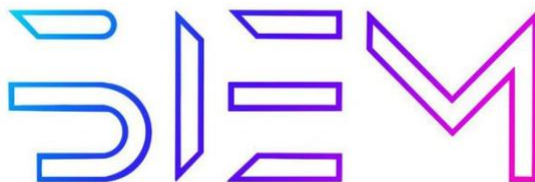


МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
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Economical Problems of Sustainable Development



Матеріали

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MARKETING BUSINESS PROCESSES MANAGEMENT FOR SME

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Small and medium enterprises play an important role in the county's economy. Marketing activity contributes to a better satisfaction of consumers' needs, rising of competitiveness and maintaining existing market positions, and making a profit. Marketing budgets of small and medium enterprises are smaller than once of large businesses. That's why there is a need to constantly improve the management of the company marketing activities (Хоменко, 2020; Хоменко та ін., 2020; Люльов та ін., 2020; Хоменко, 2021; Khomenko, 2020).

The main purpose of this study is to understand the essence and characteristics of existing research in this field to determine the direction of future research for both: scientists and practitioners.

We started with a systematic review of the literature and carrying out a bibliometric analysis to characterize existing knowledge about the field of study and identify those gaps that provide opportunities for new researches (Khomenko et al., 2020; Rosokhata et al., 2021). There were included only articles, reviews and chapter books. Proceeding papers and other types of publications were excluded. More than 50 journals were found.

Articles, which had been published from 1998 to 2020, were taken into this analysis. After analyzing all the titles of articles for relevance to the research topic, 140 publications (including 3 reviews, 137 articles and 8 chapters) related to market management in SME were analyzed.

We used Web of Science data to analyze existing marketing management publications in small and medium enterprises. This choice was based on the comprehensive nature of the database, as well as its widespread use in existing research.

One of the main tasks of our study is a content analysis and visualization of science literature about marketing management in small and medium enterprises. We applied content analysis to the annotations of 140 publications. It helps to identify unstructured ontology and conceptual representations, using keywords in the selected set of articles. For clarity, we divided all the used publications into 4 time periods.

In the period 1998–2005, there were published only 9 papers about marketing management in small and medium enterprises. All the keywords, excluded SME and country names were analyzed. The vast majority of works in this period focuses on issues of work on the international market and internationalization,

marketing strategies and practices, marketing technologies and problems of marketing education.

We found 6 publications for the period 2006-2010. They are focused on performance, strategies and models. Two studies are directed on creation and brand management in the context of SME and its effectiveness (Berthon et al, 2008; Spence & Essoussi, 2010). The topic of marketing and sales studying (Erdem et al., 2010), strategies of knowledge management during the period of new product creation are also developing. Some studies confirm the importance of market strategies (Danis et al., 2010).

In the period 2011–2015 there were published 33 publications. They are focused on performance, market orientation, marketing models, marketing management strategies. 5 studies relate to online marketing (Orzan et al., 2012), interactive features of the Internet (McMahon & O'Donnell, 2011), internet apps, perceptions and attitudes of purchase by the impact of digital marketing (Pelayo, 2012) and interconnection between Internet marketing orientation, market orientation, study orientation, innovation opportunities and efficiency (Aziz, & Omar, 2013). Another 5 are about strategies of brand development and its management (Renton, 2015;) and the impact of relations in social and business networks on the SME brand image (Malaska et al., 2011). There is also emphasis on SME innovation and reaching market competitiveness (Lee et al., 2014) and its impact on the firm's performance and efficiency (Aziz & Omar, 2013).

In the period 2016–2020 there were published 92 publications. They are focused on management, impacts on performance, innovations (Fig. 1).

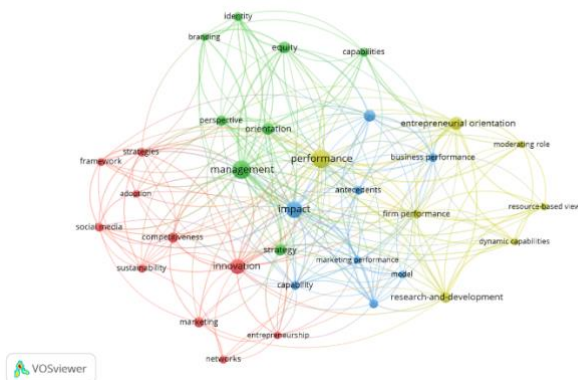


Figure 1. Areas of research in 2016–2020

Most researches are devoted to Internet marketing and social media marketing, competitiveness and innovation capability, branding (Koporcic, 2020) and brand

management (M'zungu et al., 2019). It's also about marketing practices, knowledge in marketing decision, entrepreneurial marketing models, financial performance and employee loyalty.

Some publications concern marketing communication (Adamska, 2020), exhibition and fair activity, marketing strategies (Guevara, 2019), pricing and other components of marketing mix.

The number of publications about corporate social responsibility increased and segmentation studies also appeared (Kruszelnicki et al., 2020).

This time period demonstrates maturity in the thematic area. It is dominated by a focus on marketing management.

The research empirically confirms and theoretically proves that it is advisable to focus on the effectiveness, marketing strategies and practices, innovations and competitiveness. It is also recommended to pay attention on corporate social responsibility, sustainability, achieving the loyalty of SME employees, segmentation and clustering of SMEs, marketing models.

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