

**MARKETING COMMUNICATIONS IN THE CONTEXT OF
ENTREPRENEURIAL ACTIVITY: BIBLIOMETRIC ANALYSIS****Rosohata A.,**

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Interest in marketing communication tools in business is growing every year. At the same time, unlike big companies, entrepreneurs have small financial resources to promote their business. Therefore, low-budget and highly effective marketing communication tools are used first. The work aims to systematize scientific knowledge on marketing communications in business. The objectives of the work are to understand the content and characteristics of existing research on marketing communications in SMEs and to identify areas of research in recent years. In recent years, public interest in marketing communications, including digital communications, has been gradually growing. The number of scientific publications is growing even faster. Most of the works are devoted to the following aspects: promotion in social media, digital marketing, Web 2.0, creative consumers, communication strategies, Visible light communication. The most cited article (820 citations) is devoted to Word-of-mouth as an element of marketing communications. The article on Visible light communication (2013) has the highest average level of citations. The earliest highly acclaimed article was published in 1990 and focused on Communication strategies in marketing channels. Seven clusters related to performance, model, marketing, social media, social media marketing, Word-of-mouth, behavior were identified. Also among the research areas are the following: consumers, Facebook, strategies, loyalty, attitudes, advertising, information, adaptation, trust, and others. Studies have been on SMEs, analytics, big data, population, brand trust, millennials, celebrations, crown virus, investor segment, food marketing, Instagram, services, community, firm performance, segment, website, and others. This article may be helpful to practicing marketers and researchers in the study of marketing communication tools.

Keywords: *marketing communications, entrepreneurship, SMEs, digital marketing, social media marketing, promotion, marketing management, industrial growth, economic development*

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INTRODUCTION

In today's world, there are a huge number of companies. It is increasingly challenging to stand out from other similar companies and attract attention. More and more companies understand the need to use marketing communications in their activities. However, entrepreneurs have little financial resources to promote their business, unlike big companies. Due to the lack of funds for promotion in business, many tools of marketing communications are not used by companies. Using guerrilla and viral marketing tools in business is quite relevant.

Marketing communications in business are primarily aimed at using digital marketing, promotion on social networks, website optimization, analysis of consumer behavior, business efficiency, and brand building through marketing communications. The issue of trust and

loyalty to the company is also important. And marketing orientation and adaptation to rapidly changing conditions is a priority in the international and domestic arena.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

Interest in marketing communication tools in business is growing every year. There is a huge amount of research on the use of social media marketing, Facebook, Twitter, advertising, brand loyalty [1-4].

Chen Y.B. & Xie J.H. studied such a tool as Word-of-mouth [5]. Works by Jensen R. and Letunovska NE devoted to digital marketing [6-7]. Sager L.Yu. studied the internal communications of companies [8]. The works of Ashley C. & Tuten T., Berthon P.R., Hoffman D.L., Michaelidou N. are devoted to social networks [1-4]. Rosokhata's research focuses on consumer behavior in the digital environment and marketing areas in business [9-10]. Makerska V. analyzed marketing communications in small and medium-sized enterprises [1].

New marketing communication tools are emerging today. Thus, Khomenko L.'s works are devoted to using modern tools of marketing communications, such as 360-degree video, Pinterest, impact marketing, mobile applications [12-15]. Also relevant is branding and promoting small businesses [16].

SETTING OBJECTIVES

The work aims to systematize scientific knowledge on the use of marketing communications in business. The objectives of the work are to understand the content and characteristics of existing research on marketing communications in business and to identify areas of research in recent years.

RESEARCH METHODS

The literature and keywords on marketing communications in business were selected and identified in the first stage. With the help of the Google trend service, the most popular queries in Google were identified. Then in the Web of Science database, the search for the best publications was carried out by queries: marketing communication, digital marketing, social media marketing AND entrepreneurial. More than 2,500 publications were initially selected for these queries in the Web of Science database. Only articles published in English until 2021 inclusive were left.

In the next step, the titles of the articles, authors, title of the journal, dates of publications, and the number of citations were used for further analysis. The analysis of tendencies of publications in journals the study of citations of articles for the definition of the most influential editions was carried out. The average citation rate for the year was calculated, which shows the age of citations.

Hierarchical cluster analysis was performed based on keywords. Visualization of scientific literature topics was carried out with the help of the VOSviewer program.

RESEARCH RESULTS

To understand the interest in marketing communications in business queries to Google were analyzed with the help of the GoogleTrend service (Fig. 1). It shows a growing interest in digital marketing over the past five years. And interest in marketing communications and social media is stable and much lower.

As shown in Fig. 1, interest in marketing communications, particularly digital communications, is growing every year. At the same time, they are interested in digital communications several times more often than just marketing communications and marketing on social networks.

The growth rate of the number of scientific publications on marketing communications is shown in Fig. 2. As shown in Fig. 2, the number of scientific publications on marketing communications in business is growing faster than the public interest in them.

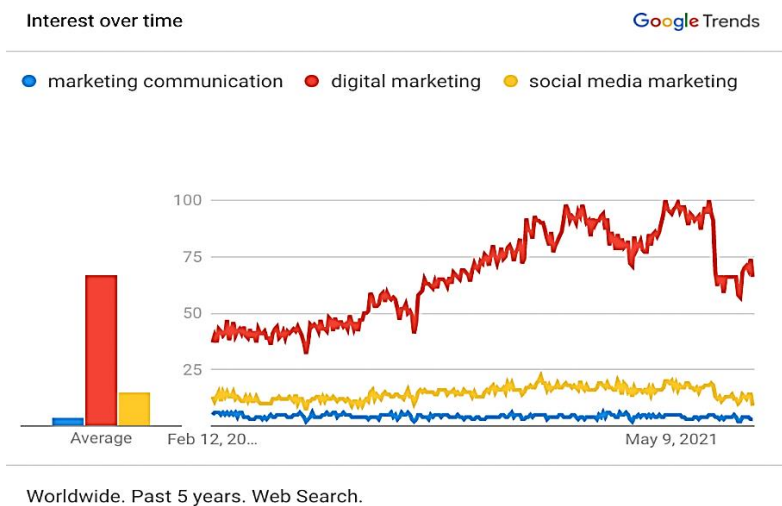


Figure 1 – Interest in marketing communications, digital marketing, and social media in Google during 2017-2021

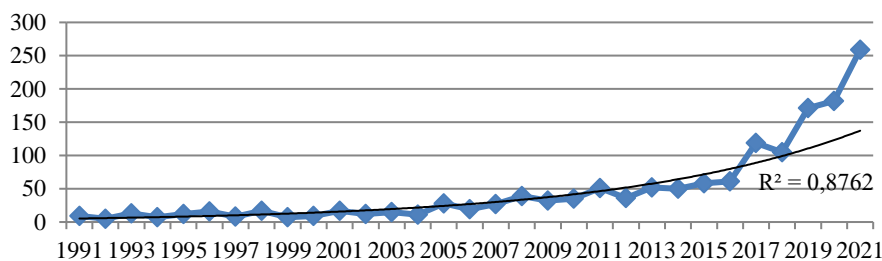


Figure 2 – Scientific interest in marketing communications, digital marketing, and social media according to the Web of Science database during 1991-2021

Most of the works are devoted to the following aspects: promotion in social media, digital marketing, Web 2.0, creative consumers, communication strategies, Visible light communication. The most cited articles are shown in the table. 1.

Table 1 – The most cited articles on marketing communications, digital marketing, and social media according to the Web of Science database

Title of the article and authors	Journal	Year of publication	Quar-tile	Average level of citations	Number of citations
Chen Y.B. & Xie J.H. Online consumer review: Word-of-mouth as a news element of marketing communication mix	Management Science	2008	Q1/ Q2	54.67	820
Mohr J. & Nevin J.R. Communication strategies in marketing channels - a theoretical perspective	Journal of Marketing	1990	Q1	20.64	681
Jovicic A. et al. Visible light communication: opportunities, challenges and the path to market	Ieee Communications Magazine	2013	Q1	64.7	647
Jensen R. The digital provide: Information (technology), market performance, and welfare in the South Indian fisheries sector	Quarterly Journal of Economics	2007	Q1	40	640

Title of the article and authors	Journal	Year of publication	Quartile	Average level of citations	Number of citations
Duncan T. & Moriarty S.E.A. Communication-based marketing model for managing relationships	Journal of Marketing	1998	Q1	17.96	449
Ashley C. & Tuten T. Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement	Psychology & Marketing	2015	Q3	51.75	414
Berthon P.R. et al. Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy	Business Horizons	2012	Q2	37.36	411
Hoffman D.L. & Fodor M. Can You Measure the ROI of Your Social Media Marketing?	Mit Sloan Management Review	2010	Q3	30.38	395
Michaelidou N et al. Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands	Industrial Marketing Management	2011	Q1	32	384
Griffin A. & Hauser J.R. Patterns Of Communication Among Marketing, Engineering And Manufacturing - A Comparison Between 2 New Product Teams	Management Science	1992	Q1/Q2	10.13	314

As shown from table 1, the most cited article (820 citations) is devoted to Word-of-mouth as an element of marketing communications. It was published in Management Science in 2008 and had an average citation rate of 54.67. The highest average level of citations is in an article published in Ieee Communications Magazine in 2013 and devoted to Visible light communication. The earliest article was published in 1990 in the Journal of Marketing. It focuses on Communication strategies in marketing channels.

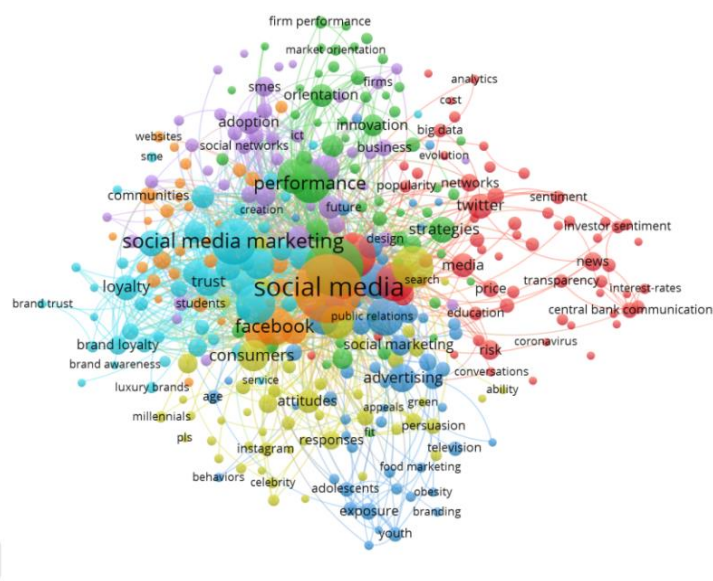


Figure 3 - Clusters in marketing communications, digital marketing, and social media marketing in business based on Web of Science data

A hierarchical cluster analysis was conducted to understand the main directions of research (Fig. 3).

As shown from Fig. 3, seven clusters related to performance, model, marketing, social media, social media marketing, Word-of-mouth, behavior were identified. Also among the research areas are the following: consumers, Facebook, strategies, loyalty, attitudes, advertising, information, adaptation, trust, and others.

In the last five years, there have been studies on SME, analytics, big data, population, brand trust, millennials, celebrations, crown virus, investor segment, food marketing, Instagram, services, community, firm performance, segment, website, and others.

CONCLUSIONS

Today, choosing marketing communications in business remains relevant; among the most popular topics are performance, model, marketing, social media, social media marketing, Word-of-mouth, and behavior. Also among the research areas are the following: consumers, Facebook, strategies, loyalty, attitudes, advertising, information, adaptation, trust, and others. In the coming years, are likely to develop areas such as SME, analytics and big data, brand trust, work with millennials, promotion in a pandemic, especially in various areas of small business, in the field of services, among communities, promoting web resources firms and performance evaluation.

АНОТАЦІЯ

Росохата А., Нестеренко В., Хоменко Л., Кропива В. Маркетингові комунікації в контексті підприємництва: бібліометричний аналіз.

Інтерес до використання інструментів маркетингових комунікацій в підприємстві зростає щороку. При цьому підприємці, на відміну від великого бізнесу, мають невеликі фінансові ресурси для просування свого бізнесу. Тому в першу чергу застосовуються малобюджетні та високоефективні інструменти маркетингових комунікацій. Метою роботи є систематизувати наукові знання щодо використання маркетингових комунікацій в підприємстві. Завданнями роботи є зрозуміти зміст та характеристики існуючих досліджень щодо маркетингових комунікацій в підприємстві, та виявити напрямки досліджень останніх років. Останніми роками поступово зростає суспільний інтерес до маркетингових комунікацій, зокрема цифрових комунікацій. Кількість наукових публікацій зростає ще швидшими темпами. Більшість робіт присвячена наступним аспектам: просування в соціальних медіа, цифровий маркетинг, Веб 2.0, креативні споживачі, комунікаційні стратегії, комунікація у видимому світі. Найбільш цитована стаття (820 цитувань) присвячена з-уст-в-уста як елементу маркетингових комунікацій. Найвищий середній рівень цитувань має стаття, присвячена комунікаціям у видимому світі (2013). Найраніша високоцитована стаття була опублікована в 1990 році і зосереджена на питаннях комунікаційних стратегіях в маркетингових каналах. В роботі було виявлено сім кластерів, що стосуються продуктивності, моделей, маркетингу, соціальних медіа, маркетингу у соціальних мережах, з-уст-в-уста, поведінки. Також серед напрямків досліджень виявлені наступні: споживачі, Фейсбук, стратегії, лояльність, відношення, реклама, інформація, адаптація, довіра та інші. В останні роки з'явилися дослідження присвячені просуванню в соціальних мережах, аналітиці, базам даних, населенню, довірі до бренда, міленіалам, святкуванню, коронавірусу, а також сегменту інвесторів, фуд-маркетингу, Інстаграму, послугам, спільнотам, ефективності фірм, сегментації, веб-сайтам та іншим. Дана стаття може бути корисна практикуючим маркетологам та науковцям при дослідженні інструментів маркетингових комунікацій.

Ключові слова: маркетингові комунікації, підприємство, МСБ, цифровий маркетинг, маркетинг в соціальних мережах, просування, управління маркетингом, промислове зростання, економічний розвиток

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