

THEORETICAL AND METHODOLOGICAL APPROACHES TO THE FORMATION OF A MODERN SYSTEM OF NATIONAL AND INTERNATIONAL ENTERPRISES, ORGANIZATIONS AND INSTITUTIONS' DEVELOPMENT

Collective Scientific Monograph

EDITION 2

Dallas
2020



Alona Tanasychuk¹, Svitlana Sirenko², Shapovalova Y.³

STRUCTURAL SET OF THE CONCEPT OF MARKETING MANAGEMENT OF THE INTERNATIONAL ACTIVITY OF THE ENTERPRISE

ABSTRACT:

In article the conceptual approach to the management of enterprises in principles of international marketing. Indicate the sequence of estimation uncertainty relative changes in the international environment of enterprises. Considered more detailed structural totality of the concept of marketing management international activities of the company. Proposed to expand the list of objectives of domestic enterprises in international markets to assess its effectiveness. Namely, one of the main was selected: why you need to consider the size of the market, to calculate what percentage will take the company in a specific market and count opportunity release for several markets. That is why it is necessary to consider going to the international market, considering gathering a lot of information regarding entering new international markets, or should look for more simple ways of promotion. Studied the problems of domestic companies to international markets and analyzed key aspects. Considered the reasons why domestic businesses enter international markets. As already mentioned, everything in the article justification based on works by famous scholars and also added the rationale for the research. After reading this work, it is possible in the future to use the sequence of the process of entering international markets and how it does not to prevent errors which can not just close the access to the international market, but also to lead the business to bankruptcy.

The essence of international marketing lies in the definition of objectives development of scientific-technical and production and marketing activities of the company, aimed at ensuring the profits on the basis of the requirements of the world market and reflect them in the development plans of the company. International marketing considered as a specific management function, which is close large the international firms.

¹ D.Sc. (Economics), Professor, Professor at the Department of Marketing and Advertising
Vinnitsa Institute of Trade and Economics of KNUTE, UKRAINE

² Ph.D. (Technical science), Senior Lecturer at Department of Commodity Science, Expertise and Trade Entrepreneurship
Vinnitsa Institute of Trade and Economics of KNUTE, UKRAINE

³ Bachelor in Higher Education at the Faculty of Trade, Marketing and Services
Vinnitsa Institute of Trade and Economics of KNUTE, UKRAINE



Marketing management of the international activity of the enterprise involves the deliberate orderly influence of management structures on the development of the enterprise which is necessary to achieve the goal and determine the organizational structure of management of international marketing. The organizational structure consists of the management departments at each level, the relative location, connections and subordination of these departments as well as the rights and responsibilities of each department.

The economic literature indicates that not all firms use strategic marketing planning and reorganize their organizational management structure to adapt to changing international environments. However, when faced with uncertainty, enterprises begin to modernize organizational structures for effective marketing management of the enterprise's international activities (Fig. 1).

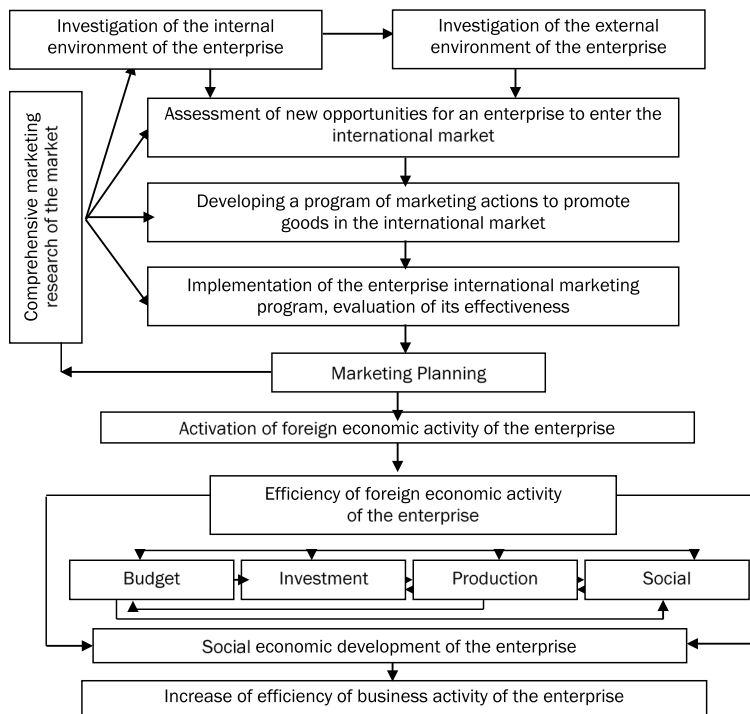


Fig. 1. The sequence of uncertainty estimation of the international environment changes of enterprises' activity.

Source: author's own development

All forms and companies going to foreign level, choose only his own model of construction services international marketing that will be consistent with the market strategy, the objectives of the in the foreign market and the methods of coverage, providing high products competitiveness.

The proposed sequence of uncertainty assessment regarding changes in the international environment of the enterprise activity allows to determine the interrelation of the complex of international marketing, goals, tasks, stages and functions which the enterprises should clearly define before entering the international markets. The main task of marketing management of international activity of the enterprise is to develop a marketing strategy and form of organization of the enterprise. An analysis of the marketing activities of companies with an international orientation shows that differences in international orientation are reflected in marketing management. Consider the structural set of the concept of marketing management of activity of enterprises in international markets (Fig.2).

Since, the marketing management of a global company is dictated by its concept according to which the world is considered as one market where there is similarity of cultures of different nations, marketing management of multinational marketing is formed on differences in cultures, that is, every foreign market requires a marketing strategy adapted to it.

The basis of the theory of marketing management are management functions assigned to specific departments and differ in content: planning (development of specific goals and ways to achieve them), organization (achieving consistency between the state of the system and goals), incentives (provision of material and other benefits), accounting and control (evaluation of conformity of results and task), regulation (elimination of deviations).

Planning of the international activity of the enterprise includes the choice of strategy of entering the foreign market (export, acquisition of licenses, obtaining the right to sell the goods at a discount, creating a joint venture, concluding a joint venture agreement, associations, subsidiaries), operates long-term goals.

Management of marketing activities in terms of international diversification involves the construction of an appropriate system of information gathering, researches of foreign markets, planning, implementation and control marketing program, the assessment of the risks and profits, efficiency marketing solutions, marketing strategy development business activities the enterprise, which gives opportunity to obtain maximum effect rational minimal marketing expenses.



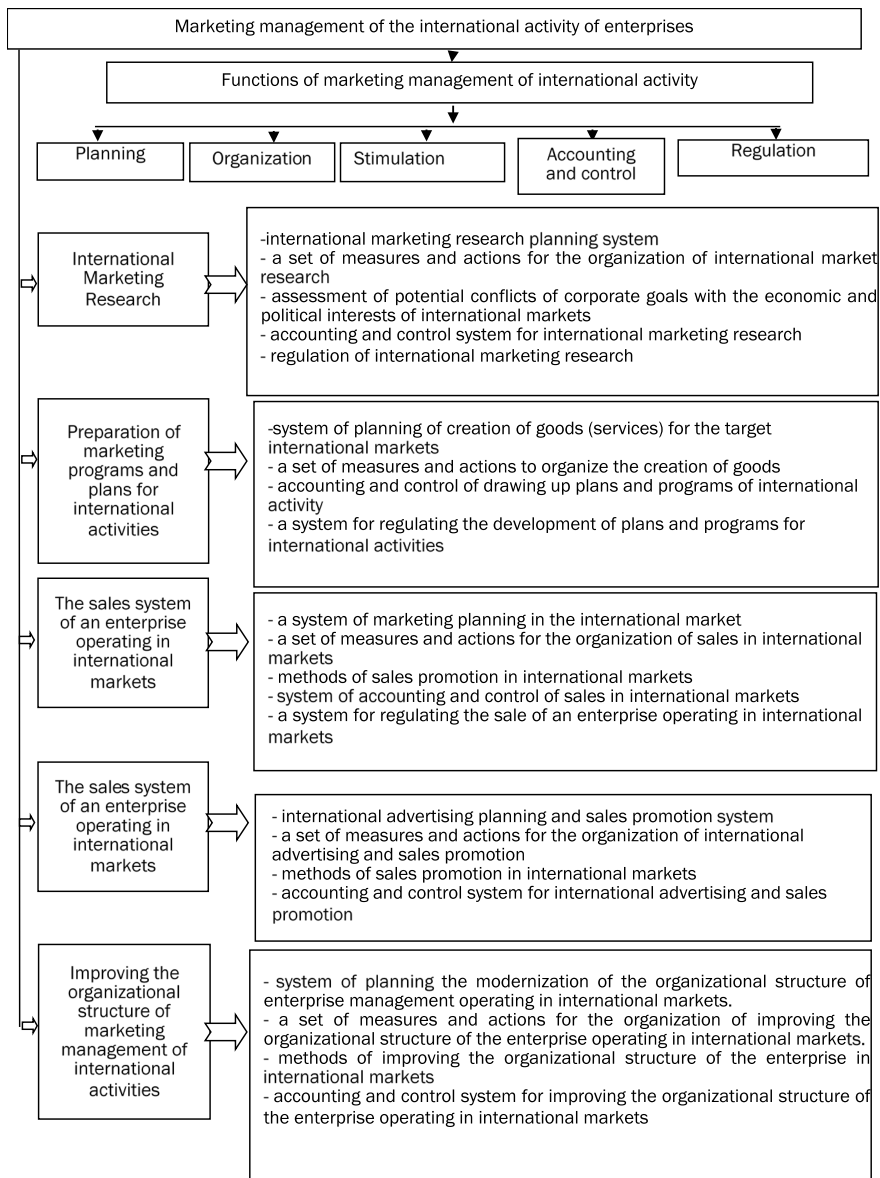


Fig. 2. Structural set of the concept of marketing management of the international activity of the enterprise.

Source: Created by the author on the basis of [1, p. 34]



Taking into account the research of M.I. Baranovskaya and D.V. Dyuzheva in assessing the impact of the information marketing environment and the practical experience of domestic enterprises operating in foreign markets, it is proposed to add the following in order to evaluate its effectiveness in the list of goals:

- to determine the planned share of sales in international markets, since most domestic companies that go abroad start from small sales, while others follow this principle, considering foreign trade operations as a small part of their activity, and only those enterprises that view foreign markets as equivalent to or prefer domestic markets have the ability to control and carry out effective activities;
- to decide on the number of foreign markets that the enterprise plans to enter, that is to operate only in several or at once in many countries;
- determine in which countries in what type of markets the enterprise will operate. Having drawn up a list of possible international markets the company deals with their selection and ranking while the attractiveness of the country will depend on the product being offered, geographical factors, income levels, composition and population, political climate and other features [2, p. 28; 3, p. 245];

identify a list of software products that enable marketers, international marketing and foreign trade experts to obtain information about primary trading data by presenting it in accessible, easy-to-use, interactive web applications, identifying alternative markets, competitor productivity, and import and export information companies.

Developing ideas devoted to the study of conceptual foundations of international marketing, it is advisable to distinguish two tendencies of formation of its concept in a theoretical context: on the one hand, we can note the desire to cover the various sides of international marketing activities of enterprises, and on the other hand, there is some commitment to the use of selected authors.

Despite the fact that in our country the concept of international marketing has been actively developed quite recently, however, Ukrainian authors have made a significant contribution to the study of both theoretical issues, in particular the development of definitions of international marketing and practical aspects of its use, such as the analysis of features of use of international marketing techniques by local enterprises.

Specificity of international marketing is determined by the scale and characteristics of the external and internal market environment, as well as the setting and decision of specific goals and objectives. It requires a deep

understanding of the social and economic and national and cultural conditions prevailing in the specific country with which the marketing activities of the enterprise will be linked as there may be significant differences in distribution channels, transportation and storage methods, legislative and legal support, customs rules and procedures. In addition, in each country there are national peculiarities in the perception of goods and advertising as well as differences in consumer behavior.

In the period of global economic globalization many companies are beginning to switch to the use of global marketing principles in their foreign trade activities to promote goods to international markets. There are several points of view among foreign and local researchers regarding the concepts of international and global marketing. However, the most appropriate approach is that global marketing is a promising form of international marketing, and while using it the company focuses on similar market segments at which common needs, desires and expectations are peculiar to buyers.

CONCLUSION.

In article the conceptual approach to the management of enterprises on the basis of marketing, which allows further consideration of the concept of international marketing as a means of adaptation enterprises to the growing internationalization via use marketing mechanism management of its business, which has the exclusive the value for enterprises that carry out their activities in conditions of international diversification.

Considered in more detail the problems encountered enterprises when entering the international market. It was observed that Ukrainian scientists, with a rather short period of active development of the concept international marketing, could also make quite significant contributions to further research and study on this topic. As this topic is not just to exist, but it is necessary to thoroughly study for further development and search for the best ways.

REFERENCES:

- [1] Didenko, N. I., Skripnyuk D. F. (2016). *International marketing: theory and analysis of specific situations*. Moskow: Yurayt.
- [2] Dyuzhev, D.V. (2001). Global Ethics in the Age of Information Civilization. *Actual problems of clinical, experimental and preventive medicine: Proceedings of the All-Ukrainian scientific and practical conference of students and young scientists* (p. 28–29).
- [3] Baranovskaya M.I., Kozaka Yu. & Smicek S. (2013). *International marketing: in questions and answers*. Kyiv: Center for Educational Literature.
- [4] Kovinko, O.M. (2018). *Marketing mechanism of enterprise management in the conditions of international business diversification* (Dissertation for the degree of Doctor of Economic Sciences). Retrieved from <http://abstracts.donnu.edu.ua/article/view/5658/5684>.