

MARKETING INFORMATION SYSTEMS IN DECISION-MAKING PROCESS

Gryshchenko Olena, *post-graduate student*

Past three decades have witnessed an increasing role of marketing information systems in business. More and more companies are faced with the need to control rapidly changing marketing environment. That's why it is currently necessary for companies to have an adequate and effective information support of business activity. On the other hand, to be able to stay in business and to competitive, a company must gather and analyze relevant information to plan for its marketing actions.

To handle the rapidly increasing information flow and to improve the quality of decision-making process, companies need to use modern information technologies and to implement marketing information systems.

In retrospect, the very first descriptive model of marketing information system proposed almost thirty years ago may be attributed to P. Kotler [3]. Since then, more models have been proposed.

Traditionally, marketing information system has been seen as a system to support marketing management in its decision-making. Thus, D. Cox and R. Good [1] describe a marketing information system as a set of procedures and methods for the regular planned analysis and presentation of information for use in making marketing decisions. In addition to the management perspective, marketing information system can be an essential tool for the company's marketing activity. According to the P. Kotler marketing information system consists of four internal components: market and marketing mode system, marketing intelligence system, marketing research system and internal records system. In fact, a marketing information system is like decision support system – it is unique to the company it serves [2]. In any case, the structure of marketing information system should correspond to company's core activities. Marketing information system may be an important tool for business activities and can provide a number of competitive advantages: 1) the effectiveness of business activities (the advanced level of decisions validity, reducing risks, etc), 2) the flexibility and adaptability; 3) an information security (awareness on industry and market trends, on consumer behavior and competition, on possible areas of enterprise development, etc.); 4) the rational distribution and use of information resources (availability of channels and methods of disseminating the information and use of feedback), 5) facilitating the development and promotion of innovations.

A.N.Dyadechko