

SECTION 9. MATHEMATICAL METHODS, MODELS AND INFORMATION TECHNOLOGIES IN ECONOMY

Havrylenko O.V.

Candidate of Physical and Mathematical Sciences,
Senior Lecturer at Department of Automated Systems
Information Processing and Management
National Technical University of Ukraine
“Igor Sikorsky Kyiv Polytechnic Institute”

Anisimova A.V.

Graduate Student,
Kyiv National University of Technology and Design

FEATURES OF THE MARKETING MANAGEMENT SUPPORT SYSTEM AT THE ENTERPRISE

In terms of market relations, a centre of economic activity moved to the main level of the entire economy – enterprises. It is the microeconomic level where products needed by society and necessary services are created. Here resolved the issues of economic use of resources, use of high technology, technology and sales. In terms of market relations, marketing is one of the most important economic issues. The effective functioning of the whole enterprise depends on how properly marketing system is constructed.

Improving marketing activities of companies, the choice of software or a set of software tools for solving marketing problems depend on the nature of business, infrastructure, field of activities, and scales of the enterprise. Problems of marketing, marketing research, a relationship of their factors in Ukraine are closely linked with the specific features of many post-Soviet countries, unlike the west where the business is clearly and consistently goes through two main stages "seller's market" and "buyer's market".

The article conducts an analytical research of features of the system of marketing management in modern conditions. It is noted that to date there is no universal control system, and the company that wants to implement CRM-products in its activities

should determine the exact direction of the business, eventually completing the process of marketing management, or changing the direction of CRM-product.

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