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**MARKETING POLICY FOR MANAGEMENT OF ECONOMIC DEVELOPMENT IN GLOBALIZATION****Ptashchenko O.V., Afanasieva O.M., Morozova Ye.S.****МАРКЕТИНГОВА ПОЛІТИКА УПРАВЛІННЯ ЕКОНОМІЧНИМ РОЗВИТКОМ В УМОВАХ ГЛОБАЛІЗАЦІЇ****Птащенко О.В., Афанасьєва О.М., Морозова Є.С.**

*In the given paper the main marketing tools and peculiarities of the process of management of the economic development of the service industry are considered in the modern conditions of the development of globalization processes. The main components of development management in modern conditions of management are analyzed. Recommendations on the formation of the main components of the marketing policy of economic development management in the conditions of acceleration of the processes of globalization in the country are given.*

**Key words:** *marketing of services, service, marketing complex, marketing tools, internet marketing, economic development, development management.*

**Introduction.** The global changes that are taking place at this time in the industrial sphere and in the industry of economic activity of humanity cover and affect all aspects of economic activity of producers and consumers. On the one hand, the rapid flow of scientific and technological progress (NTP), the tremendous expansion of opportunities for increasing financial and economic results of economy, the intensification of the development of production create strong prerequisites for increasing the scale of production and expanding the range of goods and services offered to consumers, improving the quality, diversity and the availability of industrial products for consumption. In addition, the widespread implementation of NTP achievements in all sectors of the economy significantly extends the potential of improving the efficiency of enterprises on the basis of strengthening the resource base of production, optimization of unproductive costs, improving the level of automation and mechanization of labor, and, consequently, to improve the quality of working life of workers, etc. and. On the other hand, the extraordinary increase in the fluidity of conditions and circumstances under which producers choose development strategies and formulate an appropriate system of economic plans, determines the need for continuous monitoring of transformations and

transformations of the market environment and without delay to make appropriate and adequate adjustments to these strategies and plans.

The market environment is also becoming more complex and changing, creating a large number of new unforeseen problems and threats, prospects and opportunities for business entities. In the process of enterprise management, not only the importance of tasks related to the timely identification of the most relevant changes in the external environment factors that may influence the construction of an economic organization, but also the importance of management decisions regarding the implementation of internal transformations aimed at advance preparation for the future surrounding changes.

In such circumstances, a more detailed examination of the marketing components of managing the economic development of the enterprise becomes necessary. Given the rapid development of the service industry, a more detailed consideration and definition of the features of the service industry is dictated today.

**Analysis of basic research and publications.** Features of marketing application in different spheres of entrepreneurial activity were occupied by different foreign and domestic scientists among them: V. Baykov, O. Varvish, K. Vertaym, F. Virin, V. Vysotska, L. Wunderman, R. Gavrish, T. Danko, D. Aimor, S. Ilyashenko, S. Kadulin, O. Kitova, R. Kostyayev, M. Kotin, I. Litovchenko, O. Pankovetsky, O. Petryk, V. Pylypchuk, V. Plesachach, Yu. Popova, I. Uspensky, Ya. Fenwick, B. Halligan, V. Holmogorov, J. Shah, and Yu. Shipulin, A. Yurasov and others.

Modern trends in the development of the marketing concept are reflected in the writings of F. Kotler, H. Group, G. Kund, R. Moriarty, S. Kosnik, K. York, D. Moore and others. In Ukraine, special attention is paid to Agile Marketing in the works of T. Danko, N. Chukhray.

The problems of development, formation, implementation and specificity of marketing of services

were considered in the works of such famous scientists and economists as: A. Rep'ev, A. Friedman, G. Shapiro, A. Ivanov, L. Danchenko, P. Kotler, J. Bowler, J. Bowler, J. Mackens, A. Godin, O. Oiner, D. Rayen, K. Jones, Y. Morozov, V. Grishin and others.

However, the problems of using marketing tools, establishing marketing policy in the sphere of providing services in the context of accelerating globalization process are still little elaborated. That is why the topic of the current research is relevant.

**Goal.** The purpose of the study is to identify and analyze the main marketing tools and features of the process of managing the economic development of the service industry in the current conditions of development of globalization processes.

**Materials and research results.** The conditions of functioning of modern enterprises of any form of ownership, organizational and legal form of economic activity and branch affiliation are characterized by uncertainty and dynamism of the socio-economic environment. Effective confrontation of the enterprise with changes in the external environment is possible only in the case of taking pre-emptive measures aimed at maintaining its viability and ensuring competitiveness, that is, under conditions of constant development of the enterprise.

Characteristic and almost obligatory basis for strengthening the market positions of manufacturers, maintaining the stability of the obtained economic results in the described conditions are the ability to detect significant changes in the market environment in a timely manner, mobility and activity in carrying out a variety of activities, focused on compliance with the level of compliance this kind of transformation. A necessary condition for achieving this kind of ownership and ensuring effective management of the enterprise is a full and comprehensive awareness of the causes and nature of the action of external forces, developing skills and adaptations to changes in the external environment through the implementation of appropriate transformations within the enterprise, which are manifested by the revision of goals and improving the internal structural structure. organization, modernization of technological and logistical base of production, etc. In the complex of transformation of this kind is the essence and content of the enterprise development in any sphere, which is a complex dynamic process of systemic changes in different spheres of activity of enterprises, the laws of which (ie, the process) are determined by the course of transformation of production forces, the continuity and sequence of changes in production. relations, trends of scientific and technological progress, improvement of technology and technology, etc. Thus, the driving force behind the development of production and service delivery is the steady increase in the subject and intangible demands of the individual (as a member of society and the individual), and the consequences of this delusional process are ultimately reflected in the expansion of the general basis of civilization uplift, the

ability of individuals to the individual community uncovering the almost inexhaustible potential of self-fulfillment.

Thus, from the perspective of R. Acoff [2], development is not only a prerequisite (a certain situation), which is determined by changes in the state of resource provision of a certain activity (in particular, aimed at the achievement of predetermined goals), but is a process in the course of implementation which is an extension of the potential of this system to fulfill its own requirements and aspirations, as well as the aspirations of other systems and individuals with whom the existence of this system is combined.

Development ability is usually seen as a reflection of the general laws and principles of a systemic organization. Thus, from the point of view of T. Akimova [1], the content of the law of development (ontogeny) is that any organization in the course of its existence seeks optimal self-realization for both the whole and the components based on the simulation of their activity and desire. to dynamic equilibrium. E. Lutsenko [11] insists that the laws of systems development are determined by the action of the dialectical law of transition of quantitative and structural changes in qualitative, the law of alternation of deterministic and bifurcation stages of the trajectory of transformation of open systems, as well as the sequence of stages of decision-making and periods of implementation of decisions in the course of systems development. self-organizing, and control objects in adaptive systems. O. Anankin and others. [6] believe that according to the system principle of development (the essence of which is to recognize the variability of systems and their ability to adapt, expand, replace components, accumulate information), the basis (synthesis) of any system should be based on the possibility (potential) of increasing, optimization, , improvements. On the other hand, the action of the principle of development determines the need to focus on the need to take into account the prehistory, as well as the impact of current trends in system changes to reveal the patterns of its functioning and development.

Thus, development is a special type of change of material and ideal objects, which is determined by a regular, dialectical, irreversible, directed (purposeful) character.

The marketing policy of an enterprise of any sphere is a creative management activity whose task is to develop the market of goods, services and labor by assessing the needs of consumers, as well as to take practical measures to meet these needs. This activity coordinates the production and distribution of goods and services, and identifies what steps need to be taken to sell the product or service to the end consumer.

The essence and content of marketing policy reflect the objective conditions of market development, which to some extent loses its chaos and falls under the regulatory influence of pre-established economic relationships, where the special role is given to the consumer. The consumer puts forward his requirements

for the product, its technical and economic characteristics, quantity, delivery time (especially machines and equipment) and thus creates the prerequisites for the division of the market between manufacturers. Increasing importance of competition, the fight for the consumer. This forces manufacturers to scrutinize specific potential consumers and market demands carefully and deeply, which places high demands on the quality and competitiveness of products.

Implementation of marketing policy - the objective need to orient the scientific, technical, production and marketing activities of the firm (enterprise) to account for market demand, needs and requirements of the consumer. Here the tendency to systematic organization of production with the purpose of increase of efficiency of functioning of firm as a whole and its economic divisions is reflected and constantly increasing.

Types of marketing policies may also vary depending on the dominant marketing philosophy of the particular enterprise, with certain strengths and weaknesses.

The marketing policy of a modern enterprise in any field of activity is aimed at sufficiently substantiated, based on market requests, to set specific current and mainly long-term (strategic) goals, ways of their achievement and real sources of economic resources, to determine the range and quality of products, its priorities, the optimal structure of production and the desired profit. In other words, the manufacturer must leak products that will find sales and generate profits. And for this purpose it is necessary to study social and individual needs, market demands as a condition and prerequisite of production. Therefore, there is a growing understanding that production begins not with exchange but with consumption. This concept has been embodied in marketing.

All the goals of marketing and marketing policy relate mainly to the process of production and distribution of goods and services, that is, marketing activities focused on a product or service.

The service sector is a generalized generic category that involves the reproduction of various types of services provided by enterprises, organizations, and also individuals. The growing role and impact of the service sector on the economy has led to the need for research to classify services and identify levels of regulation of the service sector [2].

E. Sesser suggested several strategies for determining the optimal balance between supply and demand in the services sector. [7]

On the demand side:

Price differentiation allows us to reduce demand during peak periods. For example, low prices for morning movie shows, discounts for ordering food at night.

there is an opportunity to expand demand in an unpopular time. McDonald's is opening breakfast restaurants, and some hotels are developing special holiday getaway systems.

alternate add-on services during rush hours for customers waiting in line for service. For example, setting up of ATMs in banks.

The level of demand is managed by the pre-booking system, which is widely used by airlines, hotels.

On the supply side:

accepting part-time work helps speed up customer service during rush hours.

improving work efficiency during rush hours when staff perform only essential tasks.

encouraging buyer involvement.

division of services. Multiple liquor stores make joint purchases of equipment.

opportunities to expand in the future. For example, a park that is about to offer visitors new attractions, buys land adjacent to it.

**Conclusions.** A feature of modern world development is globalization, which directly affects the formation and functioning of markets for goods, services, capital, labor and information. That is why marketing policy is carried out cyclically. It starts with an information-analytical study, on the basis of which strategic and current planning is carried out, a program of creation and launching of a new product is developed, channels of movement of goods from producer to consumer with the participation of resellers (distributors) are formed, an advertising campaign is organized and implemented other actions to promote the product to the market, finally, in the final stage, the effectiveness of marketing activities.

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- У поданій роботі розглянуто основні маркетингові інструменти та особливості процесу управління економічним розвитком індустрії послуг в сучасних умовах розвитку процесів глобалізації. Проаналізовано основні складові управління розвитком в сучасних умовах господарювання. Подано рекомендації щодо формування основних складових маркетингової політики управління економічним розвитком за умов прискорення процесів глобалізації в країні.*
- Ключові слова:** маркетинг послуг, послуга, маркетинговий комплекс, маркетингові інструменти, інтернет-маркетинг, економічний розвиток, управління розвитком.
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- В представленной работе рассмотрены основные маркетинговые инструменты и особенности процесса управления экономическим развитием индустрии услуг в современных условиях развития процессов глобализации. Проанализированы основные составляющие управления развитием в современных условиях хозяйствования. Даны рекомендации по формированию основных составляющих маркетинговой политики управления экономическим развитием в условиях ускорения процессов глобализации в стране.*
- Ключевые слова:** маркетинг услуг, услуга, маркетинговый комплекс, маркетинговые инструменты, интернет-маркетинг, экономическое развитие, управление развитием.
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