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DIAGNOSIS OF POWER INTERACTION OF MARKETING BUSINESS SYSTEM

Objective. *The main purpose of writing this article is to improve the methodological approaches to the diagnosis of the level of interaction between the various elements of the marketing of the business. Technique. During the preparation of the materials used in article: methods of analysis and synthesis (to clarify the conceptual interpretations in «marketing business system»), expert evaluation (for the diagnosis of the sustainability of business systems, retail chains selling food), GAP-analysis (for calculation of strategic gap in perception elements of sustainability marketing business systems studied retail chains).*

Results. *In the course of the research developed by the author's definition of marketing business system as a voluntary agreement between the elements of the market space, and their interaction, which includes the exchange, distribution, joint development of products, technologies, services, and implement them in a mutually beneficial long-term basis. To assess the stability of the power systems business of retail chains selling food «Amstor», «glutton», «ATB», «Brusnichka», a list of parameters that define it, and carried out an expert assessment of the elements of the list the staff and customers.*

Academic novelty. *Extending and complementing existing technical approaches to the diagnosis of the level of development of business system based on the method of expert evaluation, which is in contrast to existing diagnostic parameters involves the interaction forces in the bipolar space in accordance with the characteristic of a business system that combines both internal and external customers .*

Practical importance. *Improvement of marketing tools to control the intensity of interaction between business systems, aimed at predicting the duration and profitability of business contacts in the coordinates «firm-customer.»*

Key words: *marketing, business system, traders, interactions, and food.*

The demand for this form of business interaction as a partnership predetermined changes in the macro-and mikromarketing enterprise environment, which is becoming more highly dynamic and not stable, innovative and not traditional, that more forces enterprises to operate within a specific business systems and build not only and not so much competitive as partnerships with other stakeholders. As for the status and trends of the market of food, then it is characterized as more competition, so a shift towards partnership and sustained business interaction between all participants. Formation of business interactions that occur in the marketing business system that promotes business contacts not only between members of the same process chain, but also between companies competed previously. [1,3,7] Meanwhile, the competition, as such, can not disappear. The paradox inherent in the food market, is that in terms of partnership and interactions it increases, that is a situation where in one direction the company - strategic partners (production process), and the other - the toughest competitors (in systems sales).

This situation leads to some contradictions. But still, it should be noted that success in business and competitive advantages are, first of all, a product of the organization, management and integration of various business enterprises with a clearly defined purpose. Closer relationships, that promote and invest in them a variety of resources (financial or intellectual capital), leading to the creation of alliances and partnerships. An example of modern marketing business system based on the principles of cooperation and partnership of all structural units are agricultural holdings. For example, in the Donetsk region such are "Golden Harvest" (group Lauffer) and HarfEast Holding. The first of these is the largest producer of grain in Ukraine and unites 39 bakeries in Donetsk, Luhansk, Kharkiv, Dnipropetrovsk, Odesa regions and AR Crimea. The holding company also has a number of trading companies engaged in wholesale and retail sale of food products, mainly confectionery and dairy group. Second - agricultural holding, which owns assets in Donetsk, Zaporozhye, Cherkasy, Zhytomyr regions and Crimea. The main activities of the holding - crop and cattle breeding. HarfEast Holding was established in 2011. based on assets PAO MMK Ilyich's and combines its own manufacturing and trade capacity.

In many cases, the company can successfully move into new markets only if it is able to acquire new resources and necessary expertise. If the company is not able to do it yourself, then it is expedient to take the path of creating a strategic partnership or association in the business. Strategic Alliance, in fact, is much more than a joint venture. With real strategic business interaction between enterprises cooperate more closely, sharing some of the key resources in order to expand its activities by both parties. Usually interact in a business system involves exchange of one or more resources: access to the networks of sales and distribution, new technology products, manufacturing facilities and technology.

On the creation of all shapes and sizes of business systems is influenced by many factors, both external and internal, but it should be noted that the influence of external factors is more important than the internal. [2,4,9]

In the modern period of macro-market situation was fertile foundation on which formed a combination of factors that contributed to the development of marketing

and business systems. One of the main forces that reinforce the tendency to partnership, is the integration of the economies of the different countries and regions, the presence of regional agreements, currency unions and increasing unification of customer requirements and standards of living, which urges companies to ignore the increasing geographic boundaries of specific regional markets, Product and service. All this has led to the fact that traditional enterprises gradually began to lose the ability to receive the benefits of stable and, moreover, began to lose market influenced the onset of the transnational and global companies. All of the above in principle and paved the way for intensification of partnership and cooperation. Identifying factors in the formation of their partnership will be grouped in three blocks: the micro-level, the macro level, the global level (Fig. 1).

Globalization processes that take place in the global economy, may lead to both predictable and non-predictable consequences and why this variation is of particular attention, both domestic and foreign researchers [3,5,10].

Solution to the problems of complex analysis of the organization and management of the various forms of marketing business systems requires the development and implementation of adequate theoretical and applied approaches.

Start by clarifying terminological aspects, in particular, the definitions of marketing business system to avoid possible misunderstandings.

Under the marketing business system (MBS) is to be understood, according to [6,8], a voluntary agreement between the elements of the market space, and their interaction, which includes the exchange, distribution, joint development of products, technologies, services, and implement them in a mutually beneficial long-term basis.

Since the question of the existence of business systems recently become one of the most important topics in the theory and practice of marketing, you should pay attention to various aspects of the organization of their activities, and take part in their strategic decisions that lead to success or failure are not less important issues identification of other forms of interactions marketing business systems and the factors that influence them (Fig.1).

Combining internal and external partners in the system could be an effective way to counter rising costs and risks of innovation, opening partners access to knowledge and resources for the joint development and active technology exchange. Such structures can enable an organization to track, at any scale, innovation and avoid the introduction of such, which can then be ineffective or untimely.

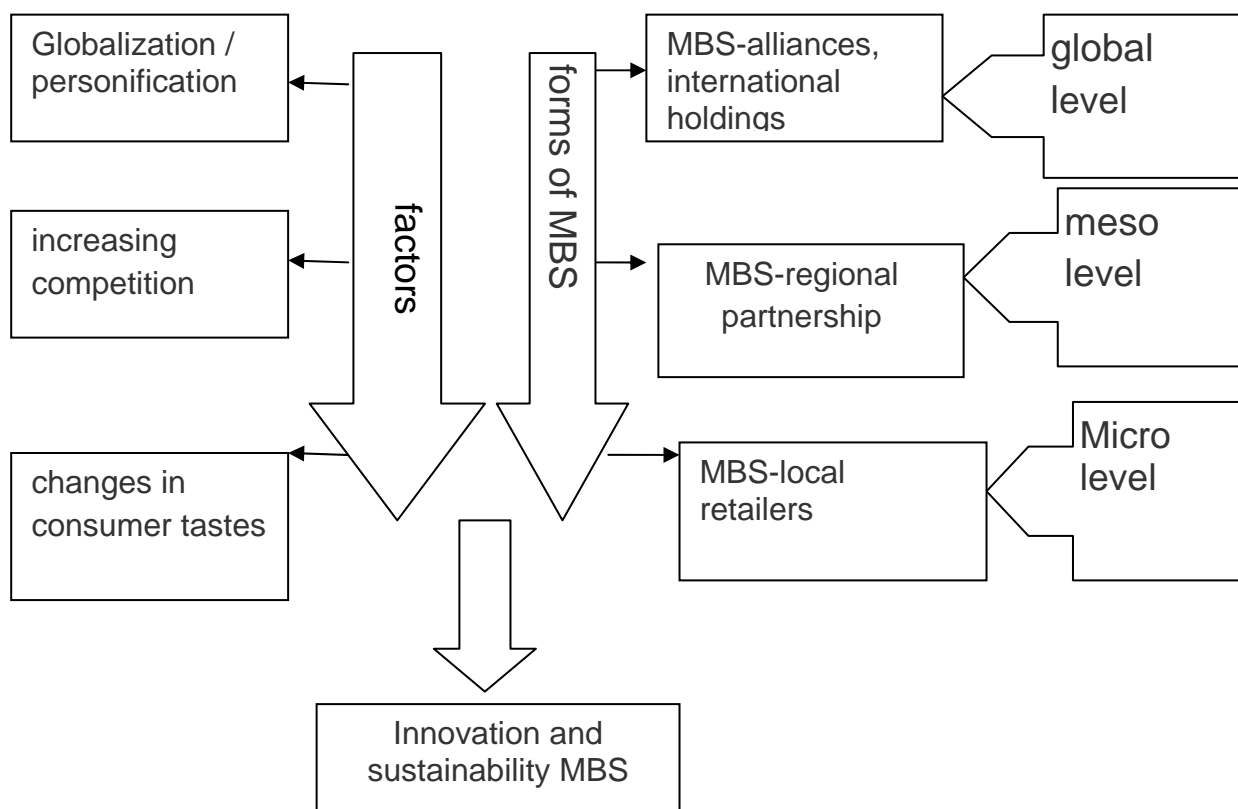


Figure 1 - Factors for the formation of various forms of interactions marketing business systems.

Based on the above, given the current realities, with the necessary scientific and methodological position is to determine the interaction forces as its tolerance for different forms of business operation - systems in crisis and post-crisis challenges. Further emphasis will be placed on a form combining internal and external partners in the business system as a retail network. This choice is due to the fact that networks in the current situation are the most common form of business marketing systems that operate in the consumer market in general, and in the food market, in particular.

Management strength of the interaction is proposed to consider a system of marketing actions to predict the duration and profitability contact partners in the coordinates "firm-client" and the identification of potential conflicts at an early stage in each of the hierarchical levels. As a result, all of the business system and each organizational element retains the possibility of stable operation, which corresponds to the rational use of resources and the ability to realize a competitive advantage in terms of market innovation.

At the same marketing tools used should be based on the elements of agility, level business interactions for rational reasons (compliance), the level of business interactions for emotional reasons (trust), a rapid response to market signals to

external parties business systems, rapid response to market signals internal Members of the business.

To diagnose the condition of stability marketing business system in major retail chains in Donetsk, we performed a diagnosis for their networks Amstor, Metro, Obzhora and Brusnytsya. (Table 1).

Table 1 - Results of diagnostics sustainability marketing business system users

Elements of sustainability marketing business system	Retail chains, points			
	Amstor	Obzhora	ATB	Brusnytsya
1. Adaption to market vector- events	4,7	4,5	4,6	4,6
W _a = 0,3				
2. interactions level of rational reasons	4,1	4,3	4,2	4,5
W _{rm} =0,3				
3. interactions level for emotional reasons	3,0	3,7	3,8	3,5
W _{em} = 0,2				
4. Operativ contacts with external partners (customers, intermediaries, conventional competitors, manufacturers)	4,6	4,5	4,0	4,5
W _{out.} =0,1				
5. Operativ contacts with internal partners (all hierarchical levels)	4,5	4,5	4,0	4,5
W _{ins.} =0,1				

Diagnosis was based on the method of expert estimates of the parameters in the bipolar space. Necessity dictated by the nature of the bipolar business system integrating both internal and external clients. Accordingly, the expert evaluation applied technology GAP-analysis and diagnose strategic gap in the views of staff and customers, enabling a comprehensive and fully explore the state of the use of marketing tools

As follows from Table 1, the lowest score was an element of interaction for emotional reasons, and his score was the lowest among consumers of all diagnosable networks. Therefore, it was he who was the most likely level of potential conflicts. Results diagnostics sustainability marketing business system personnel are given in Table 2.

The results indicate that the staff, as well as consumers, the least appreciated element of interaction score for emotional reasons. However, overall the figure is slightly higher priced personnel. Given the importance of striking a balance in the bipolar space, any distortions and inconsistencies negatively affect the process of business interaction of all elements of the marketing system and lead to conflicts. Thus, we can conclude differently oriented directional trends in the food market, which is characterized as an increase in competition, so a shift toward long-term business cooperation of all participants

Table 2 - Results of stability diagnostics marketing business system personnel

Elements of sustainability marketing business system	Retail chains, points			
	Amstor	Obzhor a	ATB	Brusnytsya
1. Adaption to market vector- events	4, 8	4,6	4,8	4,7
Wa= 0,3				
2. interactions level of rational reasons	4,5	4,5	4,8	4,6
Wrm=0,3				
3. interactions level for emotional reasons	3,5	3,8	3,8	3,6
Wem= 0,2				
4. Operativ contacts with external partners (customers, intermediaries, conventional competitors, manufacturers)	5,0	4,8	4,9	4,7
Wout.=0,1				
5. Operativ contacts with internal partners (all hierarchical levels)	5,0	4,8	4,9	4,7
Wins.=0,1				

Marketing business system can be operated in various forms at the macro-, meso- and micro- levels in response to various factors.

Sustainability of the business systems in the form of retail chains selling food must use marketing tools that are based on the elements of adaptability, level of business interactions for rational reasons, the level of business interactions for emotional reasons, a rapid response to market signals to external participants of the business systems, rapid response to market signals internal members of the business.

Further research is expected to conduct a comparative analysis of the

sustainability of the business system internal and external customers and differentiation of "points of influence" in the received marketing strategic and tactical decisions in each of the elements.

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