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EVOLUTION OF SCIENTIFIC INTEREST TO THE STRIGISASIAION OF MARKETING AND MANAGEMENT ACTIVITY

Summary

Marketing becomes an integral part of the research of channels of communication with clients, analysis of storage and shipment systems, as well as organization of storage and management of the existing stock of the organization. Modern marketing has considerably declined from the past and has undergone radical changes in recent years. At present, there are heated scientific discussions about the essence of the concept of «marketing strategy». The most controversial issue is to define the limits of what can be considered a marketing strategy, and what tactics, and most researchers determine this issue through specific marketing tools. Strategic management is one of the most visible and actual directions in the field of management. It is a combination of management actions, which allow the company's managers to maintain it in accordance with the environment and on the right path of development, thus ensuring that its goals and mission are achieved. In the article the research of views of different scientists concerning definition of terms «marketing activity», «strategic marketing» and «strategic management» has been carried out. The

number of scientific publications in the main scientific repositories of the world has been analyzed and there is a significant difference in the number of publications of western scientists and the number of publications of scientists from the countries of the post-soviet space. Having considered this process in dynamics for the last 10 years, came to conclusions, that academic interest, has grown and continues to grow, as the material constantly accumulates, specific data at enterprises that respond to external challenges with marketing tools. There is a natural process for any scientific theory – something is specified, some provisions are being simplified, some are expanding or even appear again.

Introduction

Economic development, in general, means an increase in national production, this leads to an increase in the average gross national product (GNP) per capita [1]. However, in modern economic theory, it also means a wider distribution of incomes. Economic development strategies, among other things, also include the as better education for all, elimination of social inequality, increase of social responsibility as a state, and private sectors of the economy. Certainly, it is impossible to successfully carry out such activity without using marketing tools.

Marketing as a functional business discipline can be understood as a dynamic social process, by means of which the enterprise is effectively integrated with the goals of society and human values [2]. It is marketing that allows to satisfy not only material needs in food, as it is characteristic of the usual economic processes, and also intangible – social and individual. Marketing is such a mediator between the opportunities that liberal economics can provide, and the needs of every person. As a result, it is integrated into the social system of values, and it is an opportunity to reproduce these values while supporting them.

Any marketing strategy is a kind of system, which includes two main components: external and internal. The external component is the specific features of the economic development of a particular country, social norms, competition, and the policy and power of the law. In the context of the digital economy, the most important external condition is the development of technologies. The internal component includes the resources of the company itself, as well as the marketing strategy of the company. The so-called «marketing mix» consists of a product made by a company, its prices, advertising activities and distribution specifics. The internal component, obviously, it is more manageable, while it is practically impossible to manage the external component. In the process of its activity the company operates its internal resources, trying to achieve a balance with the environment that is beneficial to them.

This process has an organic effect – as a result of the company's marketing mix economic efforts are best organized by allocating resources in such a way that a static system, which, of course, there is any company itself, has turned into a dynamic, generating growth. It is marketing that allows companies to maximize the economic effect, without making any major changes in

production methods or distribution methods, only adapting the existing capabilities of the company people's needs. In this context, marketing has three main functions: 1) targeting of productivity on demand; 2) satisfaction of consumers; 3) organizational and motivational, which is the creation of such a system, when everyone in this system is interested in the production of the most competitive products. This gives researchers the reason to call marketing a kind of «arbiter» of the market economy [3]. Thanks to this ability, marketing is able to change the lives of not only people in a particular country, and in the world as a whole, as the re-nationalization of markets in some countries led to economic globalization, which, in turn, has become a material basis for globalization in general. The process of economic globalization, in turn, the company has opened up really unfelt opportunities, which they had not before because of the objective limitation of local markets.

Part 1. Dynamics of change of scientific interest to the strategy of marketing and management activity

In many developing countries, marketing, in general, and marketing strategy, in particular, it is considered something like an excess, which is not always necessary to take into account. This is especially true of the former socialist camp: here, traditionally, the priority of production over the needs, that was imposed during the predominance of the command economy for 70 years. From the historical tradition to refuse quite difficult, in connection with what can still be found thoughts, that marketing is not able to take a significant position in the economy, and the emphasis should be on methods of increasing productivity.

At the same time, it should be noted that such a disimportant attitude to marketing existed in western academic opinion. For example, W. Rostou argued that the division (which is the basis for marketing), usually ignored or considered as a lower type of economic activity, and thus, it is difficult to make development economists and politicians, to pay the same attention to the problems of efficiency of distribution, how much they devote to production, investment and finance [4]. The difference is that in the west this point of view was never dominant, but was in the marginal zone.

In connection with these half-century disputes in economic science there were two points of view: the first one is focused on the fact that production should depend on marketing, the second is the statement that marketing is just an extension of production, since only at a certain level of production development distribution becomes a real problem. Although partially the second opinion can be considered fair, however, this statement was correct for economic state systems at the time, when the majority of the world's population was on the verge of hunger. The problem of hunger has now been solved in developed countries, and even in most developing countries. Thus, their production level has reached such level of development, where the problem of distribution becomes urgent. This indisputable fact leads to the actualization of marketing strategies development.

At the same time, however, it is necessary to take into account such an inherent property of marketing as lack of interest. The effectiveness of marketing processes is difficult to track, or it can only be tracked in the process of complex long-term research, of course, this makes it difficult to track performance. This fact of criticism of the priority of marketing is to blame him.

Finally, another factor contributing to the formation of a dissolency in marketing strategies, there is an objective fact of dependence of marketing on socio-cultural conditions of the country, where there is a company or other company. In other words, import without changes a marketing strategy even for products that occupy the same niche and are similar in terms of their consumer characteristics, it is impossible. It is not accidental that the term «glocalization» has appeared in recent years. In discussions about globalization it is widely discussed that global design-this is not the same as a single construction [5]. The global design includes a much more complicated process of «cultural hybridization», also called «glocalization» [6]. Especially, glocalization became topical since 1980, when transnational corporations started their winning course in the world. At present, the impact of socio-cultural factor in marketing projects of global scale is recognized as a priority. But at the same time, this leads to the dissolving of the research focus, because the subject of the study is «hard to hide», in figuratively speaking, marketing strategy becomes a relative concept, not an absolute one, depending on many specific local factors.

In connection with all these reasons, the idea that marketing is a kind of «parasite» on the body of production, still quite common in the post-soviet space. In order to characterize the course on strategic marketing in the world, we have conducted statistical analysis of usage of terms «marketing activities», «strategic marketing», «strategic management» in the leading academic bases and search systems of the world. These terms are the basis for such analysis, so we will first consider them in detail.

As you can see, the range of the presented sights is extremely wide: from too narrow to abstract-wide. In our opinion, each of them should be considered in a complex, and the main thing is that the chosen terms are basic in the context of our research. Given the definitions in Table 1, as well as hundreds of other available definitions, it seems that the definition of these concepts is too difficult in its essence to reach consensus. We cannot say that some specific definition is correct. Each existing definition is correct, but contains limitations in its set of assumptions and related dimensions.

In fig. 1-7 the results of statistical analysis of requests from academic bases and search systems, conducted by us are presented.

Even a quick look at the graphs shows that the number of mentions has decreased in recent years, and very sharply. At first glance, this is due only to a pandemic and a decline in business activity, which has been observed throughout the world for 2 years. However, not everything is so clear. We shall consider each term separately.

Table 1

Definitions of researched terms in scientific literature

Term	Definition
Marketing activities	marketing activity is a process in which four main stages can be identified: 1) determination of advantages in terms of acquisition, development and deployment of the company's resources and capabilities; 2) determination of the position advantages reflecting the realized strategy of the firm in terms of value and cost provided by the clients, what the firm is carrying through the actions of competitors; 3) determination of the results of its activity on the market, which are the reaction of clients and competitors to the realization of position advantages of the firm; 4) determination of the results of financial activity, i.e. expenses and incomes of the firm at the achieved level of marketing activity [7]
	the organizational function and set of processes for creation, communication and delivery of value to consumers and managing customer relationship efforts for developing effective marketing communication so that organizational stakeholders can be benefited [8]
	complex of the leading and predicted management decisions of the enterprise on the market, aimed at gaining competitive advantage in order to meet the needs of the consumer and to obtain profit [9]
	activity of marketing department on solving practical tasks, what it stands for in a commercial company [10]
	activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large [11]
	Kanningem and Robertson: The process of selecting the target market and development of the marketing program. The marketing strategy, on the other hand, solves the issue of obtaining long-term benefits only at the level of a firm or strategic business unit. At the most fundamental level belongs to marketing behavior of organizations [12]
	Strategic marketing
Crawford and Di Benedetto: Strategic decisions to launch a product include strategic decisions about the platform, which set common tone and direction, as well as strategic decisions on actions, which determine who we are going to sell and how [13]	
Strategic management	Schendel and Hofer: Directions of activity of the organization, which allows the company to achieve the set goals and respond to opportunities and threats in the external environment [14]
	Hembrik: the pattern of the decisions that the organization manages in its relations with the external environment, influence processes and internal structures, as well as influence the effectiveness of the organization [15]
	Porter: a combination of offensive or defensive actions aimed at creating a defense-capable position in the industry, successful overcoming of competitive forces and, consequently, getting higher return on investments [16]
	Miller and Dess: a combination of top management plans for achieving results, meeting the mission and goals of the organization [17]

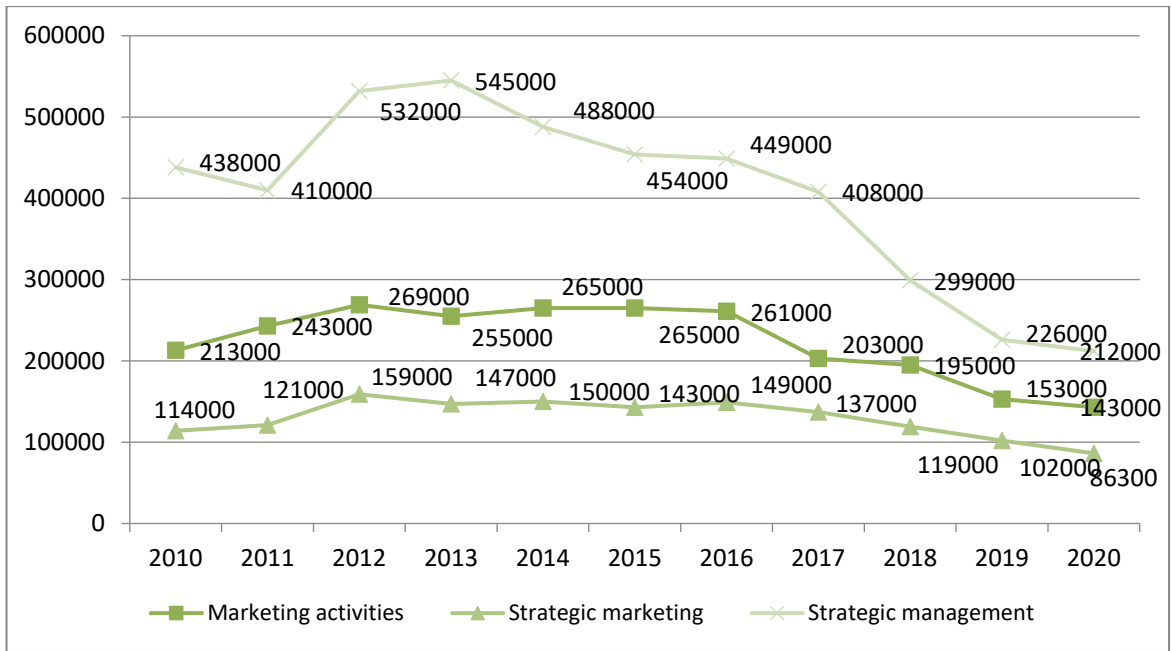


Figure 1. Dynamics of mentioned selected terms for 10 years in Google Scholar

Source: written by the author based on [18–25]

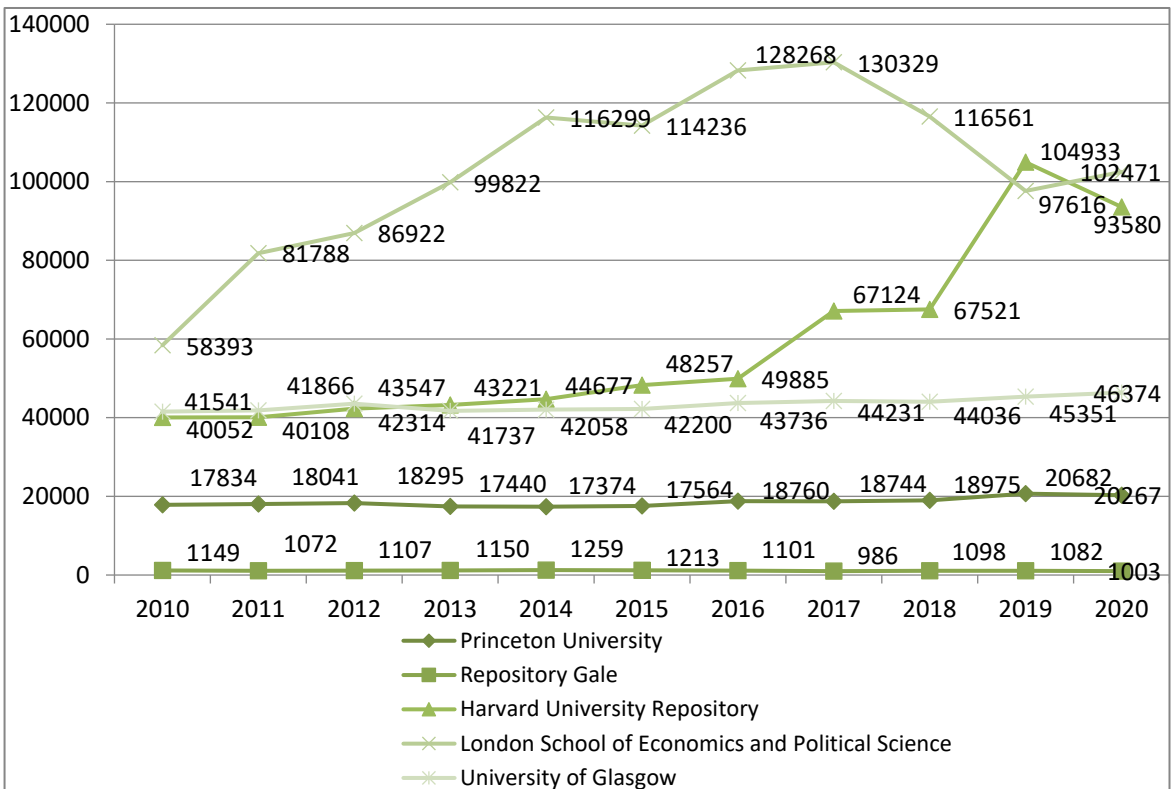


Figure 2. Dynamics of mentioned term «Marketing activities» for 10 years, according to foreign academic bases, the number of mentions

Source: written by the author based on [18–25]

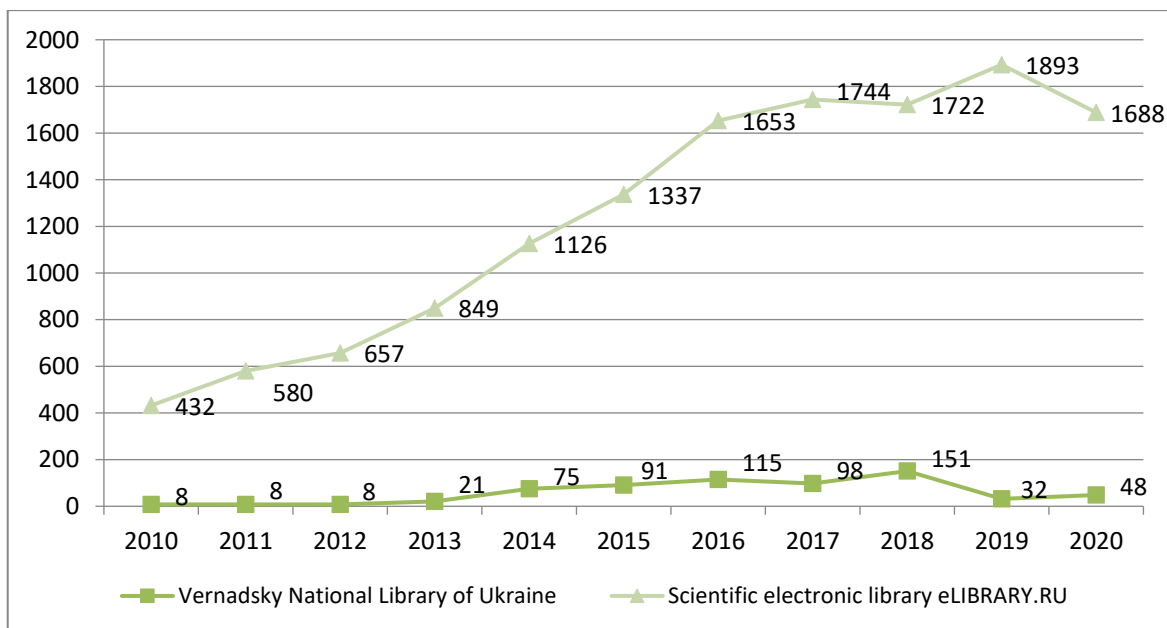


Figure 3. Dynamics of mentions of term «Marketing activities» for 10 years, according to ukrainian and russian academic bases, the number of mentions

Source: written by the author based on [18–25]

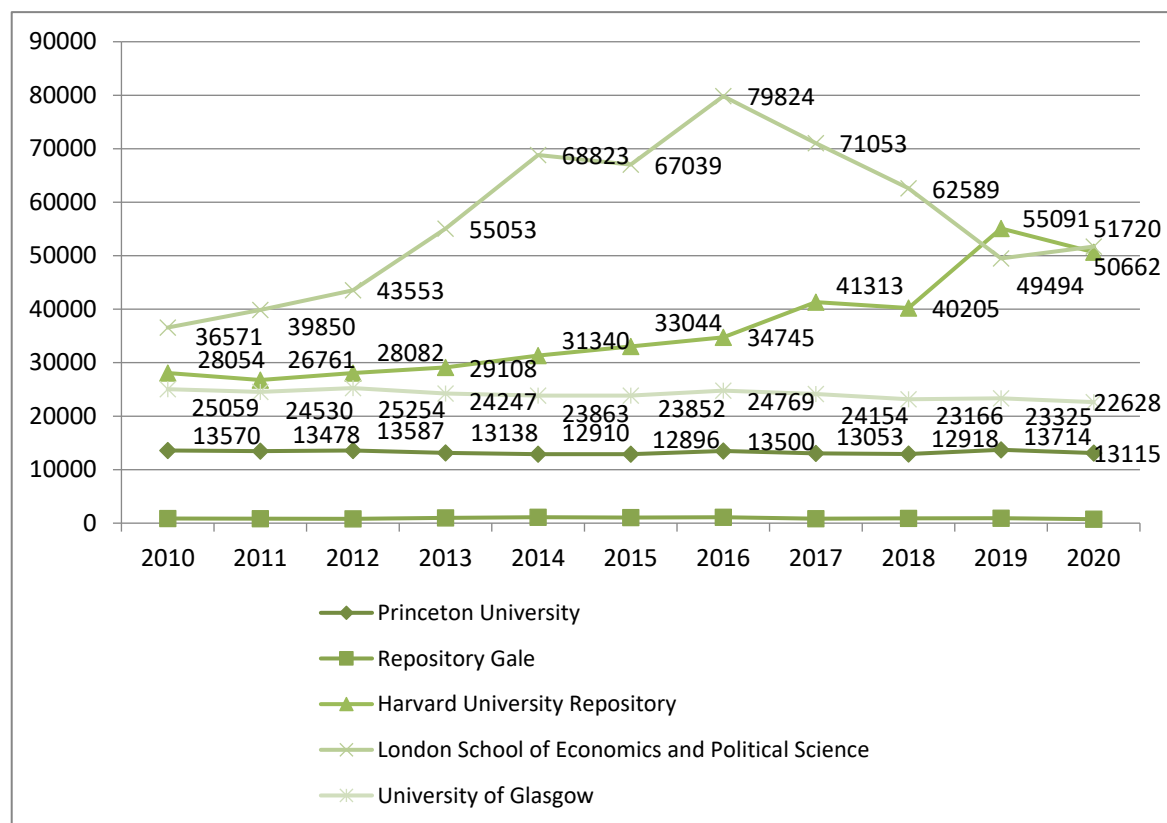


Figure 4. Dynamics of the term «Strategic marketing» in 10 years, according to foreign academic bases, the number of mentions

Source: written by the author based on [18–25]

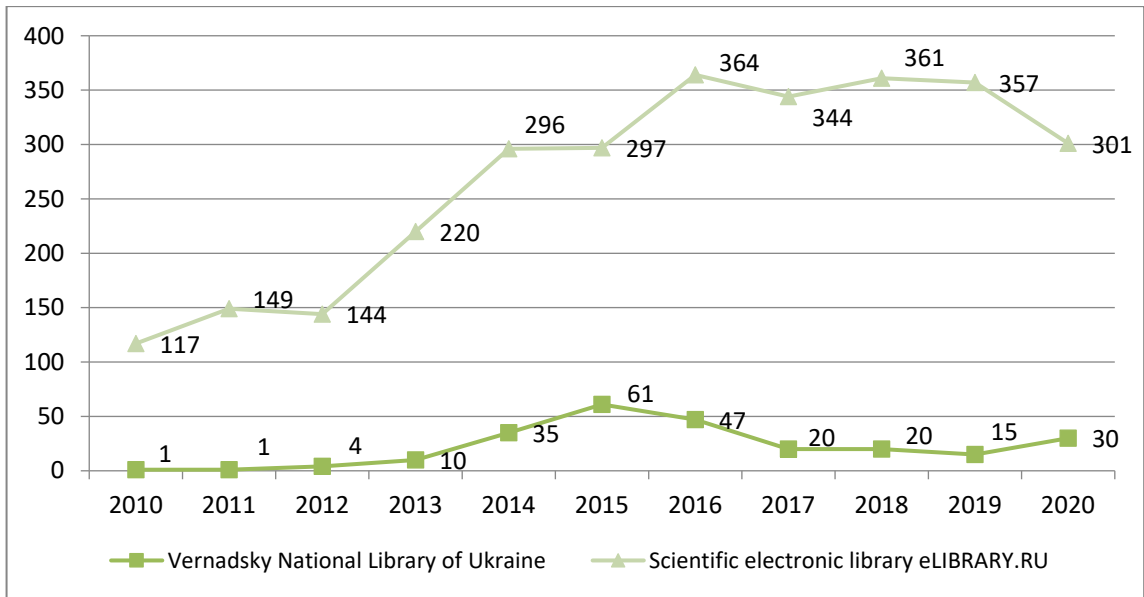


Figure 5. Dynamics of the term «Strategic marketing» in 10 years, according to ukrainian and russian academic bases, the number of mentions

Source: written by the author based on [18–25]

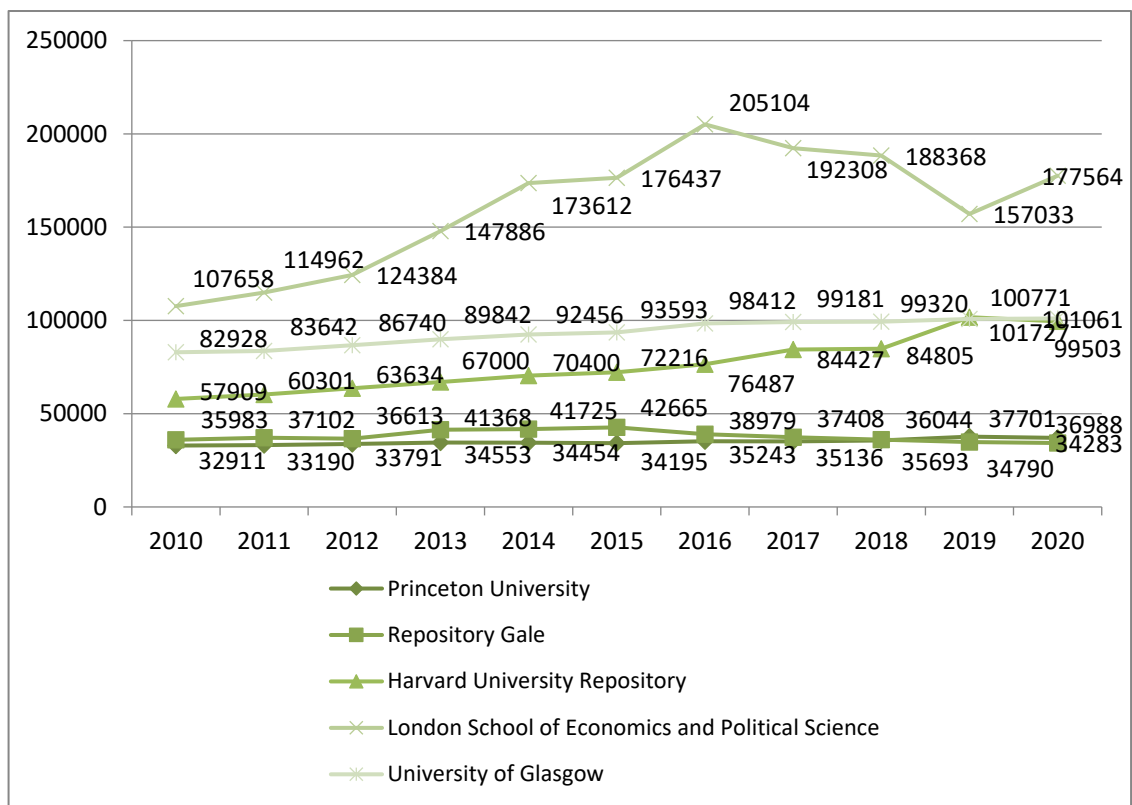


Figure 6. Dynamics of the term «Strategic management» in 10 years, according to foreign academic bases, the number of mentions

Source: written by the author based on [18–25]

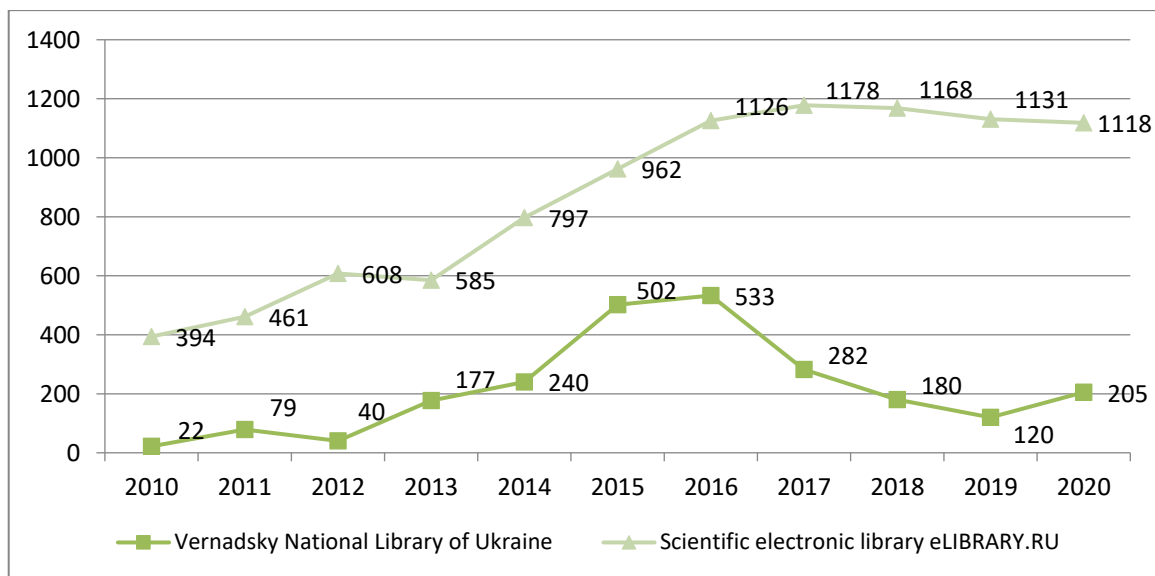


Figure 7. Dynamics of the term «Strategic management» in 10 years, according to ukrainian and russian academic bases, the number of mentions

Source: written by the author based on [18–25]

In general, graphs show a dramatic difference in all terms between academic discourse and search queries – if the number of search queries has steadily decreased since 2018, the number of academic articles devoted to this topic, on the contrary, has increased, although at a slow pace. In our opinion, this is not the impact of the pandemic, and a natural decline in the interest of ordinary users (because they send requests to mass search engines), related to the initial overheating of interest to the topic of strategic marketing: the terms we have chosen are included in the wide public consumption no more than 20 years ago and by the middle of 2010 became so popular that they began to be mentioned even in women's magazines.

It is possible to say that the mentioned terms have entered mass culture, have become more than terms, but peculiar ideologemes. It is with this phenomenon, in our opinion, that connected with an extraordinary mass interest in, it would seem, narrow-specific terms. However, mass interest has a tendency to decline over time, what happened with the use of these terms.

Scientific interest has developed in a completely different paradigm. At the start of the academic publications were much less than in search engines, since the academic discourse requires precision of formulas, which crystallization obviously requires a factual basis. It was quite clear that this base could not be however, with the development of different processes at the macro- and macroeconomic levels (for example, the distribution of banking applications, online purchases, etc.) the base has gradually accumulated, in connection with what has grown and the number of scientific publications at the moment the

number of mentions of terms is steadily growing, and the pandemic did not stop at a rather rapid pace.

Part 2. Scientific approach to definition of terms «strategic marketing» and «strategic management»

The term «Marketing activities» in scientific publications is usually in connection with terms «Strategic marketing» and «Strategic management». On the one hand, this is due to the natural genetic connection of these concepts. On the other hand, this is caused by disputes over the essence of the concepts that still remain in science. The most controversial issue is to define the limits of what can be considered a marketing strategy, and what tactics, and most researchers determine this issue through specific marketing tools.

There is a view that the characteristic of marketing decisions concerning segmentation, choice of target market and positioning, as strategic marketing decisions, and product, promotion, pricing and distribution decisions, as tactical marketing solutions, is arbitrary and conceptually erroneous [26]. According to scientists, that's the point of view, the error is that all companies have the specificity, in connection with what some marketing decisions taken by organizations in each of the above areas, in specific cases, they will be strategic, and in other cases – tactical.

In addition, they point to the fact that, due to the dynamic nature of marketing development, as such, defining a framework for strategic marketing decisions that address specific issues (for example, the choice of target market and positioning) is problematic. Therefore, the differences between the strategy and tactics «can be arbitrary and such, what are in the mislead, that the yardks should not be used to indicate that some issues are inevitably more important than others. Thus, there is a good reason to completely abandon the word «tactics» and simply to refer to the question as more or less «strategic», i.e. more or less «important» in some context, regardless of whether they were conceived before or implemented after the action» [12]. Therefore, as R. Varadarajan, «the characteristic of marketing decisions as strategic compared to non-strategic (that is, more strategic than less strategic), in fact, is the transformation of an internal permanent variable (that is, marketing decisions that are strategic to some extent) are a categorical change» [12].

In this context it is adequate to define strategic marketing decisions according to the criteria of long-term effectiveness. From this point of view, one can agree with R. Varadarajan, who wrote, that strategic marketing decisions should have the following characteristics:

- 1) liabilities for resources that are either non-negotiable or relatively hard to cancel;
- 2) commitments on resources that are accepted with a relatively long-term perspective;
- 3) presence of compromises;

4) making in the context of other strategic decisions in the light of the relationship between them;

5) implementation at higher levels of the organization (for example, at the level of top management – director general and managers directly responsible to the director general) and/or at higher levels in the marketing function (e.g., marketing director and executives, directly subordinate to the director general) [12].

There are also heated scientific discussions about the term «strategic management (management)», namely: its specific content. After the emergence of strategic management quickly developed and created both theoretical and practical models. In 1960, a wide range of models, including the BCG matrix, appeared on the basis of market analysis, SWOT-model, portfolio analysis, and important concepts such as economic analysis of structure, behavior and efficiency, excellent competencies, skills and so-called strategic planning systems [27].

At present, strategic management is one of the most significant and actual directions in the field of management. It is a combination of management actions that allow company managers to maintain it in accordance with the environment and on the right path of development, thus ensuring that its goals and mission are achieved [28].

According to I. Ansoff ta E. McDonnell [29], strategic management is a systematic approach to change management, which includes: positioning of the organization through strategy and planning, strategic real-time response through problem management and systematic management of the conflict in the course of strategy implementation. On the other hand, S. Porth [30] believes, that strategic management can be defined as a cross-national process of formulation, implementation and evaluation of decisions, organizations to define and implement their mission and, ultimately, to create value.

E. Bowman believes that strategic management is focused on issues, related to either the creation and stability of a competitive advantage or the search for such a benefit [31].

R. Grant argued that strategic management provides a complex relationship between organizational direction, results obtained and a wide range of external and internal environment variables of the organization [32].

According to other scientists, strategic management in the organization should become a process and a single way, what directs the actions of the whole organization [33]. It consists of organizational analysis, solutions and actions that create and support competitive advantage. These authors define four key features of strategic management: aims to achieve the common goals of the organization, which includes many stakeholders in the decision-making process, which requires short-term and long-term perspective accounting and provides for the recognition of compromises between efficiency and effectiveness.

J. Sted, in turn, defined strategic management as a continuous process, which includes the efforts of strategic managers to adapt the organization to the

environment in which it operates, at the same time development of competitive advantages. These competitive advantages allow the company take advantage of the opportunities and minimize environmental threats [34].

The main task of strategic management is formation and maintenance of competitiveness of the enterprise, certain indicators of which should be allowed to achieve the target results of its economic activity [35].

In a more general way, strategic management is a broad term, this includes defining the mission and purpose of an organization in the context of its external and internal environment.

Returning to the analysis of search queries of terms, it is possible to note, that the peak of popularity of three of these terms («Marketing activity», «Strategic marketing», «Strategic management») has fallen in the middle of 2010 years. Since then, the number of mentions has generally decreased. This shows the reflection of the whole paradigm of public consciousness: the surplus of goods and services over the market caused a natural oversaturated, which, in turn, it has led to the inistence of the concept of «marketing». In addition, in our view, it is necessary to take into account the fact that the marketing tools themselves you can see some stagnation. Of course, fundamental principles (for example, «marketing mix») remain unchanged, because it is an «alphabet», figuratively speaking. However, globalization and its associated complications of all socio-economic processes over 40 years of deployment, most marketing tools have become ineffective. Marketing, in fact, can be called a manipulation technology, in the positive sense of this term. But any manipulation has an objectively limited set of instruments. As a result, if we talk about the terms of physiology, stimulus (manipulation tool) ceased to cause the necessary reaction – either completely or to a large extent.

As a simple example, one can put advertising in 1990, which at that time seemed to be breakthrough and caused a lot of emotions among residents of the post-soviet space, but a modern consumer would consider it too rude, simple, naive. The same can be said about American advertising of 1980 years. In other words, this is a general trend, which does not depend on different cultures – over time, what has recently seemed progressive, becomes a habit, and stops causing serious reactions. This puts on the agenda the question of the necessary development marketing technologies in a situation of market congestion.

This is the inherent dynamics of marketing, noted P. Kotler: «Marketing is not similar to Euclidean geometry, fixed system of understanding and axiom. Rather, marketing is one of the most dynamic areas of management. The market constantly throws new challenges and companies must respond to them. Therefore, it is not surprising that new marketing ideas continue to appear, to meet new market challenges» [36]. Similar opinions were expressed by other scientists. For example, it is noted that because of the «contextual nature of marketing as an area of research, before serious contextual discord, there is a need for a critical reassessment of generalizations, similar to the laws of this

field» [37]. Contextual elements mean economic ones and technological forces, social norms and public policy.

The general trend is also extremely small mention of the studied terms in Ukrainian and Russian electronic libraries, that shows that in the post-soviet space before marketing are still treated as a subordinate, and even unnecessary «cover» of production.

This attitude is largely due to certain ideological reasons: for decades, propaganda has created a very negative opinion about the structure of the western economy, the inconsistent economic reforms of 1990 also contributed to the negative attitude toward the market economy, in the former Soviet Union.

Regardless of the model of reforms they choose, whether it is «shock therapy», whether successive economic reforms, all post-soviet countries have experienced a serious and long-term economic downturn. In Ukraine during the first 10 years (1989–1999 years) Post-Soviet economic reforms GDP fell by a third, or by an average of 7-9% per year [38]. These reforms have led in some cases even to the opposite result: for example, in Belarus, 55-60% of the employed population worked at state enterprises and institutions in 1995–2018 [39]. The situation in this field has not changed over the past three years. In addition, the small private sector in the economy of Belarus is also under state control. Marketing has always been seen as part of the Western system of economic relations. Accordingly, the attitude toward this system as a whole has shifted to it.

Conclusions

Thus, the analysis showed significant differences between the attitude to strategic marketing by two fillers: first, in the area of general, consumer and academic interest, and secondly, in the geographical area – between the western countries and the former Soviet Union.

Consumer interest has steadily declined in recent years, which, in our opinion, it is conditioned by the «exit from fashion» chosen by us to understand. Strange as it may seem, but these narrow-specific terms have become part of the general paradigm of modern human mentality, associated not only and not so much with concrete practices of management of the enterprise, and with modern technocratic civilization in general. On the one hand, it has contributed to their spread. On the other hand, having turned into a part of mass culture, the terms inevitably became subject to the laws of the development of some of its phenomena. A specific manifestation is the decline of interest to them.

Academic interest, on the contrary, has grown and continues to grow, as the material is constantly accumulating, specific data at enterprises that respond to external challenges using strategic marketing tools. There is a natural process for any scientific theory – something is specified, some positions are being simplified, some are expanding or even appear again.

At the same time, moving to geographical differences, it is possible to note the persistence of stereotypes, since the Soviet times, and related to the

opposition to the western system of economy. This is evidenced by the number of times fewer mentions of the terms we have chosen in ukrainian and russian academic bases, compared to foreign ones. Of course, it can be argued that to survive this biased attitude during this generation will not succeed – it is obvious that to change such a kind of deep stereotypes at least 3-4 generations are required.

Altogether, this causes anxiety about the success of the development of enterprises in the territory of the post-soviet space – a skeptical attitude toward marketing helps to delay technology and to break away from real consumer benefits. This fact, in turn, leads not only to a decline in the profitability of certain companies, and to the fall of competitiveness of the whole economy of the country, if we talk about macroeconomic level. It is obvious that in the absence of proper attention to social and consumer needs of the market, the share will be taken by the companies, which are oriented in their activity on marketing. That is, in the real conditions of the modern market it creates a situation of constant dependence from foreign multinational corporations and their products. In this case, in our opinion, we can talk not only about operational or tactical miscalculations, but also about the strategic perspective, since this situation poses a threat to the economic sovereignty of the country.

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