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**TRANSFORMATION OF THE GLOBAL MARKETING PARADIGM
IN THE CONTEXT OF DIGITALIZATION PROCESSES
AND STARTUP INDUSTRY DEVELOPMENT**

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The definition of the term “marketing” objectively has its historical aspects of formation, acquiring new theoretical and practical dimensions. Nowadays the term “marketing” can be represented as:

- the philosophy; the new paradigm of concepts, marketing methods, tools, best practices in business relation development; the modern way of thinking;
- the complex marketing research system;
- organizational marketing management system;
- other approaches towards definition of the term “marketing” in scientific resources.

Taking into account the current global concept of sustainable development (the United Nations 17 Millennium Development Goals) which is based on 3 fundamental components: economic, social and environmental, today the marketing system focuses attention on the values not only the clients and partners, but also on global society values and ecological development on individual, corporate, national and international levels. This thesis is reflected in the proposed definition of marketing by the American marketing association (AMA): “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large” [1].

The Table 1 presents the formation of the marketing system from the intuitive aspect to the modern scientific theory.

Table 1

Formation of the marketing system from 1940s years of XX century and up to now

Years	The time period up to the 1940s years Of XX century	The time period between 1940 – 1980s years of XX century	The time period from 1980s years of XX century and up to now
Focus of marketing activity	The focus of marketing on sales and priority of the manufacturer	focus of marketing on sales and priority of the consumer	the focus of marketing on meeting the interests of producers, consumers and society
Key figures	manufacturer	consumer	global society
Development of marketing theory	marketing as a demand management system	marketing as the marketing function of the enterprise (50-60s of XX century)	marketing as a system of managing the company's activities. In this context, the following concepts arise: strategic marketing; social and ethical marketing; global marketing (90s of XX century)
Development of marketing as a science	Pre-scientific (intuitive) stage of formation of marketing tools	Marketing is established as a scientific discipline. The stage of formation and development of fundamental concepts of marketing	Formation and development of the latest marketing concepts and tools

Source: summarized and classified based on [2, p. 471–475; 3]

Philip Kotler in his book “Marketing 5.0: Technology for Humanity” (2022 year) presents the transformation of the marketing paradigm from 1.0 format to the 5.0 format: marketing paradigm 1.0 has product-centric

approach; marketing 2.0 has customer-centric approach; marketing 3.0 has human-centric approach; marketing 4.0 has digital technology-centric approach; Marketing 5.0 focuses on global society values and human-imitating technologies.

Taking into account the theoretical aspects mentioned above, it can be argued that successful companies build their competitive strategies precisely on the basis of marketing 4.0 and 5.0, while many companies remain in the paradigm of marketing 1.0, 2.0 and 3.0.

Philip Kotler noted that marketing 5.0 is the system of human-imitating technologies (artificial intelligence; chat-bots; virtual assistant systems for recognizing voice commands, video images; robotics and others). These technologies, on the one hand, can cause the loss of jobs due to automation, but on the other hand, ensure a high level of quality of goods and services provided in the digital economy.

As Philip Kotler states, "Traditionally, the digital divide refers to the gap between segments with access to digital technology and those without access. But the real digital divide is between the advocates and the critics of digitalization" [3, p. 130]. The current actual questions that need to be answered are the following: "Does the digital world bring more opportunities or more threats to society?", "How to use technology for the benefit of global society?", "Are the companies ready for digital strategies?"

Summarizing the abovementioned information, it is worth emphasizing that the marketing system has a transformational nature and depends on global development conditions. The modern format of marketing 5.0 is characterized by realizing human-imitating technologies and digital, inclusive, holistic, sustainable marketing paradigm that has the challenge to solve effectively the digitalization dilemma of pros and cons of this process.

In the context of digitalization processes and modern marketing technologies we will present the analysis of the Ukrainian startup industry. Thus, it should be noted that the most successful Ukrainian unicorn startups (the startups that have more than \$1 billion valuation), which are globally well-known are the following: GitLab, Grammarly, Genesis, People.ai and Firefly Aerospace [4].

Even in the conditions of the terrible war in Ukraine, the Ukrainian startup industry is developing and attracting the support of many innovative structures and funds. In particular, in March 2022, the Google for Startups Ukraine Support Fund was created in the amount of \$5 million investment program to support and develop Ukraine startups [4].

Ukrainian startups that received the support from the Google for Startups Ukraine Support Fund in 2022 use innovative marketing technologies

(the marketing technologies of 4.0 and 5.0 format by Philip Kotler classification). In particular, there are the following Ukrainian startups: Almexoft (platform for automating business processes and electronic document management); Handy.ai (internal communication platform offering employees a personal virtual assistant); VanOnGo (consumer delivery platform based on artificial intelligence); AcademyOcean (helps companies automate the training of employees, customers and partners); Zeely (increases revenue for small businesses with easy-to-use marketing tools) and others [4; 5].

As a conclusion, we note that for start-up business, which is characterized by innovativeness, creativity, dynamism of development, scalability of activity, it is important to take into account the modern paradigm of marketing in order to achieve success in global business relations. Startup companies that develop their business activities in accordance with strategic development priorities should take into account the understanding of the transformational nature of marketing in the global economy.

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