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MANAGEMENT OF MARKETING ACTIVITIES AS A NECESSARY COMPONENT OF ENTERPRISE SUCCESS

The development of economic reforms significantly accelerated marketing relations in modern business practice. The transition from competition for resources to competition for the consumer and already existing relations in this area have become a powerful factor in the development of modern enterprises. In the conditions of the implementation of market relations in Ukraine, there is a need for a new business culture, one of the carriers of which is marketing. Growing competition requires an entrepreneur to organize business activities in which the highest results are achieved at the lowest costs.

Marketing in the company is one of the main and some components in its functioning. Marketing in your life is oriented towards market processes. For commercial warehouses, organizational tools, techniques and methods of marketing seem obvious, but their use is determined by the individual market strategy of the enterprise. In order to effectively use marketing methods and tools, modern organizations must have a certain personnel potential, specialists - marketers. However, today there is a lack of personnel and experience in the use of marketing in a number of industries. The development of marketing technologies and the technologicalization of marketing, which have emerged recently, should significantly facilitate the marketing work in the company and contribute to obtaining the specified result. The development of marketing action templates and techniques should lead to economic time and money for marketing, and enable management personnel to design adaptive marketing technologies to solve the organization's problems, which will increase the competitiveness of the enterprise in the conditions of the market economy, and facilitate the planning of the marketing budget. In the new economic conditions, the tasks of the formation of the marketing activity management system, in which the global marketing experience is adapted and effectively used, come to the fore. A significant obstacle is the demonstration of effective use of marketing methods and funds of enterprises, which does not allow normal response to the complications of the market situation. This is especially felt when, for a long period of time, marketing relations were practically absent or had rather specific forms.

In the modern paradigm, enterprise management is considered as an open system, the results of which are produced by its position, ability to innovate, productivity, market development, and product quality. The activity of many enterprises is characterized by increased risk as a result of insufficiently deep understanding and consideration of the

factors of the external environment critical for the survival of the organization: the behavior of consumers, competitors; correct choice of partners; creation of competitive goods and services; use of reliable sources of information; qualified consultations, etc.

As practiced, the presence of competitive products often prevents many modern enterprises from realizing this advantage due to the experience of using the entire set of marketing tools. With the unstable conditions of economic development, the economic situation is becoming more and more complicated every year due to the gradual expansion of borders and the involvement of foreign companies that have significant experience of working in competitive conditions.

Management of the marketing activities of the enterprise is a system of internal and external influences and measures that allow to adjust its market behavior for successful and effective resistance to adverse conjunctural changes in the market now and in the future. This assessment and approach indicate the objective need for more effective regulation of the level of competitiveness of the enterprise in time and space, by activating marketing activities in general. The key stages of the process of managing the marketing activities of the enterprise should be:

- setting management goals and objectives;
- analysis of the market situation;
- assessment of the potential competitiveness of the enterprise and its products;
- development of marketing policy in the main directions.

The effectiveness of management largely depends on the action of the entire set of stimulating and blocking factors, when implementing their influence, it is advisable to divide them into two large groups (internal and external). The first are factors that determine the comparative and competitive advantages of an enterprise on the market, the second are factors that determine the possibilities of developing its economic and resource potential.

Marketing, as a basic function of enterprise management in market conditions, offers the manager-entrepreneur some proven algorithms for achieving positive results of economic activity in market segments with minimal risk. This is primarily a certain sequence of analytical work; access to the most favorable target market segments; formation in the interests of the enterprise of variable factors of the external environment, including the behavior of consumers; obstruction by permitted methods of activity of competitors; creation of a favorable image of the enterprise and all its activities for the public, etc.

In modern socio-economic conditions characterized by a high level of competition for consumer demand, their strategic marketing orientation, which provides a client-oriented approach, is of great importance in the activities of enterprises. Thus, ensuring the competitiveness of the enterprise is accompanied by the creation of videos of innovations (expanding the offered services, implementing innovative solutions that

allow modeling improved quality parameters of the offered services, etc.). This situation determines the search for new directions of marketing management of the enterprise, their focus on obtaining competitive advantages, solutions within the concept of positioning, choosing a model of interaction with target audiences. However, it should be noted that in today's conditions of rapid development of science, technology and technology, increased competition, success can only be achieved by such an organization that creatively applies marketing management (marketing management) in its activities, is constantly looking for new ways to adapt to constantly changing conditions of existence.

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PRINCIPLES OF INTERNATIONAL CREATIVE BUSINESS: NEW TRENDS

The fourth industrial revolution is fundamentally changing not only the process of international production, but also international consumption. Classical principles of enterprise management do not work with consumers who need a creative product that has no analogues, satisfies the unformed need of the client and is delivered to him instantly. How can enterprises achieve this? There are many recommendations, methods and concepts in this area [1-11].

Among them, adaptive models of international creative business organization have the greatest creativity. The methods of the adaptive model, unlike traditional management techniques, have many advantages - they are all studied and described. They increase team productivity and employee satisfaction. They minimize the losses from too frequent meetings, re-planning, redundant documentation, not always high quality and low value of the product to users. The adaptive model assumes that developers keep customers informed of what how things go, constantly taking into account their changing interests, which means that it ensures that customers are really involved in the process, and therefore more satisfied with the results. In addition, these methods allow faster and more predictable, with less risk to produce the products that people need, since they provide for equal cooperation of specialists from different fields of knowledge, expand the experience of the organization and promote mutual trust and respect in the team. Finally, because less time is wasted on manual project management under this model, management can devote themselves to more important work that no one will do for them. His job is to shape and adjust corporate ideology, decide which strategic initiatives are of paramount importance, streamline work and make sure that employees are not distracted