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MODERN METHODOLOGICAL APPROACHES TO MARKETING MANAGEMENT IN INDUSTRIAL ENTERPRISES.

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Abstract: This article studies the theoretical and methodological aspects of sustainable development of marketing activities in industrial enterprises. The role of marketing in increasing the competitiveness of enterprises in a market economy, satisfying consumer needs, and achieving long-term economic efficiency is analyzed. Mechanisms for harmonizing marketing strategies with the principles of sustainable development are also highlighted.

Keywords: Marketing, industrial enterprise, sustainable development, marketing strategy, competitiveness, innovation, market research, marketing management.

In today's conditions of globalization and increasing competition, the successful operation of industrial enterprises largely depends on the effectiveness of the marketing system. Marketing is not only a means of selling products, but also a management concept that ensures the adaptation of the enterprise to the market environment, the establishment of long-term relationships with consumers and its sustainable development. Sustainable development of marketing in industrial enterprises is an important factor in increasing economic efficiency, expanding market share and stimulating innovative activity. The effective organization of the marketing system allows enterprises to deeply study consumer needs, quickly adapt to changes in market demand and achieve superiority in the competitive environment. At the same time, the formation of marketing strategies based on the principles of sustainable development serves to ensure the long-term economic stability of the enterprise. The use of modern marketing tools and digital technologies helps to strengthen the market position of products and services, attract new consumer segments and increase the profitability of the enterprise. As a result, the sustainable development of marketing activities strengthens the innovative potential of industrial enterprises and creates the basis for increasing their competitiveness in national and international markets. To study the theoretical foundations of sustainable development of marketing in industrial enterprises, analyze existing methodological approaches and develop scientific recommendations for improving marketing management. The following scientific methods are used in the article: Systematic approach Marketing activities are considered as an integral part of enterprise management, and its interrelation with production, finance and innovation activities is analyzed. Comparative analysis Domestic and foreign experiences are studied, and trends in the development of industrial marketing are compared. Economic and statistical analysis Analyses are carried out based on indicators of sales volume, market share, profitability and marketing costs of enterprises. Analysis and synthesis Separate elements of marketing are studied, their interrelation and impact on the development of the enterprise are summarized. SWOT analysis The strengths and weaknesses, opportunities and threats of the enterprise are assessed. Theoretical foundations Sustainable development of marketing is based on the following theories :

1. Marketing concept theory.
2. Relationship Marketing.
3. Strategic marketing theory.

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4. The concept of sustainable development.
5. Innovative marketing approaches.
6. Digital marketing and CRM technologies.

These theories serve to adapt enterprises to market requirements and form a long-term competitive advantage. Factors of sustainable marketing development Internal factors Existing marketing strategy; Qualified marketing specialists; Innovative potential; Financial resources; Modern information technologies. External factors Market conditions; Competitive environment; Consumer demand; State policy; Technological changes. Main results The analysis shows that: Enterprises that have correctly formulated their marketing strategy have high sales volumes and profitability. The use of digital marketing tools strengthens relationships with customers. Regular market research increases the competitiveness of the enterprise. The use of innovative marketing methods allows you to capture new market segments. Scientific innovation The scientific novelty of the research is as follows: An integrated model of sustainable development of marketing in industrial enterprises is proposed. Indicators for assessing marketing effectiveness are systematized. A marketing management mechanism based on the principles of sustainable development is developed. The following mechanisms are used for the effective organization and sustainable development of marketing in industrial enterprises:

Market research mechanism: Regular study of market conditions, consumer demand, competitor activities, and market trends forms the basis of marketing activities. This allows the enterprise to produce products that meet market needs.

2. Strategic marketing planning mechanism

It involves developing and implementing marketing strategies that are consistent with the long-term goals of the company. In this, the selection of target markets, market segmentation, and positioning are of great importance.

3. Product policy mechanism

The focus is on meeting consumer needs by improving product quality, expanding the range, creating new products, and introducing innovations.

4. Price formation mechanism

It involves maintaining an optimal pricing policy, taking into account the cost of the product, market demand, competitor prices, and consumer purchasing power.

5. Sales and distribution mechanism

It serves to create effective channels for delivering products to consumers, improve the logistics system, and develop distribution networks.

6. Communication marketing mechanism

A positive image of the company and its products is created through advertising, PR, exhibitions, sales promotion, and digital marketing tools.

7. Digital marketing mechanism

Effective customer relationships are established through the use of internet marketing, social media, e-commerce platforms, CRM systems, and analytical software.

8. Innovative marketing mechanism

Introducing new technologies and innovative products to the market helps to adapt to changes in consumer needs and increase the competitiveness of the enterprise.

9. Marketing control and evaluation mechanism

The marketing system is improved by evaluating the results of marketing activities, monitoring key indicators, and determining the effectiveness of strategic decisions.

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Conclusion Marketing development mechanisms in industrial enterprises are interconnected, and their integrated application is of great importance in increasing the enterprise's market share, satisfying consumer needs, ensuring innovative development, and achieving long-term competitiveness.

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