

ORIGINAL PAPER



DOI 10.26794/2304-022X-2022-12-2-98-110

UDC 338.24(045)

JEL M11, M31, L26

Application of Various Marketing Concepts in Strategic Management

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ABSTRACT

The object of the article is marketing tools used in the strategic management of a modern organization. The purpose of the research is to analyze the key directions of their development, and the objectives are to identify the main types of marketing tools in strategic management and to consider the possibilities of their application. The article considers trends in the field of marketing for companies, among which the main ones are the development of effective ways to satisfy customers, the formation of their loyalty to the brand, the ability to build clear competitive strategies; the concept of customer orientation and its role for a trade organization is given, as well as examples from foreign practice and the world's leading developments in the field of artificial intelligence. The article is also aimed at contributing to the definition of the Concept of Sustainable Development and its implementation. This concept is widely used by many modern companies and occupies a central place in the programs of state and non-governmental organizations, as well as enterprises around the world. But the scientific literature in the field of marketing and sustainable development still lacks a detailed and complete explanation of it. The author used such research methods as observation, systematization and generalization of the collected theoretical material, including foreign practice and the world's leading developments in this field.

Keywords: marketing; strategic management; marketing concepts; marketing tools; brand marketing; sustainable development; innovation; concept; digital environment; digital marketing

For citation: Kurina T.N. Application of various marketing concepts in strategic management. *Management Sciences*. 2022;12(2):98-110. (In Russ.). DOI: 10.26794/2304-022X-2022-12-2-98-110

INTRODUCTION

It is important to note that development, implementation and marketing management — an important part of the strategic management of the organization, which requires certain types of costs both from the management of the enterprise and from its employees. However, quite often there are situations when companies, deciding not to spend extra funds, do not carry out the whole range of marketing activities, but only its individual elements. In this case, they face a worsening of the situation, and it is impossible to say in advance on which area of activity the negative impact will be most pronounced.

The main concepts of marketing are:

Product: products produced by organizations for customers. Products can be of two types: material (product) and non-material (service).

Price: the money the buyer pays for the product. The price of the product is indirectly proportional to its availability on the market.

Place: location where products are available (sold or purchased in both physical and virtual markets).

Promotion: different methods and ideas used by marketers to raise awareness of end users.

MARKETING STRATEGY AS AN ELEMENT OF SUSTAINABLE DEVELOPMENT

Marketing management — is the process of creating, planning and controlling the development of a new product, its advertising, promotion and subsequent sale. The basic concept underlying the marketing strategy is that the company produces the product after identifying and analysing the needs of the target market. It is based on the knowledge of the values and needs of the audience, which helps to carry out large sales and make a handsome profit.

It is important to keep in mind such marketing strategy as analysis of the situation

in which the needs of the client are not satisfied. The subsequent identification of the reasons is used to assess the company's capabilities and then to understand the environment in which it operates. Consumers may be in different geographical locations, which in turn automatically creates differences in their needs. This problem can be solved by studying the wishes of customers who are in different places [1].

In a highly competitive environment, enterprises often have to rely on price levels and other short-term market strategies. They are constantly faced with constraints on their productivity and economic capacity, the main one being the marketing of products and services in the right market for investment returns. The results of the survey showed that companies rely on "gossip radio", reducing the price and cost of advertising strategies for marketing and trading purposes, but this does not give the desired effect. A change in strategy is more appropriate to ensure long-term returns.

In today's fast-changing, disorderly and paradoxically disoriented competitive environment with continuously shrinking product and enterprise life cycles, the expected return on current processes is highly uncertain, so much so that firms are constantly looking for new opportunities [2]. They must be able to operate under increasingly risky conditions, with fewer forecasting capabilities, less barriers to entry, changing management objectives and new structures that exacerbate change. They are under increasing pressure to be more innovative and flexible in marketing.

Main marketing objective — modeling and formation of demand for company products and services. Marketing management — it's essentially demand management, but it's also managing the timing and nature of demand in this way, to help the company achieve its goals in an increasingly competitive environment

and the need for improved distribution methods to reduce costs and increase profits [3]. In the current business situation, marketing management is the most important function for the organization.

A sustainable product must maintain the price-quality ratio to which customers are accustomed, evoke positive emotions and help preserve the environment. Sustainability is a shared value for the company and its customers. Promotion should be based on moral principles, providing wide and creatively adapted advertising related to environmental protection and sustainable development.

The term “sustainable development” has been used since the 90s XX century, when it was widely used as a subject of discussion at scientific conferences, as the slogan of environmental activists and development planners [4].

The complex environmental situation in many parts of the world need for an innovative way of doing business in terms of resource conservation and environmental protection. Sustainable development — a relatively new and evolving field, it can be seen as a concept of business theory and practice, which is not constant and depends on local conditions, the needs of the population and their interests.

Addressing the challenges associated with this concept is a priority for the State, global companies and all people with vision and concern for the future. Part of the sustainable development challenge is the adverse impact of the population on the environment [5]. The process of implementing the concept of sustainable development is not only long-term but also costly. But it is still necessary for the future of our planet. Marketing activity — goes beyond customer satisfaction. This should contribute to the general welfare of society and the protection of the environment.

MAIN TYPES OF MARKETING

Marketing management enables the implementation of actions and functions related to the distribution of goods and services [6]. This area of activity involves the development (after careful analysis and forecasting of market situations) of a certain program, the embodiment to achieve the desired goal. Marketing strategy affects objects of different types: products, services, events, people, places, properties, organizations, information and ideas.

Main factors revealing the importance of marketing management:

1. Introduction of new products to the market.
2. Increase in production.
3. Lower sales and distribution costs.
4. Export market.
5. Development of communications and transport facilities within and outside the country.
6. Growth in per capita income and increased demand for goods by consumers.

Management research has shown that marketers use different tools: from economics and competition strategy to analyze the industry context in which the firm operates. These include 5 Porter forces, analysis of strategic rival groups and analysis of the value chain, etc. [7]. In market research, marketers develop detailed profiles of each opponent (cost structure, sources of profit, resources and competencies, competitive positioning and differentiation of products, degree of vertical integration, historical reactions to the development of the industry, etc.), paying particular attention to their relative competitive strengths and weaknesses through SWOT- analysis.

TERRITORIAL MARKETING

Provided (which can be called optimal) that the participants of socio-economic processes

in the regions conduct their economic activities, develop their own resistance to negative processes on the basis of flexible and soft support, becoming in demand marketing practices of the territory. Moreover, they are applied to needy economic entities while taking into account the interests of the residents of the territory, attracted partners and investors [8]. The regulatory mechanism in this case implies consideration and coordination of the interests of the parties involved in the development and enhancement of the viability of the regional economy. Note also that a number of researchers directly note the insufficient effectiveness of the social and economic policy in Russia, both at the level of the state and at the level of its subjects, as evidenced by the low standard of living of the population, the marked disparity in the level of income of citizens, the quality and accessibility of social services [9, 10]. This directly indicates the demand for marketing of the territory as an integrator of interests and generator of ways to achieve them, because it requires a flexible approach that takes into account the views of the local population (in the provision of basic services, jobs, improved quality of life), and business (looking for profit and business development) in both tactical and strategic perspective [11].

In this context, based on the opinion in the literature, we note that the marketing of the territory is a direction of socio-economic policy, which includes (regional) elements such as planning, organization, monitoring and motivation [12]. Territorial planning in this context refers to the setting of goals and objectives for the development of the socio-economic system, including both tactical steps and a strategic vision of the situation for the future through an assessment of domestic resources, understanding how to build them on the basis of consolidating the interests of the parties involved and taking into account

the influence of external factors and growth opportunities by involving players and resources from the outside. Reorganization of management of the socio-economic system of the region is possible due to marketing thinking of managers and their practical work, during which interests in the framework of social and economic initiatives should be agreed. The monitoring function involves the continuous monitoring of various deterrence indicators and threats to their leveling in the implementation of regional socio-economic policies [13, 14].

The motivational block in the marketing of the territory is also very important, as it is aimed at finding development priorities among different audiences, linking their targeted and personal trajectories with the region, as well as their harmonization within the framework of the social and economic policies implemented.

ENTREPRENEURIAL MARKETING

As a modern medium-sized business management concept that can not only help the business survive, but also to obtain positive results in a highly competitive environment, while satisfying the needs of customers in the best possible way, supported entrepreneurial marketing, which is a theoretical construction of the relationship of marketing and entrepreneurship [15]. Entrepreneurial thinking — nonlinear, creative, unpredictable — was contrary to the traditional marketing model, and thus creates a gap between marketing theory and practice.

There is no single commonly accepted definition of business marketing. M. Morris defines it as “proactive identification and use of opportunities to acquire and retain profitable customers through innovative approaches to risk management, resource use and value creation” [16]. The distinctive feature of this interpretation, which is

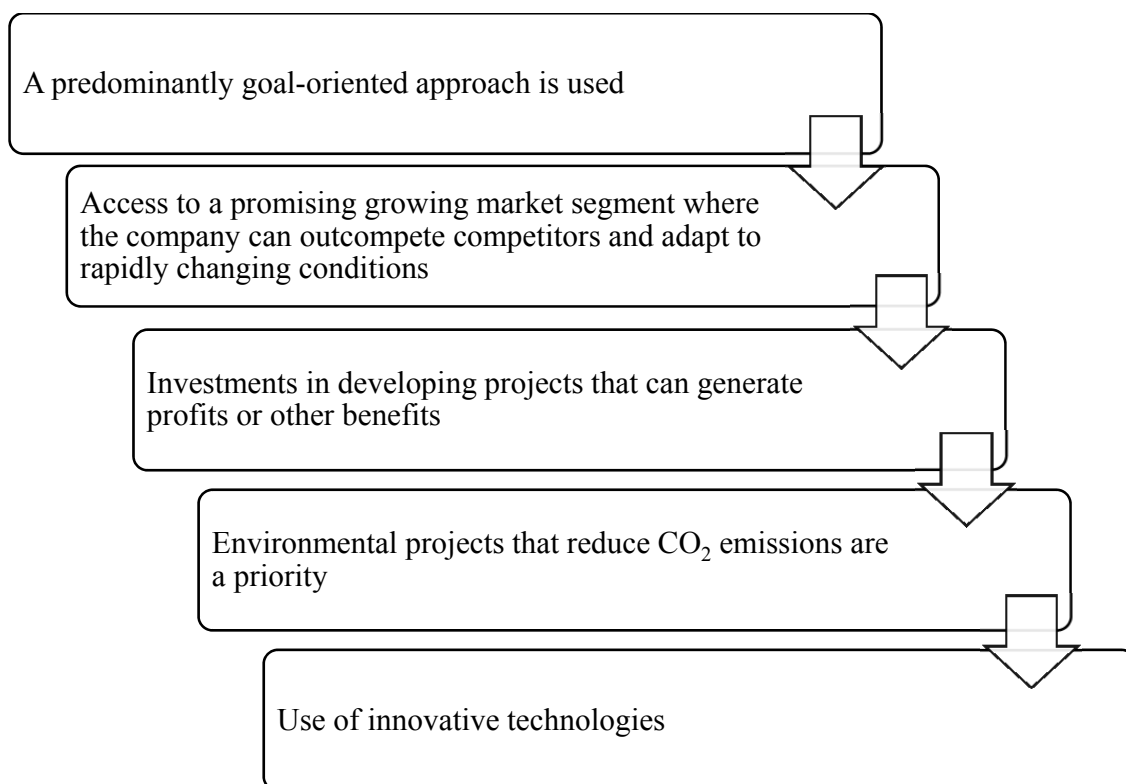


Fig. 1. The essential steps to develop a marketing strategy for VIC

Source: compiled by the author.

oriented to the market from within, is the development of specific competencies of the firm through entrepreneurial activities in order to meet the latent demand of future customers for products, which does not yet exist. This can be called the concept of entrepreneurial marketing.

MACROMARKETING

Consider the use in Russia of the VIC system (vertically integrated companies), which play a strategic role and to some extents are supervised by the state. In these structures there is a certain “macro-marketing”, which is implemented at the level of the state as a whole [17].

To a large extent, this is the field of branding, rebranding and PR, in which measures are developed to improve the image of corporations on the Russian and international markets.

The most common steps of VIC marketing strategy, applied by Russian enterprises, are systematized on *fig. 1*.

It should be noted that the most important in the marketing of VIC is the analysis of the capacity of the market and its segmentation, because it is this aspect allows to determine the direction of further development, to seek for new technologies [18].

The study of the position of the products in the market allows to identify the weaknesses of the enterprise and find tendencies of its improvement by improving the offered products and selling the most demanded part at competitive prices.

The analysis of the market share of the organization (with a view to increasing it) also determines the needs for the development of the technologies used and the products produced by VIC.

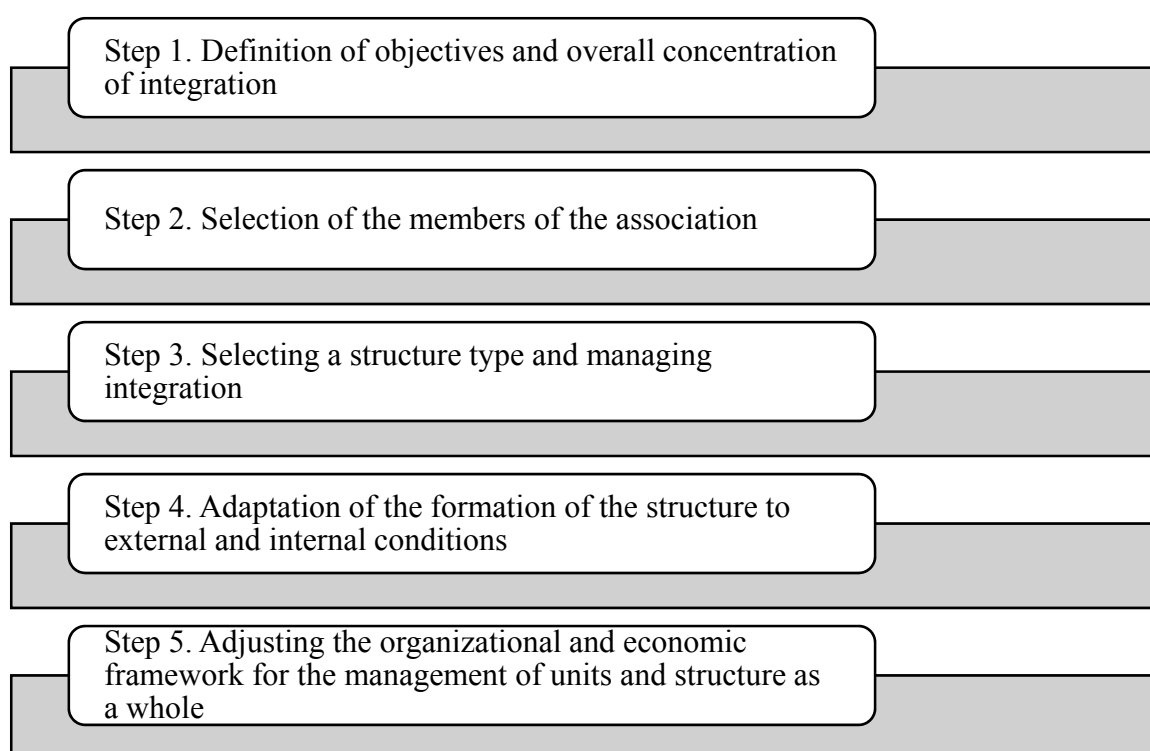


Fig. 2. Stages of formation of vertically integrated structures

Source: compiled by the author.

The degree of market monopolization is controlled not only by the VIC, but also by the state, helping to find the optimal model of its functioning and to ensure an appropriate degree of competition. Based on the revealed trends and the formed strategy, a marketing plan is formed, which contains a number of directions to ensure the necessary vertically integrated company market share and competitiveness of its products in the international arena [19]: its essence is in the fact that it is developed in the context of each component of this structure and includes not only traditional market analysis, but also directly advertising, PR, as well as the use of necessary measures aimed at bringing the products of certain parts of the corporation to the final buyer [20].

The total marketing budget includes the costs of the overall development of the corporation and the activities implemented

by its entities: specialized exhibitions, so called “technological days” for their clients, during which they have the opportunity to get acquainted with the production of products, assess the innovation of equipment, as well as see the properties of the proposed product and assess its manufacturability and competitiveness of the company as a whole [16].

Marketing, being a necessary activity for every modern company, for vertically integrated structures is of particular importance. Understanding this leads to revealing the essence and specificity of VIC, which can be presented as a targeted process, stimulating the development of all integrated enterprises and industries, while simultaneously accumulating capital and distributing investment to all group participants (*fig. 2*) [21].

Successful marketing strategy of modern VIC is based on the advantages

Table

The influence of organizational elements on the level of customer orientation of the company

Component	Characteristic
Corporate culture	Organizational culture is a pattern of collective basic concepts and values, the informal consciousness of the organization, which, when reflected and shaped in the behavior of workers, directly influences its manifestation in the internal and external environment
Management specification	Impact of the concept of partnership, initiation of the introduction of marketing relationships (marketing of partnerships), increase of market power, integration with companies of partners for formation of new values and level of relationships
Organizational structure	The structure of the company is built to implement the strategy organized by the principles of marketing of partnerships: categories of relationships with current potential and new buyers, with partners, intermediaries, suppliers, investors, media
Human resources (HR)	The primary role of labour, the human factor in relationships. Performance of professional functions is supported by information and organizational and technical technologies, principles of marketing relationships, functional and expert qualities, sufficient authority to carry out processes with special categories of relationships
Systematic analysis of clients and their needs	Formation of a system of information on the affiliation of buyers to specific groups, differentiated segments and strata, differing in needs, standards of consumer behaviour, established norms, solvency. Identify social groups of pensioners, students, entrepreneurs, innovators and conservatives, loyal and negative buyers
Technological features	Marketing technologies accelerate and standardize relationships both within the company and between the company and customers. Contacts (communications) are identified in the process chain: external – with public and consumer internal (in team); a significant role should be given to customer focus in the creation, implementation and commercialization of a variety of innovative projects
Specificity of construction of all business processes	The process is formed around a partner, a client and requires significant changes in approach and content. The mass communication process aimed at informing the market segment could be replaced by interactive interaction with several small groups
Consumer retention	Satisfied consumers benefit the company, built interaction with regular customers helps to save money on attracting new buyers. Loyal customers are ready to wait, make prepayment, pay for certain types of goods in connection with brand awareness and quality guarantee, recommend their friends this product. According to experts, one disappointed customer will affect the rejection of 35 potential buyers

Source: compiled by the author.

and disadvantages of competitors and the availability of a specific budget for its development and implementation. The most promising is the targeted approach, as well as innovation strategies that will meet all requirements and minimize the costs of the company for marketing [14].

CLIENT-ORIENTED MARKETING

Customer focus is the result of systematic work to create the highest (relative to competitors), consumer value that ultimately attracts new and retains existing consumers, increasing the sales and profits of the enterprise and ensuring its financial sustainability.

When comparing and assessing the relationship between internal and external customer focus of staff, it is necessary to emphasize the direct relationship between business processes, which is intra-corporate marketing. A qualified employee will be able to offer the external client better service, quality service, if the working conditions and relations with colleagues are optimal. Even if the employee works only with colleagues within the company due to its functionality, the atmosphere created by it supports those who are in direct contact with consumers. There is a correlation where the increase in external customer satisfaction is associated with increased staff satisfaction [22]. The impact of organizational elements on the level of customer focus of the company is reflected in more detail in *table*.

DIGITAL MARKETING IN THE IMPLEMENTATION OF MARKETING STRATEGY

Let's analyze the main tools actively used in digital marketing, identify their main advantages and disadvantages in managing the promotion of goods and services:

E-mail — an online service that allows users of computers, mobile phones or tablets to send and receive text messages (documents, photos) [23]. The fact of “retention” of clients is determined by the method of implementation of the “divider strip”, which records who belongs to the organization and who — not. Separation of “our” from “other” consists of additional preferences, which apply only to “our”. Providing guests with a unique organizational identity is captured internally. Thus, e-mail is used both to attract customers and to keep them using a pre-compiled list (database), consisting of e-mail addresses and information about users who have previously agreed to contact them, thus expanding the “zone of trust” [24].

Social networks — a place where users exchange views, comments and information through various applications, the main condition of which is the availability of the Internet. At its core, social networks — a large structure consisting of people or organizations connected by certain relationships (for example, friendship, business interests, beliefs, shared interests, etc.). The most important thing for them — the ability to stay in contact and receive information at any place and at any time. Internal life as a subject of ongoing monitoring: testing, certification, evaluation of the de facto progress of individuals — become grounds for user identification and conditions for the creation of trust; their personal experience takes second place, and coded representations of this experience come first [12]. Thus, complex electronic access systems, border control and internal monitoring reflect the organization's work system.

Social networks are actively used by the population of Russia and are therefore one of the main channels of interaction in digital marketing. Although they have existed for many years, companies have drawn attention to them as a powerful virtual promotion management tool relatively recently. Advertising of brands was concentrated in print media, broadcast advertising and mailings [25]. The advent of social networks has given enterprises another way to communicate with consumers, so it is necessary to develop strategies that can ensure the brand a permanent presence in this virtual space. In this regard, it is necessary to clarify that the network interaction is based on soft values, involvement in interaction and trust and is closely related to such concepts as “social potential”, “social atmosphere” [26].

Let's describe the main techniques:

- Visualization of the brand: application of brand-specific color schemes and fonts in

images, videos and other content, publication of photos and display of videos tailored to brand aesthetics and color.

- Exploring the target audience: building interoperability across communities based on relevant content. For example, an account in the “Odnoklassniki” network should focus on older users compared to the audience Tik-tok or Instagram. Social media analysis allows the study of audience characteristics (including demographics), which makes it possible to optimize content so that it is interesting to real consumers and inspires confidence and maximum response.

- Definition of “voice and tone of brand”: company individualization based on what and how publications describe how they are demonstrated on social networks. Publications are designed to create a certain image and expectations in the user’s mind; each one should contribute to strengthening this individuality.

- Create accounts for different areas of interest: if the business is large enough or its offer is designed for different target segments, it is better to have multiple accounts to interact with each of them and create relevant content for each [12].

Assessing the results of campaigns, which are conducted in several social networks and complemented by interaction on other channels, may be difficult. In this case as an additional monitoring tool for understanding: level of brand awareness, determining which audience is most effectively affected and whether users perceive the brand exactly as required, can be used customer surveys.

SEARCH ENGINE OPTIMIZATION AS A DIGITAL MARKETING TOOL

Search engine optimization (SEO) allows to ensure that the site occupies the most “relevant” position in the search results.

Getting higher organic listings depends on understanding the process by which the search engine selects and displays sites that correspond to search criteria [27].

The technology used to create organic declarations includes four processes:

- tracking: defining the page for indexing by search robots (“spiders”);
- indexing: adding a site to a database that allows the search engine to quickly perform a full-text search on its pages;
- ranking: placement in order of relevance, taking into account various factors;
- requesting and obtaining results: transfer an ordered list of different addresses and links to the search engine after classifying the query and sorting the results, and display it accordingly on the search results page.

Search engine optimization is traditionally divided into two parts:

On-Page (internal search engine optimization) includes the methods used on the web page to optimize and improve positioning in search engines. Its main techniques can be: keyword matching; short URLs containing main keywords; meta-tags (are responsible for providing information about the site to search engines (name and description of the website, author); tags H1, H2 and other (refer to the structure of headers, web pages tables or articles); tagging photos, including keywords; analysis of competitors (study of competitors’ promotion tactics by keywords) [25].

Off-Page (external search engine optimization) consists of any elements of digital marketing external to the website that improve its organic positioning through keywords. Techniques of external search engine optimization: Link Building — external links to certain pages with their own text (purchase or exchange); Link Baiting — attempt to get links to your resource using other resources, such as writing interesting

content on another site with the ability to leave a return address (ideal, but time consuming); use social media where content can link to a website or blog; collaborate with other blogs (advice and link exchange, comment, participation in reviews and online events).

SEARCH ENGINE MARKETING (SEM) AS A DIGITAL MARKETING TOOL

Search engine marketing provides control over demonstration in search results. All major search engines have their own paid ad screens, which are usually placed at the top of the search results list and are highlighted by color, which are usually placed at the top of the search results list and are highlighted so that they cannot be confused with the results of an organic search. The principles of payment for such services may vary: per click or per number of views.

SEO and SEM technologies have certain similarities and differences.

Similarities between SEO and SEM [27]:

- both technologies allow you to find a brand in your search results if users are interested in topics that are consistent with industry, business or brand offerings;
- generate large volumes of traffic to the site, due to the use of tactics aimed at increasing the click ratio and attracting more consumers to the search results;
- help better understand the audience, their needs and interests in order to provide them with relevant content;
- spend research on keywords, including studying the popularity of the latter, competition for them, i.e., similar to other brands targeting the same search queries, use them for their promotion;
- require expertise, close monitoring and continuous optimization to improve productivity.

ONLINE PR (INTERNET PR)

This term refers to activities aimed at developing reputation, raising brand or company awareness, achieved through interaction with various media. Online PR is used to increase site attendance, create important referral links to improve search engine optimization, increase recognizability or support viral marketing events. In other words, it is the transfer of traditional public relations into digital space. Some of the most commonly used methods — blogs, podcasts, widgets, creating comments.

FEATURES OF MARKETING ACTIVITY REALIZATION BY SMALL BUSINESS ENTERPRISES AND LARGE COMPANIES

A small business may not be able (and does not seek) to have a separate division to implement a marketing strategy. Typically, one to three people are engaged in marketing in such companies. Different combinations are possible from the following positions [28]:

- Marketing Director: Chief Marketing Officer, responsible for strategy development and implementation.
- Marketing Coordinator(s): responsible for content creation and strategies developed by the company.
- Marketing Assistant (s): responsible for all administrative tasks and helping the Marketing Coordinator develop assets and content for the company [20].

When the company's marketing team starts to feel the need for additional support as it grows, it is necessary to add to this department:

- Social Media Specialist: this officer is responsible for developing social media strategy and supporting your social media platforms.
- SEO specialist: develops an organic search strategy by being in contact with a marketing coordinator who creates content [19].

- Partnership Coordinator (in other words, an agent of influence): works with influential persons, which is important for the company as it grows, and develops partnerships with brands.
- Public Relations Officer(s): handles media inquiries and outgoing communications [11].
- CRO Expert: responsible for creating proposals that the company's audience wants to see.

If you consider the marketing activities of a larger company, in addition to the above employees and units, its structure should be present:

Vice President: implements marketing strategy; the company may have several vice-presidents responsible for various marketing activities, such as attraction, editing, brand management, etc.

- Creative services group: responsible for the development of logo, colors and templates, as well as for brand management [23].
- Market explorers: responsible for research and analysis that determine marketing decisions.
- Content specialists: create content (posts in blogs, social networks or websites).

CONCLUSION

Since digital communication is a relatively new phenomenon compared to other marketing tools used in the strategic management of a modern organization, in the article they are discussed in some detail.

Advantages of digital communication tools are:

First, broader coverage: Internet allows the discovery of new markets on a national and global scale, with relatively little investment, which is not possible with other media (radio or television).

Second, lower costs: well-planned and well-targeted digital marketing campaign can reach the right customers at a much lower cost than traditional methods.

Third, measurability of results: it is easy to get detailed information on how customers use the site or react to advertising using web analytics tools and many others.

Fourth, increased conversion: availability of an accessible platform (website, online store) allows customers to be only a few clicks from downloading the coupon, registration or completion of the purchase.

Fifth, high personalization: the higher the interaction with clients, the more effective it is possible to form marketing tailored to the needs of clients and prepare targeted offers for visitors.

Sixth, greater openness: allows you to build customer loyalty and earn a positive reputation by managing social networking.

The Marketing Department is responsible for promoting the business and increasing sales of the company's products or services, overseeing the research needed to identify target customers and other audiences. Business without marketers is unthinkable. All companies understand the need to hire specialists to communicate with potential customers.

It is up to each organization to direct its management to develop a marketing strategy to preserve the environment and the public interest while achieving good economic results. Such a sustainable strategy is forward-looking, meeting consumer needs while ensuring profitability for investors. Marketing with its extensive knowledge and experience of customer behavior and promotion of new ideas can greatly help in spreading the idea of sustainable development. The focus on social and environmental issues can be considered as one of the drivers of this process. There is great potential to initiate cultural change in society, to provide the consumer with the necessary behavioural foundations, to educate the environment and the environment — all of this must be prioritized in all important decisions.

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Conflicts of Interest Statement: The author has no conflicts of interest to declare.

The article was submitted on 03.03.2022; revised on 05.04.2022 and accepted for publication on 12.04.2022. The author read and approved the final version of the manuscript.