instructions. The formation of ethically oriented ecomarketing as an integration model of interaction between business, society and the environment is substantiated. It is determined that the combination of economic rationality with moral and ethical responsibility is a key condition for the sustainable development of innovative enterprises. Based on the philosophy of Ayn Rand's objectivism, it is proven that the ethics of ecomarketing is a form of rational egoism, which ensures long-term benefit and reputational stability of business. The developed integration model harmonizes economic, social and environmental interests, creating a conceptual basis for improving the strategies of sustainable development of enterprises in Ukraine. Modern international and national approaches to the formation of strategies of sustainable business development and corporate ethics are analyzed. It is determined that international practice is based on the GRI, ISO 26000 standards and ESG principles, while the Ukrainian model is at the stage of institutionalization. It is substantiated that the integration of the philosophy of objectivism of Ayn Rand into the process of developing sustainable development strategies contributes to the formation of ethically oriented ecomarketing as a factor of sustainability of innovative business. It is proposed to consider corporate ethics as an internal regulator of economic behavior, which strengthens the innovative capacity and social trust in business. A conceptual model of the development of ethically oriented ecomarketing, built on the principles of the philosophy of objectivism of Ayn Rand, is developed. The model integrates philosophical, managerial and marketing aspects in five interconnected blocks, ensuring the combination of business rationality with moral responsibility. Rational egoism is considered as a source of ethical motivation of entrepreneurship and a driver of sustainable innovation. It forms an approach in which ecomarketing becomes not only a sales tool, but a strategic paradigm for ethical business development, increasing sustainability, social trust and competitiveness of innovative companies.*

**Key words:** *ecomarketing, sustainable development, objectivism, environmental sustainability, strategy.*

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## УДОСКОНАЛЕННЯ СТРАТЕГІЇ РОЗВИТКУ ЕТИЧНО ОРІЄНТОВАНОГО ЕКОМАРКЕТИНГУ НА БАЗІ ФІЛОСОФІЇ ОБ'ЄКТИВІЗМУ АЙН РЕНД ДЛЯ ПОСИЛЕННЯ СТАЛОСТІ ІННОВАЦІЙНОГО БІЗНЕСУ В УКРАЇНІ

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***Резюме.** Проаналізовано філософсько-етичні засади об'єктивізму Айн Ренд у контексті їх застосування до маркетингових та бізнес-процесів, включаючи основні принципи об'єктивізму, шляхи їх інтеграції в етичну логіку бізнесу з практичними наслідками для екомаркетингу, супутні ризики й способи їх мінімізації, а також пропозиції для подальшої інтеграції принципів об'єктивізму в стратегію розвитку етично орієнтованого екомаркетингу. Детально розглянуто практичні напрямки застосування принципів об'єктивізму до екомаркетингу з наведенням операційних інструкцій. Обґрунтовано формування етично орієнтованого екомаркетингу як інтеграційної моделі взаємодії бізнесу, суспільства та довкілля. Визначено, що поєднання економічної раціональності з морально-етичною відповідальністю є ключовою умовою сталого розвитку інноваційних підприємств. На основі філософії об'єктивізму Айн Ренд доведено, що етичність екомаркетингу виступає формою раціонального егоїзму, який забезпечує довготривалу вигоду та репутаційну стійкість бізнесу. Розроблена інтеграційна модель гармонізує економічні, соціальні й екологічні інтереси, створюючи концептуальне підґрунтя для вдосконалення стратегій сталого розвитку підприємств в Україні. Проаналізовано сучасні міжнародні та національні підходи до формування стратегій сталого розвитку бізнесу й корпоративної етики. Визначено, що міжнародна практика базується на стандартах GRI, ISO 26000 та принципах ESG, тоді як українська модель перебуває на етапі інституціоналізації. Обґрунтовано, що інтеграція філософії об'єктивізму Айн Ренд у процес розроблення стратегій сталого розвитку сприяє формуванню етично орієнтованого екомаркетингу як чинника сталості інноваційного бізнесу. Запропоновано розглядати корпоративну етику як внутрішній регулятор економічної поведінки, який підсилює інноваційну спроможність та соціальну довіру до бізнесу. Розроблено концептуальну модель розвитку етично орієнтованого екомаркетингу, побудовану на засадах філософії об'єктивізму Айн Ренд. Модель інтегрує філософські, управлінські та маркетингові аспекти у п'яти взаємопов'язаних блоках, що забезпечують поєднання раціональності бізнесу з моральною відповідальністю. Раціональний егоїзм розглядається як джерело етичної мотивації підприємництва та рушій сталих інновацій. Вона формує підхід, за якого екомаркетинг стає не лише інструментом збуту, а стратегічною парадигмою етичного розвитку бізнесу, підвищення стійкості, соціальної довіри та конкурентоспроможності інноваційних компаній.*

***Ключові слова:** екомаркетинг, сталий розвиток, об'єктивізм, екологічна стійкість, стратегія.*

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**Problem statement.** The process of intensive global transformation of the world economy observed over the past several years is accompanied by a growing importance of ethical principles in doing business, which help ensure a balanced equilibrium between profitability, social responsibility, environmental sustainability, and sustainable consumption and production. At the same time, Ukraine is experiencing a lack of systematic approaches to the formation of ethically oriented eco-marketing strategies capable of integrating the philosophical, economic, and managerial aspects of sustainable development. Despite the active implementation of the concept of corporate social responsibility, in the practice of Ukrainian enterprises the ethical and environmental aspects of marketing often remain declarative rather than structurally embedded in business models. This creates a need for a new management paradigm that combines the rationality of economic decisions with the moral justification of their consequences. The philosophy of Ayn Rand's Objectivism, based on the principles of rational egoism, individual freedom, and the moral

justification of profit, opens up prospects for a substantial rethinking of the ethical nature of eco-marketing. Her approach makes it possible to view environmental responsibility not as a form of self-sacrifice, but as an expression of the rational self-interest of innovative business owners aimed at achieving long-term societal benefits from ethically oriented eco-marketing.

Thus, the topic of the publication is relevant for addressing the urgent scientific problem of developing a conceptual model for improving the strategy of ethically oriented eco-marketing based on the principles of Objectivism, which will ensure enhanced sustainability, increased competitiveness in international markets, and the strengthening of the ethical capital of innovative businesses in Ukraine.

It is important to note that in this article the term «ecological sustainability» should be understood in the context of its English-language analogue «environmental sustainability», that is, the sustainable management of human impact on the environment. Hereinafter throughout the text, any use of environmentally oriented terms has a socio-managerial purpose, deriving from the original term «environmental», and relates to the fields of policy, management, management philosophy, economics, law, and technology.

**Analysis of recent research and publications.** The issues related to combining ethical principles, marketing strategies, and the concept of sustainable development are the focus of attention of many Ukrainian and international scholars. In particular, studies [1–4] examine the transformation of marketing toward creating value not only for the consumer but also for society as a whole. These works emphasize that business ethics and environmental awareness have become key elements of modern market relations. M. Belz and F. Peattie [5], in their concept of Sustainability Marketing, define sustainable marketing as the integration of environmental, social, and economic benefits into strategic business management. A similar position is held by the authors of studies [6–8], who stress the need for an ethical foundation to ensure the effectiveness of market strategies in an era of intensive global transformation of the world economy. Within the context of ethical economics and corporate social responsibility, M. Porter, M. Kramer, and other authors [9–11] developed the concept of Creating Shared Value, in which profit is viewed as a driving force of social change and sustainable innovation. These ideas resonate with the philosophy of Objectivism, which emphasizes the moral justification of entrepreneurial activity and the rationality of individual self-interest [12–16].

Ukrainian researchers are also actively developing the fields of ethical marketing and sustainable entrepreneurship. In particular, studies [17–19] emphasize that for Ukrainian businesses a priority task is the institutionalization of ethical standards in marketing activities, while the authors of works [20, 21] point to the need to form a new culture of interaction between consumers and producers based on the principles of environmental justice. Attention is also paid to the integration of ethical criteria into strategic enterprise management [22–24], with environmental thinking being regarded as a prerequisite for business sustainability and long-term competitive advantage [25–27].

At the same time, the scientific discourse still lacks interdisciplinary research that would combine the philosophical foundations of Ayn Rand's Objectivism with the tools of modern eco-marketing. Despite the existence of isolated attempts to interpret rational egoism as a motivational component of entrepreneurship, there is no systematic model of ethically oriented eco-marketing that ensures the creation of sustainable value for business, consumers, and society. This scientific gap determines the relevance of further research aimed at improving the development strategies of ethically oriented eco-marketing to enhance the sustainability of innovative business in Ukraine based on the philosophy of Objectivism.

**The purpose of the study** is to provide scientific justification and to improve the strategy for the development of ethically oriented eco-marketing based on the philosophy of Ayn Rand's Objectivism in order to enhance the sustainability of innovative business in Ukraine.

**Statement of the task.** To achieve the stated goal, the following scientific tasks have been defined in the study:

- to analyze the philosophical and ethical foundations of Ayn Rand's Objectivism in the context of their application to marketing and business processes;

- to identify an integrative model of ethically oriented eco-marketing;
- to evaluate approaches to the formation of business sustainability strategies and corporate ethics at both international and national levels;
- to develop a conceptual model for improving the strategy of ethically oriented eco-marketing based on the philosophy of Objectivism;
- to create a plan for implementing the proposed model to enhance the sustainability, competitiveness, and innovativeness of businesses in Ukraine.

To solve the stated tasks, systemic, interdisciplinary, and axiological methods were employed to ensure a comprehensive understanding of the interconnections between ethical, philosophical, and economic factors in the development of eco-marketing. Additionally, elements of structural-functional analysis were applied to develop a conceptual model for improving the strategy of ethically oriented eco-marketing, and the method of logical modeling was used to identify causal relationships between ethical principles, innovative activities, and the level of business sustainability.

**Presentation of the main research material.** *Analysis of the philosophical and ethical foundations of Objectivism in the context of their application to marketing and business processes.*

Ayn Rand's philosophy of Objectivism occupies a unique position within contemporary socio-economic thought, as it offers a comprehensive model of moral rationality that combines individual freedom, creativity, and responsibility. At the core of Objectivism is the idea that a human life is the highest value, and reason is the primary tool for its existence and flourishing [12]. In this context, morality is viewed as a practical means for achieving rationally calculated benefits for both business and society.

The main principles of Objectivism are defined through five interrelated components: metaphysical realism – the existence of an objective reality independent of consciousness; epistemological rationalism – the primacy of reason in the process of knowledge; axiological recognition of life as the highest value; ethical principle of rational egoism; and political justification of individual rights and private property as fundamental conditions for moral coexistence [13, 14].

In the business context, these principles form an ethical-economic logic according to which business is a morally justified act of creative activity. Ayn Rand defines profit as an ethical indicator of the effectiveness of rational labor—that is, a reward for creating real value for consumers and society. Therefore, business activity within Objectivism is viewed as a form of realizing human potential [12].

The application of Objectivist principles to eco-marketing processes entails a substantial rethinking of:

- *the purpose of business*: creating products and services that improve clients' quality of life while ensuring economic efficiency and company growth, with environmental responsibility perceived as a rationally justified choice rather than external coercion;
- *decision-making processes*: decisions acquire exclusively rational content and become the central ethical criterion in forming marketing strategies, where ecological sustainability is not opposed to economic benefit but is seen as a condition for the long-term prosperity of a business acting within its rational self-interest-preserving resources, minimizing risks, and increasing consumer trust;
- *corporate social responsibility*: within Objectivist ethics, social responsibility is a result of choice. Participation in eco-initiatives, development of sustainable technologies, or implementation of transparent quality standards are outcomes of strategic calculation and recognition that such actions enhance reputational capital, client loyalty, and the stability of partnerships.

Table 1 presents practical directions for applying Objectivist principles to eco-marketing, with operational guidelines. From the table, it is clear that the rational ethics of

Objectivism supports the principles of honesty, transparency, and responsibility in eco-marketing, while also requiring a logical understanding of the limits of self-interest, particularly in resources, social trust, and sustainable development. Objectivism thus functions as a philosophy of strategic sustainability, where environmental responsibility is not an external obligation but a form of prudent long-term self-preservation for the company.

*Development of an integrative model of ethically oriented eco-marketing.*

Eco-marketing, as a modern paradigm for managing market processes, emerges as a result of the evolution of economic thought, within which business is increasingly viewed not only as a tool for generating profit but also as a carrier of a strategic mission to create value that simultaneously satisfies economic needs, promotes social welfare, and preserves natural resources. The term «sustainability marketing» combines economic consumption theories, ecological economics, behavioral psychology, and business ethics, integrating them into company strategies, with the ethical component becoming a strategic factor for business sustainability [1; 5].

**Table 1.** Practical directions for applying Objectivist principles to eco-marketing

<i>Ecomarketing and business processes</i>	<i>Operational instruction</i>
<i>Strategy for the production and supply of goods and services to the market; design</i>	<ol style="list-style-type: none"> <li>1. A focus on quality, durability, and functionality.</li> <li>2. Goods and services create real value for the consumer by improving quality of life and increasing the efficiency of performing certain tasks</li> </ol>
<i>Positioning and Value Proposition</i>	<ol style="list-style-type: none"> <li>1. A communication campaign emphasizing that goods and services make the consumer's life better/higher-quality.</li> <li>2. Environmental benefits emerge as a secondary but real result of innovative production.</li> <li>3. The «green» attributes of goods and services are supported by life-cycle assessment and certification, and are not an empty message</li> </ol>
<i>Branding and business reputation</i>	<ol style="list-style-type: none"> <li>1. Reputation is capital that increases the long-term value of the business.</li> <li>2. Quality, transparency, and innovation form the basis for building a reliable business reputation.</li> <li>3. An «ethical» image comes from real actions and rational investments, not from declarations</li> </ol>
<i>Pricing</i>	<ol style="list-style-type: none"> <li>1. Price is determined by the real value of the product or service (quality, resource savings, service level, etc.).</li> <li>2. A rational approach applies: the consumer pays for their own benefit, and if a «green» option provides additional value (resource savings, improved quality of life, etc.), it justifies a higher price</li> </ol>
<i>Supply and distribution channels and partnerships</i>	<ol style="list-style-type: none"> <li>1. Voluntary partnerships (suppliers, R&amp;D hubs, eco-services, etc.) are built on mutually beneficial terms.</li> <li>2. Contract discipline and protection of property rights ensure stable and reliable business partnerships</li> </ol>
<i>Communications, PR, advertising, ESG</i>	<ol style="list-style-type: none"> <li>1. ESG (Environmental, Social, Governance), within the logic of objectivism, as a strategic tool for a company's long-term self-preservation.</li> <li>2. Communication, PR, and advertising promote rational grounds for economically driven actions and for a high quality of life</li> </ol>
<i>Metrics and monitoring</i>	They combine rationality and long-term sustainability: ROI on investments in eco-innovations (direct financial effect); R&D payback period (innovation efficiency); customer satisfaction index (NPS); complaint/return rate (quality indicator); reputation indices (supported by substantiated environmental data)
<i>Avoidance and mitigation of business risks and impacts</i>	<ol style="list-style-type: none"> <li>1. Logic, facts, and respect for real resource limits.</li> <li>2. Evidence-based approach (LCA, certifications) and transparency of reporting</li> <li>3. No use of environmental messaging without real actions.</li> <li>4. Clear communication of the ethical foundations of rational benefit: how innovations and sustainable practices protect the public good in the long term.</li> <li>5. The company's development strategy is built on ESG standards in line with the global Sustainable Development Goals</li> </ol>

Source: compiled by the authors based on [2; 5; 6; 8; 9; 16].

The integrative model of ethically oriented eco-marketing (Table 2) is based on the following three key principles:

1. Eco-marketing does not exist as a closed system; rather, it reflects the dynamic synergy of three spheres: economic (business), social (society), and environmental (environment). Balancing the interests among them forms the foundation for a sustainable development strategy, in which profit, ethical standards, and environmental efficiency are not in conflict but mutually reinforce one another.
2. The ethical dimension in eco-marketing defines not only what and how a business sells, but also why it does so. Ethically oriented eco-marketing is based on the principles of honesty, transparency, fairness, and trust, with ethics viewed as a rational company asset and the basis of its reputational capital, customer loyalty, and stability of long-term relationships.
3. Eco-marketing integrates marketing analysis, behavioral economics, corporate social responsibility, and the philosophy of sustainable development, meaning that market research is inseparable from the assessment of the moral consequences of managerial decisions.

**Table 2.** Integrative Model of Ethically Oriented Eco-Marketing

<i>Level of interaction</i>	<i>Subjects / main participants</i>	<i>Key goals</i>	<i>Ethical guidelines</i>	<i>Economic and environmental tools</i>	<i>Expected results</i>
Micro level	Enterprise – Consumer	Shaping responsible consumer behavior, increasing brand trust	Transparency, honesty, avoidance of manipulation	Eco-marketing communication, green branding, product certification	Customer loyalty, sustainable demand, reputational capital
Meso level	Business communities, industry associations, territorial clusters	Synergy among enterprises to reduce environmental footprint and foster joint development	Mutual trust, partnership, environmental solidarity	Circular economy, joint eco-initiatives, local ESG alliances	Resource savings, increased competitiveness
Macro level	State, society, international institutions	Supporting sustainable development through responsible business policies	Social justice, transparent governance, institutional ethics	National ESG standards, tax incentives, “green” transformation programs	Stable economy, improved environmental conditions, long-term sustainability

Source: compiled by the authors based on [1; 5].

From the perspective of Ayn Rand’s Objectivist philosophy, such an integrative model (Table 2) carries profound moral significance, as Objectivism provides a rational foundation for aligning ethics and profit. Rational egoism, which Rand considered the basis of moral behavior, manifests in business as a conscious concern for the long-term effectiveness of one’s activities-something that is impossible without ecological balance and consumer trust. Thus, ethically oriented eco-marketing represents a morally refined form of the classical economic model.

*Approaches to forming sustainable development strategies for innovative business and corporate ethics at international and national levels*

The global concept of sustainable development defines the primary goal of economic growth as meeting the needs of the present generation without compromising the opportunities of future generations. This approach underpins international corporate sustainability strategies, including the United Nations Sustainable Development Goals (SDGs), which serve as a global reference point for both business and government policy [5–7].

At the international level, ESG standards play a key role in shaping corporate ethics and sustainability strategies, serving as core criteria for evaluating company performance on stock markets and among institutional investors. According to analytical reviews by the Global

Reporting Initiative (GRI) and the Guidelines for Multinational Enterprises, sustainable innovative businesses involve ethical management, supply chain transparency, carbon footprint reduction, and the cultivation of a corporate culture of trust and responsibility [10, 11]. Within the European context, a key benchmark is the European Green Deal (2019), which aims to transform the EU economy to achieve climate neutrality by 2050. Business strategies of leading companies such as Unilever, IKEA, Siemens, and Patagonia combine ecological innovation with corporate ethics principles, emphasizing employee dignity, fair competition, and transparency in community relations [7]. Internationally, there is a clear shift from declarative models of corporate social responsibility toward systemic management of sustainable value, integrating both economic and moral-ethical dimensions.

At the national level, the development of sustainable innovation strategies in Ukraine continues within the context of European integration and the implementation of ESG principles in corporate governance. According to the National Economic Strategy of Ukraine until 2030, a priority is the development of a green economy, promoting environmentally responsible business practices while enhancing competitiveness and innovation. However, within the national business environment, a gap still persists between companies' ethical declarations and their actual actions in the areas of environmental and social responsibility.

According to the comparative analysis in Table 3, the development of effective corporate ethics strategies requires a rethinking of the motivational basis of business, which aligns with Ayn Rand's Objectivist philosophy.

**Table 3.** Comparative analysis of approaches to the sustainable development strategies formulation

<i>Comparison criterion</i>	<i>International approach</i>	<i>National approach (Ukraine )</i>
Strategic goal	Ensuring global climate neutrality, sustainable economic growth, and social justice (UN Sustainable Development Goals, European Green Deal)	Integration of sustainable development principles into public policy and corporate governance; improving the resource efficiency of Ukraine's economy
Core principles	Transparency, accountability, environmental efficiency, inclusiveness, corporate integrity	Developing corporate ethics, adapting ESG standards, strengthening business's social and environmental responsibility
Regulatory and methodological framework	Global standards: GRI, ISO 26000, OECD Guidelines, ESG ratings, UN Sustainable Development Goals (SDGs)	National Economic Strategy, Environmental Security Strategy, non-financial reporting standards aligned with GRI
Key implementation tools	ESG reporting, circular economy implementation, environmental innovations, corporate codes of ethics	Corporate programs, eco-audits, ISO 14001 certification, "green" clusters, eco-marketing communications
Role of ethics in management	Corporate ethics as the core of management culture, a tool for reputation-building, and the foundation of ESG compliance	Ethical principles are largely declarative; they gain weight in the context of EU integration / international partnerships
Level of integration into the business model	High: ethical standards are integrated into decision-making and corporate strategy	Medium: there are attempts at integration, but there is a lack of systematization, monitoring, and ethical oversight in management processes
Expected results	Reducing environmental footprint, increasing competitiveness, attracting investment, strengthening stakeholder trust	Shaping a Ukrainian model of ethically oriented eco-marketing, developing green innovations, improving the reputational attractiveness of business

Source: compiled by the authors based on [10; 11; 13].

According to Ayn Rand's concept of rational egoism, sustainable business development is interpreted as a form of rational self-interest aimed at creating long-term benefits through responsible management of natural and social resources [13]. Ukrainian companies such as MHP and DTEK integrate principles of ethical eco-marketing into their operations,

demonstrating increased efficiency through enhanced stakeholder trust and optimized resource utilization. This indicates the gradual formation of a Ukrainian model of sustainable innovative business, where corporate ethics serves as a key factor in strategic management.

As shown in Table 3, the Objectivist approach of Ayn Rand-which combines the entrepreneur’s ethical autonomy with responsibility to society-can serve as a foundation for improving national approaches. In this context, corporate ethics becomes an internal principle of business self-regulation.

*Development of a conceptual model for improving the strategy of ethically oriented eco-marketing based on Objectivist philosophy*

Objectivism is based on the postulate that rational egoism is a natural driver of progress: by acting in one’s own interest, a person simultaneously contributes to the well-being of others through the creation of value, innovation, and fair competition. Applying this logic to eco-marketing forms a new vision of the interaction between business, society, and the environment. The authors of this article propose a conceptual model in which ethically oriented eco-marketing is viewed as an integrative system of strategic management, where the philosophical principles of Objectivism serve as the axiological foundation, and ethical rationality forms the basis for managerial decision-making (Table 4).

**Table 4.** Structure of the conceptual model for improving the development strategy of ethically oriented eco-marketing based on the principles of Objectivist philosophy

<i>Model block</i>	<i>Main purpose</i>	<i>Key mechanisms of implementation</i>	<i>Expected results</i>
Philosophical and ethical	Formation of the worldview foundation of eco-marketing based on the principles of rational egoism, individual freedom, and moral responsibility	Integration of Objectivist philosophy into corporate culture; ethical leadership in management	Ethical rationality in decision-making; strengthening the moral authority of business
Value- and goal-oriented	Aligning business objectives with the environmental and social priorities of sustainable development	Developing corporate strategies for value-oriented management; defining long-term sustainability KPIs	Creating a shared system of values among business, society, and the environment
Institutional-organizational	Establishment of ethical corporate governance standards and internal control mechanisms	Implementation of codes of ethics, ESG compliance, ethical audits, and transparent management procedures	Strengthening stakeholder trust; enhancing corporate reputation
Marketing-innovative	Development of ethical branding, green innovations, and sustainable consumption communications	Use of innovations, eco-marketing, and digital consumer behavior analytics	Increasing competitiveness through the innovative ethical quality of the product
Evaluation and results-oriented	Monitoring the effectiveness of ethical and sustainable eco-marketing practices	Using ESG indicators, GRI standards, non-financial reporting, and reputation analysis	Objective assessment of sustainability, ethical performance, and the level of social trust

Source: compiled by the authors based on [2; 5; 6; 8; 9; 16].

The synergistic effect from the interaction of the model’s components (Table 4) ensures the transformation of eco-marketing into a sustainable business paradigm. The proposed model allows the combination of rational economic logic with the moral dimension of activity, ensuring the long-term resilience of innovative businesses. The practical application of Objectivist philosophy in improving ethically oriented eco-marketing strategies involves three main stages:

- mobilization stage: recognizing the moral autonomy of business and the value of rational choice;
- institutional stage: integrating ethical principles into corporate culture, policies, and management standards;

- operational stage: implementing eco-marketing strategies through ethical innovations, transparent communications, and sustainable market behavior.

The strategy for developing ethically oriented eco-marketing cultivates a new type of corporate rationality, in which profit is not an end in itself but a measure of the effectiveness of ethical and innovative development, ensuring business sustainability, harmony with society, and environmental preservation.

*Implementation of the improved strategy for ethically oriented eco-marketing to enhance business sustainability, competitiveness, and innovation in Ukraine*

The proposed conceptual model for improving ethically oriented eco-marketing strategies, based on Ayn Rand's Objectivist philosophy, has significant potential to transform the modern business environment in Ukraine in the following ways:

1. Sustainable business development: the use of ethically oriented eco-marketing promotes the formation of rationally motivated environmental responsibility. According to Objectivist philosophy, eco-marketing becomes a tool for strategically balancing self-interest with societal welfare. In practice, this is expressed through: the adoption of energy-efficient technologies; optimization of resource flows; transition to a circular economy; development of products with a low ecological footprint. As a result, companies enhance their resource resilience, reduce dependency risks on imported raw materials, and strengthen their positions within European «green» standards – a critical factor for Ukrainian manufacturers during EU integration.

2. Enterprise competitiveness: The ethical component of eco-marketing, integrated with the principles of rational egoism, creates a new type of competitive advantage in which economic benefit becomes the result of morally justified managerial decisions. Instead of imposing “green” images without real substance, companies gain competitiveness through real actions: process optimization, improved resource-use efficiency, and the creation of ethical supply chains. This enables enterprises to increase investment attractiveness, enter partnership programs with European sustainable development funds, and attract consumers oriented toward environmental awareness. In addition, a strategy for developing ethically oriented eco-marketing helps strengthen a business's intangible assets (reputation, social capital, and customer loyalty). An enterprise that demonstrates consistency in its ethical and environmental actions becomes an «ethical brand» capable of maintaining stable demand even under market fluctuations.

Innovativeness of the business environment: The use of Objectivist philosophy stimulates the development of rationally motivated innovation. Ayn Rand's idea of the moral dignity of productive work provides a foundation for a new culture of entrepreneurship in which innovation is perceived as an ethically justified form of personal self-realization. Implementing this model in the Ukrainian context would contribute to the growth of businesses' intellectual potential—from adopting «green» technologies and digital tools for eco-marketing (AI, IoT, Big Data) to creating new partnership formats among business, science, and communities. Such integration opens opportunities for developing innovation-and-ethics clusters, within which solutions emerge that can deliver both economic impact and public benefit simultaneously.

The authors of this article propose implementing an improved strategy for the development of ethically oriented eco-marketing in accordance with the plan outlined below.

Stage 1: Develop a baseline analytical report and approve the company's «Sustainability Roadmap» as the foundation for a conscious transition to sustainable practices:

- a) conduct an internal diagnosis in the form of an environmental and ethical audit, assessing resource consumption and identifying moral/ethical dilemmas in management and marketing (greenwashing, misleading advertising, etc.);
- b) form an ESG/eco team and establish a sustainable development working group;
- c) define strategic goals and select specific KPIs.

Stage 2: Build a culture of ethical responsibility and trust by integrating ethical principles into corporate policy:

- a) develop a Corporate Code of Ethics for Sustainable Development;
- b) introduce ethical standards in marketing communication (transparency, accuracy, verification of «green» claims);
- c) create an internal control system (ethics officer, reporting, complaint channels).

Stage 3: Verify the eco-offer and strengthen brand competitiveness by embedding sustainability principles into commercial practice:

- a) develop/adapt a «green» product/service (through energy-efficiency technologies, switching to recycled raw materials, bio-packaging, etc.);
- b) implement eco-branding and positioning by creating a unique eco value proposition, labeling, and certification (ISO 14001, Organic UA, etc.);
- c) develop ethical marketing communications focused on long-term benefits and trust-not only sales-and introduce digital transparency tools (QR codes with LCA data, online reports, etc.).

Stage 4: Monitor and evaluate the results of previous stages to confirm the sustainability impact and readiness for scaling; adjust the strategy if necessary:

- a) collect and analyze data based on the established KPIs;
- b) conduct an external ESG audit or certification;
- c) publish the first non-financial report;
- d) adjust the strategy (if needed) based on the results obtained.

Stage 5: Scale up, when eco-marketing becomes an integrated business model:

- a) extend sustainable practices across all business processes;
- b) create partnership projects (clusters, associations, joint R&D);
- c) participate in «green transformation» grant programs;
- d) develop the company's own educational initiatives (eco-mentoring, an eco-academy, etc.).

The proposed implementation of the strategy is not a one-time change, but a gradual process of transforming a business into one that is ethically sustainable and technologically innovative. Within the first year, an enterprise can obtain tangible economic and reputational benefits, and within 2–3 years, a sustainable competitive advantage in both domestic and external markets.

**Conclusions.** Thus, the philosophical and ethical principles of Ayn Rand's objectivism create a methodological basis for building ethically oriented ecomarketing, in which rational benefit is combined with moral content, and profit becomes an indicator of the effective use of human mind and natural resources. Based on these principles, it is possible to develop a new paradigm of sustainable innovative business, integrating economic feasibility, ethical consistency and environmental responsibility into a single system of values.

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