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### **FORMATION OF INTELLECTUAL POTENTIAL IN SYSTEM OF MARKETING MANAGEMENT OF THE ENTERPRISES**

**Abstract:** The modern highly educated person, the consumer studies throughout all life. Skills, knowledge, competences of people, in particular the staff of the enterprises are important. Formation of marketing potential is very dynamic process therefore it is necessary to estimate this process in a context of behavior of consumers on markets of commodity and services. Creation of marketing potential has to happen on the basis of taking into of modern knowledge. Full, qualitative and transparent information is at the same time important. In marketing management it is necessary to consider communication of functions of management and marketing. Accumulation at necessary level of intellectual potential of the industrial enterprises allows their managers to introduce technological and commodity innovations. It in a consequence will allow to put into practice marketing strategy of leadership in expenses. Marketing innovative activity is possible thanks to accumulation of intellectual potential. Formation of intellectual potential of the enterprises will allow to position at higher level their activity in space of information flows.

**Key words:** consumer, marketing mix, intellectual potential, enterprise, knowledge, marketing management.

#### **10.1. Introduction**

Marketing management at the organization of communication and logistic market processes allows to raise a level of development of economic subjects. It is caused by that increase of competitiveness of the enterprises promotes increase of availability of a complex of the goods offered in the markets.

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Free business, democracy promote development of the human capital. That is introduction of modern technologies of marketing management is fine opportunity for diversification of business and differentiation of offered commodity streams of the automobile building enterprises of the Central Europe.

The Polish and Ukrainian interaction in the sphere of improvement of methods of wholesale and retail trade allows to increase productivity of subjects of managing in both countries. Usually factors of development of the human capital have many positive results, in particular promote formation of marketing potential of the enterprises.

Such factors are key and priority for achievement by the industrial enterprises of considerable competitiveness. The modern highly educated person, the consumer studies throughout all life therefore abilities, knowledge, competences of people, namely the staff of the enterprises are important. Such characteristic features promote introduction of internal marketing which also provides high marketing potential.

Introduction of new marketing technologies at the innovative enterprises functioning in the computer, industrial markets draws attention to research of innovative potential of regional social and economic systems. Expansion of possibility of development of the intellectual capital, increase of efficiency of the organization of marketing processes, is carried out at communication interaction of economic subjects. Such interaction is carried out in the conditions of globalization, increase of intensity of information flows, an individualization of needs of clients. Formation of marketing potential is rather dynamic process therefore it is necessary to estimate this process in a context of behavior of consumers on commodity markets and services.

## **10.2. Marketing approach in the process of creation and distribution of innovations**

According to researches of experts in many countries the financial resources intended for introduction of innovations arrive to trading, civil

engineering and transport companies. Actually 7% of resources receive the modern enterprises at the initial stages of an innovative cycle. The start-up enterprises need most the investments directed on distribution of new goods. Radical innovations allow to increase level of competitiveness of the modern industrial enterprises in the sphere of high technologies.

The transfer of technologies obviously is necessary process, but it is necessary to organize this process, forming turnover assets. We support a position of Anna Cieglak-Wróblewska, which is fairly considering that it is necessary to support business and innovation within small economic subjects (CIEŚLAK-WRÓBLEWSKA A. 2012).

In our opinion, introduction of marketing approach in the process of creation and distribution of innovations allows to increase labor productivity and effective management of marketing activity at the enterprises of the automotive industry.

M. Porter fairly considers that it is necessary to allocate five groups of the factors influencing process of the competition between participants of market processes. In particular, it is necessary to consider such forces: threats from new competitors; threats of emergence of new goods, technologies, professions and specialties; ability of owners of goods to estimate expenses and to determine production price; competition of existing competitors among themselves; ability of recipients of goods to change conditions of contracts of sale and to organize the auction (PORTER M. 2000).

Noted components have a great impact on receipt of positive financial flows from sale of goods and service in many wholesale and retail markets. Marketing management in the sphere of innovative technologies provides such results. First, certain information about market, structure and dynamics of requirements, tastes and preferences of consumers; that is it is a question of information on external preconditions of functioning of the medium-sized and large enterprises. Secondly, creation of such range of goods which completely will satisfy

needs of clients. Thirdly, influence on the consumer, demand, the market that will allow to increase control at sale of goods is possible.

### **10.3. Accumulation of intellectual potential of the enterprises both technological and commodity innovations in marketing**

When forming market strategy of the industrial enterprises it is necessary to allocate considerable attention to definition of behavior of consumers and the enterprises in global economic space within globalization of world economic development. Oleksander Zozuliov pertinently notes about need when forming system of strategy of the enterprises to define influence of the main subjects and active forces of the market (ZOZULIOV O. 2005A).

We believe that accumulation at necessary level of intellectual potential of the industrial enterprises allows their managers to estimate and introduce technological and commodity innovations that in a consequence will allow to use in practice marketing strategy of leadership in expenses. The scientist accents on importance of introduction of strategy of commodity differentiation in the conditions of increase in intensity of the competition and extension of the commodity offer of the enterprises. Oleksander Zozuliov in details describes interaction of the chosen marketing strategy in the plane of five competitive forces according to M. Porter. Obviously introduction of successful commodity differentiation promotes increase in commitment of consumers to a trademark, degree of interchangeability of goods decreases also that positively influences formation of market force of the high-tech enterprises (ZOZULIOV O. 2005B).

In my opinion, introduction of strategy of formation of the intellectual capital promotes decrease in the risk concerning realization of designated marketing strategy. It will allow to increase satisfaction of clients from purchases, namely, the valuable flows directed to consumers will increase.

The constant flow of innovative solutions, aspiration of the top management to improvement of the organization of production and management of the personnel. It leads to development of intellectual potential of the enterprises. Formation and development of system of creation of marketing values is at the same time important. Flows of such values provide efficiency of the organization of marketing activity.

Marketing innovative activity is possible thanks to accumulation of intellectual potential. Thus it is necessary on the basis of abilities and competences of the marketing personnel to introduce new ways of distribution of goods and services in the modern markets. It is necessary to optimize quantity of time necessary for the direction of goods on the target markets on the basis of increase of level of logistic service. Planning of marketing activity of the enterprises has to be organized on the principles of adaptability, innovation and mobility within influence of factors of an external marketing environment. Obviously, creation of marketing potential has to be carried out on the basis of modern knowledge, full, qualitative and transparent information is at the same time important. In this regard work and the investments concerning increase of availability for all participants of market processes of marketing information is necessary.

It is important to define psychological characteristics of consumers having essential value for the analysis of a complex of marketing communications of the industrial enterprise. We speak about adaptation, preferences, religiousness, skill to communicate, obligation and understanding of foreign languages which generally describe behavior of many consumers in the various markets.

Strengthening of economic, cultural and political cooperation between Poland and Ukraine promotes strengthening of the European vector of development of Ukraine. At the same time we can note formation and development of the intellectual capital as economic subjects and individual entrepreneurs. The Polish-Ukrainian economic relations constantly develop. In 2012 the Polish import grew by 12,6% though export deliveries of the Ukrainian goods grew by 8,6%.

The analysis of structure of the Polish export to Ukraine allows to draw such conclusions: cars, transport, goods of the chemical industry and consumer goods prevail. Poland imports from Ukraine mainly production of the metallurgical enterprises, raw materials, including iron ore and foodstuff (FUKSA J. 2013).

#### **10.4. Interaction of functions of management and marketing in marketing management of the industrial enterprises**

In marketing management it is necessary to consider interaction of functions of management and marketing. That is realization of functions of planning, forecasting, motivation, control and coordinating is important. The state policy in the sphere of development of potential of the human capital assists to increase in competitiveness of managing subjects. The satisfaction of consumers, namely creation of flows of marketing values, is the purpose of marketing management at the enterprises of high-tech branches. The theory of independence of the consumer causes the directions of scientific searches in the sphere of marketing management.

The concept of the international marketing provides researches of the global and regional markets, and also use of certain rules of ethics in business. Application of the concept of social and ethical marketing is very necessary in the conditions of increase of globalization of economic processes. The settled rules of behavior in the sphere of business assist to integration of functions of management and marketing. Marketing mix is such tool which provides successful development of business and marketing in the region of the Central and Eastern Europe. In marketing management formation of such rules of behavior of staff of firms, consumers, citizens in social space which will lead to increase in mutual understanding in communications between people is very important. In internal marketing interaction of a complex of components is necessary, namely: key competences, price of use of a human resources,

supply and demand volume, estimated volume of sales of goods and services.

In the history of management of the enterprises of Poland there are “good practices”, which are that the enterprises systemically introduce marketing tools at interaction with partners, intermediaries and consumers on commodity markets and services. Marketing and logistics integration in space of the economy based on knowledge, allows to increase value of marketing potential of the industrial enterprises. The assessment of nature of future intentions of recipients is a necessary element of logistics of purchases. Creation of marketing potential depends on existing system of marketing logistics.

Let's note that the majority of macroeconomic processes are characterized, as continuous function of time. Though formation of human potential at the industrial enterprises can quickly change, such process can be described by changeable function. The professor of Tadeusz Bednarski (University of Wroclaw) expediently describes the theorem of Darboux concerning measurement of duration of functions. As example of such function is:

$$f(x) = \sin(e^{x^2 - 2x + 1}) \frac{21x - \log x}{x^2 + 1} \quad (10.1)$$

which points to borders of duration and can be applied at the description of economic processes (BEDNARSKI T. 2004).

### **10.5. Elastic Systems of Production and information support of formation of intellectual potential of the enterprises**

It is necessary to distinguish Elastic Systems of Production (ESP) from the economic and technological systems founded on knowledge, development of the intellectual capital. The detailed statement of results of research of such systems is presented in work of Stanisław Borkowski and Robert Ulewicz (Czestochowa University of Technology (CUT)). In this scientific work they consider aspects of interaction of the equipment, program, computer providing at the organization of process of

production (BORKOWSKI S., ULEWICZ R. 2008A). Researchers note importance components of elasticity when forming competitiveness of production systems. As a whole scientists describe a complex of the factors influencing on achievement of a certain level of elasticity of the industrial enterprise, considering groups of external and internal factors.

It is obvious that introduction of new advanced techniques and strategy of development of the social and human capital will lead to possibility of development of interaction of technologies, machines and the equipment. Thus it is necessary to coordinate distribution, to predict supply and demand, to organize logistic ensuring production by means of suppliers of materials, raw materials, fuel and energy. Besides, the increase in productivity of functioning of machine park (productivity thus can reach to 90%) is characteristic for Elastic Production Systems. Noted features lead to accumulation of sufficient marketing potential of the enterprises of the industrial sphere.

We support a position of Stanisław Borkowski and Joanna Rosak-Szyrocka, which are considering that today's conditions of functioning of market economy will need increase in extent of use of modern machines and the equipment. The analysis of sequence of stages of development of automation of production demonstrates that managers need to place bigger emphasis on introduction of elastic system. It will increase quantity of goods, including innovative character throughout shorter time of production (BORKOWSKI S., ROSAK-SZYROCKA J. 2012). Thereby production expenses also can be lowered.

Formation of intellectual potential of the enterprises will allow to position at higher level their activity in space of information flows. Continuous production of innovations needs the corresponding information support of scientific and research process. J. V. Makogon, V. V. Pylypenko expediently note that at classification of information support of research process it is necessary to allocate professional and information communications, an informative information component and the maintenance of information support (MAKOGON J., PYLYPENKO V. 2007A).



We support a position of scientists at definition of significant requirements and the principles of creation of the information support, reflecting the reached level of development of intellectual potential of the enterprises. Among such principles researchers define relevance, probability, complexity of data, unity of form and content, and also a detail of data (MAKOGON J., PYLYPENKO V. 2007B). We think that the satisfaction of the information needs, concerning marketing management, will allow to use entirely intellectual potential of the internal personnel of the enterprises.

L. E. Dovgan, V. V. Pastuhova, L. M. Savchuk note a world tendency of distribution of corporation economy that, as a matter of fact, is characteristic for the organization and regulation of economic processes in Ukraine. They declare an important role of the corporate relations at socially oriented management as the industry enterprises, and economy as a whole. In essence in management of economic subjects of the integrated business structures it is necessary in practice to use certain means, and also the principle of joint creation of systems of management of participants of production association (DOVGAN L., PASTUHOVA V., SAVCHUK L. 2007A).

The researchers presenting economic school of National Technical University of Ukraine “The Kyiv Polytechnic Institute”, estimate corporation processes, consider forms of integration of the enterprises, differentiate type of the integrated corporate structures (the international and industrial concerns, business alliances, holdings). We agree with possibility of use of integration strategy for participants of corporate association, access to innovative equipment is also important.

Among the main factors, influencing functioning of integrated corporate associations, it is necessary to allocate such as: organization and coordinating of production, material support, production distribution, technology improvement, and also leading competences (DOVGAN L., PASTUHOVA V., SAVCHUK L. 2007B). Obviously rational choice of types of the integrated corporate associations, justification of methods

of successful management by such structures allows to increase the marketing innovative potential of the industrial enterprises.

## **10.6. Summary**

Marketing management in the sphere of innovative technologies guarantees important results. Accumulation at necessary level of intellectual potential of the industrial enterprises allows to analyze and introduce technological and commodity innovations. It in a consequence will allow using in practice marketing strategy of leadership in expenses. In particular, research workers thanks to accumulation of considerable volume of sheets are capable to carry out an analytic and synthetic assessment of new market and technological events and processes.

The constant flow of innovative solutions, aspiration of the top management to improvement of the organization of production and management of the personnel promote development of intellectual potential of the enterprises. Formation and development of system of creation of marketing values is at the same time important. Flows of such values provide efficiency of the organization of marketing activity. Marketing innovative activity is possible thanks to accumulation of intellectual potential. Formation of intellectual potential of the enterprises will allow to position at higher level their activity in space of information flows. Marketing innovative activity is possible thanks to accumulation of intellectual potential. Thus it is necessary on the basis of abilities and competences of the marketing personnel to introduce new ways of distribution of goods and services in the modern markets.

Certain information about market, structure and dynamics of requirements, tastes and preferences of consumers; that is it is a question of information on external preconditions of functioning of the medium-sized and large enterprises. Creation of such range of goods which completely will satisfy needs of clients. In the conditions of increasing intensity of the main resource and information flows in modern global economy formation of sufficient value of the intellectual capital within

corporate sector is very significant. Introduction of the concept of marketing management at the organization of economic activity of the corporate enterprises promotes increase in their economic efficiency. As a result we will notice that formation of intellectual potential in system of marketing management is of great importance and leads to increase in efficiency of economic activity of the industrial enterprises. The concept of the international marketing provides researches of the global and regional markets, and also use of certain rules of ethics in business. Application of the concept of social marketing is very necessary in the conditions of increase of globalization of economic processes.

Formation of intellectual potential of the enterprises will allow to position at higher level their activity in space of information flows. In marketing management formation of such rules of behavior of staff of firms, consumers, citizens in social space which will lead to increase in mutual understanding in communications between people is very important. Continuous production of innovations needs the corresponding information support of scientific and research process. The satisfaction of the information needs, concerning marketing management, will allow to use entirely intellectual potential of the personnel of the enterprises.

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