

ЕМіністерство освіти і науки України
Сумський державний університет
Навчально-науковий інститут фінансів, економіки та менеджменту
імені Олега Балацького
Кафедра економічної теорії

**INTERNATIONAL ECONOMIC RELATIONS
AND SUSTAINABLE DEVELOPMENT**

**МІЖНАРОДНІ ЕКОНОМІЧНІ ВІДНОСИНИ
ТА СТАЛИЙ РОЗВИТОК**

**MIEDZYNARODOWE STOSUNKI GOSPODARCZE
I ZRÓWNOWAŻONY ROZWÓJ**

**МЕЖДУНАРОДНЫЕ ЭКОНОМИЧЕСКИЕ ОТНОШЕНИЯ
И УСТОЙЧИВОЕ РАЗВИТИЕ**

Матеріали

Міжнародної науково-практичної конференції
(Суми, Україна, 5–6 травня 2017 року)



Суми
Сумський державний університет
2017

PROBLEMS AND PROSPECTS OF MARKETING IN GLOBALIZATION

Makhnusha S.M., PhD in Economics, Associate Professor
Sumy National Agrarian University (Ukraine)

Successful business in modern conditions is impossible without adapting to the constant changes in market conditions, characterized by their dynamics and often unpredictability, particularly in a globalized economy and conditions of exit of businesses to international markets on the basis of international marketing. Therefore, this study is important.

In today's globalization enterprises enter international markets, that means that they cannot be limited to using only marketing tools mastered by them before, even in conditions of some of their modifications. In such circumstances the main task for the subjects of international economic relations is to develop strategies to stimulate demand and achieve goals, overcome with problems that occur with the rapid development of international economic relations.

International marketing – system of planning, implementation, monitoring and analysis of measures of impact on multinational market environment and adapting to its environment at the company, which operates in more than one country. In other words, it is the marketing of goods and services outside the country in which the organization is situated. The concept of "marketing" is an activity that aims to create demand and achieve the objectives of enterprises through maximum customer satisfaction.

Specificity, born by features generated by the operation of the foreign markets and working conditions for them, provides international marketing features to consider domestic enterprises.

First, foreign markets are placing higher demands on products (services) proposed at them, their service, advertising and so on. Therefore for successful activity in foreign markets enterprises should make a significant effort, carefully follow the principles and methods of marketing. This is due to intense competition and domination of "buyer's market", or notable excess of supply over demand.

Secondly, the study of foreign markets and their opportunities – a starting point in the international marketing activities, it is more difficult and time-consuming than the study of the internal market.

Third, for effective action on the international market enterprise should creatively and flexibly use marketing techniques. There are no standard approaches here.

Fourth, follow the requirements of the world market (and consumer) means not only the need to respect accepted conditions of sale of goods and services. Crucial are the development and manufacture of export goods and services, long after the foreign market would differ highly competitive.

Fifthly, there is the problem of exchange relations and repatriation of profits. In many countries, monetary system is unstable and changing value of money can have a major impact on the pricing of the commodity. In a country with a permanent inflation, demand will decrease because wages are generally not kept pace with rising prices. Thus, inflation will influence the overall planning of the company as far as how it will set prices for goods. In addition, if the profit obtained in an unstable currency, the result of inflation cannot be. So before the operation in another country enterprise needs to know how stable currency is there, and take appropriate precautions, especially considering the effects of inflation when setting prices.

Sixthly, based on the world markets, it is possible to encounter illegal actions, and above all the bribery of government officials, customs officials, businesses which depend on full and timely conducting the set contract. This ethical problem can result in legal according to the laws of the country where the work is done under contract. Marketers in the preparation of documentation for the project, and during the presentation of the goods should provide this development. At this stage, globally there are various opposing views on the current value and prospects of international marketing. Some scientists believe that marketing has exhausted its possibilities and it has no place in business, others emphasize that marketing vice versa takes effect both in terms of its status and influence in the strategic decision-making, so we can say that the value to present stage is important.

Analyzing the current active processes on the world market, we can determine the prospects of international marketing, which include the following: there is coordination and integration of various activities on the scale of the world economy; increasingly important services sector, which is growing rapidly and permeates virtually all phases of foreign trade transactions; the multiplicity of product forms leads to a multiplicity of prices; there is a strengthening of the protective function of international marketing, which is not to maximize and expand sales of high-tech products, but rather to contain its transfer to competitors; strategic decisions through the sales gain some new specifics. It is not only the common strategy of "retraction market" but also of such strategies as "creating value system", "customers of their customers" and so on.

Thus, international marketing is an independent branch of the company at its output to foreign markets, which is a prerequisite that each entity can compete and satisfy its own goals on the world market. With the development of globalization marketing objectives have changed substantially and its use in competitive and volatile markets allows enterprises to significantly improve effectiveness of their activities.