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MARKETING ACTIVITY OF BUSINESS: GLOBALIZATION FOCUS

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Annotation. This article presents the role of globalization in enhancing the marketing activities of the enterprise. In today's business environment, globalization is becoming a determining factor in the development of marketing programs and plans.

Keywords: globalization, marketing, consumer, international market.

Processes of globalization of modern economy are the determinative of development of society. In the context of down-scaling of international economic connections, success of domestic enterprise, the level of quality of marketing activity and management is stipulated competitiveness of national economy on the whole. Marketing focuses on forming and determination of necessities of consumers on the basis of analysis of various market factors. Taking into account of these factors at the acceptance of administrative decisions stipulates business ability to compete on global.

Economic "globalization" is a historical process that is the result of human innovation and technological progress. This term refers to the ever-increasing degree of integration of countries around the world, primarily due to trade and financial flows. Sometimes it also refers to the movement of people (labor) and knowledge (technology) across international borders. Globalization also has broader cultural, political and environmental dimensions [1].

The process of globalization is comprehensive; its various facets are the subject of study of almost all social science disciplines. Economists focus on the confluence of markets, organizations and production chains, in which the economic borders of states are becoming more transparent. In modern conditions, the informational aspect of economic globalization acquires operational significance.

Marketing is one of the most dynamic areas of economic activity, actively responding to market trends and new ideas. One of the most significant factors that radically change the content and tools for implementing the concept of marketing, is the globalization of the world economy, which results in integration and standardization of economic, political and legal processes, unification of culture and changes in consumer behavior. Significance of the problem of "total globalization" for theory and practice marketing is found on the trends of globalization of markets,

increased competition, the development of communication and information technologies, increased consumer awareness of goods and services and its exactness.

The entire new economy is global. The main types of economic activity (production, consumption, circulation), as well as the factors of production (capital, labor, raw materials, management, information, technology, markets) are organized on a global scale [2]. This organization is carried out either directly or through extensive networks. In the new conditions, achieving the required level of productivity and competitiveness is increasingly becoming possible only within the global interconnected network.

Therefore, the current situation brings the necessity for an increasingly larger number of companies to engage in international marketing activities.

Traditionally, only large companies could afford to sell their goods and services to other countries, since international activity was considered very risky and was not affordable for most companies in terms of costs. The process of globalization has reduced the costs associated with international trade. The development of information and telecommunications technologies, the transport network, the reduction or removal of trade barriers in connection with the creation of international trade blocs and alliances - all this continues to contribute to the growth in the number of companies involved in international marketing [3].

Thus, each of the directions of globalization in its own way affects the essence of international business and its form, liberalizes the movement of goods and services, capital, labor, facilitates the entry of national companies into international markets, promotes rapid dissemination of knowledge, reducing transport, telecommunication costs, significant reduction of costs for processing, storage, maintenance and use of information, equalization of business conditions for large and small companies [4].

In our time, global changes in the world that are caused by active development of integration processes, rapid scientific and technological progress, development of information and communication technologies, almost all enterprises, regardless of their size, ownership and field of activity, are increasingly involved in international business.

Intensification of integration and globalization processes leads to intensification of competition at all levels.

For many companies, international marketing has gone from a business development opportunity to a necessity, allowing the company to survive in today's highly competitive environment [5]. The development of international trade is also facilitated by the growth in the number and size of multinational companies. As a result of these processes, each company, considering the threats posed by the external business environment, must pay attention to foreign competitors.

Thus, to answer the modern necessities of consumers and serve them all over the world, business must constantly develop and improve the marketing activity. Development and perfection of the corresponding marketing programs, strategies and projects stipulate a necessity to estimate the results of globalization.

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