National and international imperatives of ensuring sustainable development of socio-economic and ecological systems in the face of structural transformation

Scientific monograph

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The authors of the scientific monograph have come to the conclusion that the national and international imperatives of ensuring sustainable development of socio-economic and ecological systems in the face of structural transformations require the use of marketing and logistics tools, the implementation of sustainable models of human resource management, innovations, mechanisms of managing territories and ensuring security. Basic research focuses on ensuring sustainable structural transformations of socio-economic and ecological systems, the formation of a holistic system for ensuring national and international security. The research results have been implemented in the different decision-making models for the use of determinants of socio-economic policy, financial mechanisms, ensuring social and economic security, and managing the competitiveness of territories. The results of the study can be used in the developing of strategies, mechanisms and models for ensuring sustainable development and security of economic entities and territorial communities, the formation of ecological policy for environmental preservation. The results can also be used by young scientists in the educational process and conducting scientific research on issues of ensuring sustainable development and security of socio-economic and ecological systems.

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A SET OF MARKETING MEASURES FOR IMPROVING THE OPERATIONS OF THE COMPANY

Abstract
The Digital Marketing Measurement Model (DMMM) model is proposed in the work, which is an important tool for enterprises in the field of trade, striving to achieve success in Internet marketing activities. The implementation of such a model will help trade enterprises to better understand their audience, optimize marketing strategies, increase the effectiveness of their activities in the online environment, and form more detailed sets of marketing activities on the Internet.

Keywords: *marketing activities, tools, trade company, online store, internet marketing.*

Positioning one's self next to competitors and starting to compete to increase market share is possible if: the product is better than competitors' products; the market is large and can hold several competitors; the company has more and better resources than competitors.

Therefore, in the circumstances of the war between Ukraine and Russia, an additional area of development of economic activity of trade enterprises is the creation of a set of marketing activities on the Internet and social networks. These channels have become essential for interacting with the audience and promoting brands due to the rapid development of digital technologies and the rapid spread of the Internet. The use of tools such as content marketing, search engine optimisation (SEO), social media marketing (SMM), email marketing, web analytics and others is an essential part of implementing a set of marketing activities on the Internet and social media.

Trade enterprises use these tools to communicate effectively with their audience, attract new customers and increase sales. At the same time, an important part of the work during forming a set of marketing activities is analysing the results and permanent improving strategies based on the collected data, which helps to maintain brand competitiveness and respond to changes in audience needs.

Therefore, the formation of the set of marketing activities on the Internet and social networks is an important area of the development of the company's marketing activities that helps you effectively interact with your audience, increase your visibility and achieve greater market success.

In our work, we study Digital Marketing Measurement Model (DMMM), which can play an important role in forming the set of marketing activities on the Internet and social networks for improving the efficiency of trade enterprises.

This model provides tools and criteria for evaluating the effectiveness of digital marketing activities assessing the extent of their influence on various aspects of the company's marketing.

Firstly, the digital marketing assessment model helps businesses to identify specific metrics and key performance indicators (KPIs) that they should measure to evaluate the results of their Internet activitites. It can include metrics such as number of visits to the website, conversion, advertising costs, etc.

Secondly, this model helps trade professionals to collect, analyse and interpret the information related to their digital marketing activities. It provides a framework for systematically collecting data from various sources, such as advertising platforms, social media,

and web analytics, and then analysing it to gain useful information about how well marketing campaigns are performing.

Besides, DMMM helps trade enterprises to determine the relationship between their digital marketing opportunities and outcomes such as sales, profits, and customer satisfaction. This allows to evaluate the real impact of digital marketing on the financial indicators of the enterprise and make justified decisions about investments in marketing campaigns.

DMMM works by systemising and analysing various aspects of digital marketing campaigns to determine their effectiveness and business impact. The main principles of this model are shown in Table 2.9.

DMMM allows businesses to understand the effectiveness of their digital marketing efforts and make justified decisions about the next steps in the development of their marketing strategy.

DMMM model as a simple, structured five-stage process is shown in Figure 2.2.

Analysing the stages of DMMM model formation (Figure 2.2), it is worth noting the following:

1. The first stage is to determine business goals in advance and set the broadest parameters for work. This means a thorough analysis of the mission, strategy, and needs of the retailer to determine the specific goals to be achieved through online marketing. At this stage, it is important to thoroughly study the market, the competitive situation and the needs of the target audience.

2. The second stage involves specifying each business goal. This means clarifying strategic objectives at the level of specific, measurable metrics. For example, if a business goal for trade enterprise is to increase the number of subscribers, a specific goal could be to increase the number of subscribers by 10% over the next quarter.

3. The third step involves recording key performance indicators (KPIs). KPIs are determined based on the set goals and reflect the aspects of the business that need to be measured to determine the success of the retailer's promotional activities. For example, KPIs can include conversion, customer acquisition and retention rates, ROI, increase in the number of subscribers, views or mentions o brand, etc.

171

Table 2.9
Basic principles of DMMM operation

Principles	Characteristic
Constant monitoring and adaptation	After the analysis and the implementation of optimisation activities are completed, DMMM usually operates in a cycle where it is constantly monitored and controlled by specialised Internet marketing specialists who adjust the strategy in accordance with changes in the business environment.
Collection of data	After defining the KPIs, DMMM indicates what types of data related to digital marketing should be considered. These types of data include web analytics, social media metrics, information about advertising campaigns, etc.
Analysis of the results	After collecting data, DMMM helps to analyse it to determine how well marketing initiatives are performing. This is accomplished through Post-Click and Post-View analysis methods. Comparing results with previous periods, evaluating the impact of different marketing channels, identifying campaign strengths and weaknesses, etc. can be part of this analysis.
Conclusions and optimisation	Based on the analysis, DMMM provides opportunities to determine the effectiveness of marketing efforts and shows problem areas and opportunities for optimisation. Changing the strategy, allocating the budget between different marketing channels, changing the target audience, etc. can be part of this.
Key performance indicators (KPI)	DMMM starts with identifying specific metrics that should be measured to evaluate how well a digital marketing campaign is performing. These metrics can include conversion rates, ad spend, number of website visits and customer reviews, content publishing, number of followers, video views, brand mentions.

4. The fourth step is to set the parameters of success for each KPI in advance. This means setting specific targets for each KPI that the company must achieve. For example, if one of the KPIs is the number of video views, the success metric could be to achieve a 10% increase in the number of views over the next quarter.

5. The fifth step is to identify the people/behaviour/outcome segments that the retailer will analyse to understand why it has succeeded or failed. This involves analysing the audience, their

behaviour and reactions to marketing activities. For example, this may include studying the response of different audience segments to advertising campaigns or the result analysis of A/B testing, as well as evaluating Post-Click and Post-View attribution models.
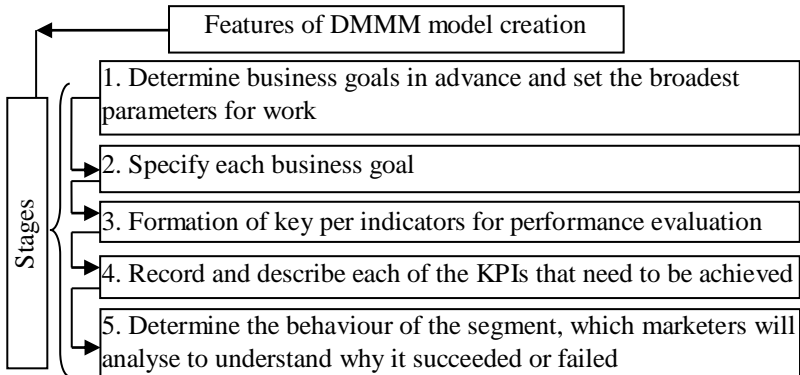

Figure 2.2 Stages of creating DMMM model

These stages in the formation of DMMM model allow trade enterprises to measure and analyse effectively the results of their online marketing strategy to achieve strategic goals and market success.

Based on these stages, it is possible to build such DMMM model (Table 2.10) that will help the management of the enterprise to evaluate and analyse effectively the results of its online marketing activities in social networks. We are going to build schematically DMMM model based on the above stages.

Table 2.10

Digital Marketing Measurement Model for social media of the trade enterprise

Business goal	Content	Followers	Viewings
Aim	x	x	x
KPI	x	x	x
Segment	x	x	x
Goal	x	x	x

All the points of DMMM model for the trade enterprise are interrelated, as each goal is aimed at achieving specific results in its

sphere of influence, and key performance indicators, audience segments and goals help to determine the way to achieve these results.

We propose to add to this model (Table 2.10) the introduction of the element "Brand Recall", as it is a critical element of the strategy of any enterprise, including trade enterprises, in order to create and maintain its unique identity, recognition among consumers and the formation of a set of marketing activities on the Internet, as well as special attention and feedback from the audience segment that forms the "Brand Recall" indicator.

This process includes a variety of marketing activities and actions aimed at increasing attention, popularity and trust in the brand. Firstly, brand promotion helps to create a unique image and distinguish it from competitors. This will allow the company to stand out on the market and attract the attention of consumers due to its values and features.

Increasing brand awareness is a key factor in retaining existing customers and attracting new ones. The more people are familiar with the brand, the more likely they will choose your goods or services, so the "Brand Recall" indicator is incredibly important in shaping the online marketing strategy of the trade enterprise. Based on our proposals, we are going to build DMMM model for a chain of retail outlets "Yakisna Kantseliariia", particularly for their online store, taking into account the added business goal "Brand Recall" (Table 2.11).

Brand recall will contribute to increase the level of trust in the company among consumers. When a brand is well known and has positive reputation, consumers are more likely to trust it and prefer its goods or services to similar ones from other manufacturers.

Besides, brand recall can help the enterprise to stay competitive and maintain its market share. A brand that has strong popularity and recognition usually has the ability to attract more customers and earn more money, creating a strong business position. Thus, increasing the number of brand mentions is not only a marketing strategy, but also a strategic tool that ensures the success and sustainability of a company on the market.

DMMM consists of four main components: content, followers, viewings, and mentions. This model offers a comprehensive

approach to evaluating and analysing the effectiveness of online marketing strategies. Each of these elements has a specific goal, key performance indicators (KPIs), audience, and goals to help businesses navigate their online strategic goals.

Table 2.11

Additional indicator to the model of Digital Marketing Measurement Model for TikTok account of the online store "Yakisna Kantseliariia"

Business goal	Content	Followers	Viewings	Mentions
Aim	x	x	x	Increase the number of brand mentions
KPI	x	x	x	Number of brand mentions in social media, level of interaction with the brand, audience engagement
Segment	x	x	x	Loyal, existing or potentially new audience for the brand that requires special attention and interaction
Goal	x	x	x	Attracting attention to the brand, creating virtual communities and increase interaction with the audience through social media

DMMM model will help trade enterprise to analyse and evaluate systematically the results of their marketing activities. This will allow them to identify strategies that are working or not working, as well as respond to changes in market conditions and consumer needs. With the help of this model, trade enterprises can maintain a competitive advantage, attract new customers, increase loyalty and develop steadily on the market.

According to the indicators of the given DMMM model, which were discussed above, we will form DMMM for the trademark, which is part of "Yakisna Kantseliariia", for the development and evaluation of the effectiveness of their TikTok account (Table 2.12).

Table 2.12

Digital Marketing Measurement Model for TikTok account of online store "Yakisna kantseliariia"

Business goal	Content	Followers	Viewings	Mentions
Aim	Increase the number of video content created and published on TikTok to 3 videos per week over the next quarter	Increase the number of followers on TikTok by 10% over the next quarter	Increase the number of video views on TikTok by 10% over the next quarter	Increase the number of brand mentions on TikTok by 5% over the next quarter
KPI	The number of created and published video content according to deadlines	The number of brand followers on TikTok and the cost of attracting them	The number of viewings of the brand's video on TikTok and the cost per view (CPV)	The number of brand mentions in social media, the level of interaction with the brand, audience engagement
Segment	Different categories of customers by demographic and behavioural characteristics	Potential customers who show interest in the brand's products	Potential audience that interacts with the brand through digital communication channels	Loyal, existing or potentially new audience for the brand that requires special attention and interaction
Goal	Publishing content for greater and wider brand coverage	Increase the number of followers and brand loyalty, reduce the cost of attracting new followers	Increased brand awareness, improved image and customer loyalty	Attracting attention to the brand, creating virtual communities and increasing interaction with the audience through social media

Source: proposed by the author as suggestions for implementing the model for "Yakisna Kantseliariia". The indicators and calculations are based on the author's own experience

DMMM provides an opportunity "Yakisna kantseliariia" an effective tool to plan and evaluate the results of its online marketing activities. It is aimed at achieving four key targets: increasing the amount of content, increasing the number of followers, increasing the number of viewings and increasing the number of brand mentions. This data allows you to analyse and evaluate systematically the results of your marketing activities, identify successful and unsuccessful strategies, and also respond to changes in market conditions and consumer demand.

The analysis of the performance of each of these parts of DMMM allows us to understand better how well they are performing online and make smart decisions for further development. The use of DMMM enables trade enterprises to determine the best marketing strategies, as well as plan future actions and adapt to market changes. This will help to maintain a competitive advantage, attract new customers and increase the value virtual sales.

Thus, we believe that proposed DMMM model is an important tool for trade enterprises who want to succeed in online marketing activities. Its implementation helps trade enterprises to understand their audience better, optimise marketing strategies, increase the efficiency of their activities in the online environment and formulate complexes of marketing activities on the Internet in detail.

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MARKETING AND LOGISTICS AS KEY ELEMENTS OF STRATEGIC MANAGEMENT IN MODERN SOCIO-ECONOMIC SYSTEMS

Abstract

In the modern socio-economic landscape, the integration of marketing and logistics within strategic management has become essential for achieving organizational success. This paper explores how the interplay between these two critical functions contributes to enhanced operational efficiency and competitive advantage. Marketing focuses on understanding and meeting customer needs through market research, product development, and promotion, while logistics ensures the timely

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