

# Marketing technologies for building competitiveness of companies export

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**ABSTRACT.** In context of post-industrial development of global economy, escalating competition in international goods markets, the definition of competitive export is proposed based upon both existing criteria – sustainability, effectiveness, adaptivity and fair competition, and on those described in the work – ecological performance, service maintenance, brand awareness and high technology. Given that, it is proved that with the aim of detailing the elements of competitive export, the latter should be typified depending upon the performer (export competitiveness of a company, country, region) and subject (export competitiveness of goods, services, rights upon intellectual property objects), keeping in mind universal and specific features of export criteria proposed to be characterised through a range of indices on corporate and state levels. Groups of factors affecting export competitiveness building are systematized (institutional, financial and economic, marketing, foreign trade, scientific and technological, resource-related and social and ecological). Marketing technologies are typified on corporate level under the following criteria: novelty, object, creative component availability, internationalization stages, international marketing forms, digitalization level, management functions, customer-centredness scale, international marketing activity stages, financial security, specific features of intercorporate coordination. The practice of applying international marketing technologies by companies is investigated. In context of necessity to overcome crisis phenomena and increase competitive export volume, an assessment is made of integrating national manufacturing into regulated global chains of creating added value with the relevant rating, in particular, depending upon the available potential, minimality of technical and organizational changes, marketing relevancy, enabling to determine the manufacturing areas most prepared to cooperation, and estimate marketing contribution into market success.

**KEYWORDS.** Export competitiveness, corporate marketing technologies, high technology, ecological performance, creativity, digitalization, networking, global added value chains.

## Introduction

Transformational processes intensifying in world economy under the impact of global financial, social and political turmoil, are, on one hand, transforming international business environment and escalating competition in world goods markets, and, on the other hand, are contributing to the search of new levers for economic growth and

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gaining competitive advantages. Marketing technologies actively used both on corporate and governmental level and contributing to improving countries global competitive status are becoming a contemporary factor for developing goods export competitiveness. In terms of the necessity for overcoming crisis phenomena and accelerated economic growth of Ukraine, marketing technologies are becoming an important lever for intensifying employment of export potential of domestic enterprises on competitive grounds, thus requiring deep investigation, insight and productive application.

Fundamental issues of economic competition and competitiveness of goods, companies, industries, regions, countries have been described in the studies of such well-known foreign and domestic scientists as L. Antonyuk<sup>2</sup>, B. Klinger<sup>3</sup>, D. Lukianenko<sup>4</sup>, A. Poruchnyk, M. Porter<sup>5</sup>, R. Fatkhutdinov<sup>6</sup> and others. Methodological and practical issues of international marketing activity have been covered in works of such foreign and domestic researchers as G. Albaum<sup>7</sup>, J. Balmer<sup>8</sup>, K. Keller<sup>9</sup>, F. Kotler<sup>10</sup>, A. Starostina<sup>11</sup>, D. Ford<sup>12</sup>, T. Tsygankova<sup>13</sup> and many others.

Notwithstanding significant contributions of scientists listed above to investigating export competitiveness and marketing way of its ensuring, there is an objective necessity for improving theoretical provisions as for export competitiveness building on corporate level involving contemporary marketing technologies. In view of the above, the aim of this investigation is to generalize theoretical grounds of export competitiveness accentuating marketing technologies of building thereof on corporate level, to investigate deeply the practice of marketing application for developing export competitiveness, and to validate the expedience and directions for modernizing export marketing of national companies in context of ensuring export competitiveness.

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<sup>2</sup> Antonyuk, L. L. *International Competition: Theory and Mechanics of Realization: Monograph*. K.: KNEU, 2004:104-5. [In Ukrainian].

<sup>3</sup> Klinger, B. (New) *Export Competitiveness*. Mimeo. Center for International Development, Harvard University, February, 2010: 1.

<sup>4</sup> Lukianenko, D.G., A.M. Poruchnik, L.L. Antoniuk, and others. *Management of international competitiveness in the conditions of globalization of economic development: Monograph*. 2 t. — T. 1. K.: KNEU, 2006. [In Ukrainian].

<sup>5</sup> Porter, M. . *Competition. English translation*. M.: Williams Publishing House, 2006. [In Russian].

<sup>6</sup> Fatkhutdinov, F. *Competitiveness: economy, strategy, management*. M.: Infra-M, 2000. [In Russian].

<sup>7</sup> Albaum, G., J. Strandskov, and E. Duerr *International marketing and export management*. Addison Wesley Longman. Ltd.. 1998.

<sup>8</sup> Balmer, John M.T. "Corporate marketing: apocalypse, advent and epiphany." *Management Decision* 47. no. 4, (2009): 544–72.

<sup>9</sup> Kotler, F., and K.L. Keller. *Marketing management*. 12th ed. St. Petersburg : Peter, 2006. [In Russian].

<sup>10</sup> Kotler, F. *Fundamentals of Marketing*. Translated by E. M. Penkova. M.: Progress. 2012. [In Russian].

<sup>11</sup> Starostina, A.O. and S.E. "Martov Regional marketing: the essence and peculiarities of becoming in Ukraine" *Marketing in Ukraine*. No.3 (2004): 55-7. [In Ukrainian].

<sup>12</sup> Ford, D., and M. Saren *Managing and Marketing Technology*. Thompson Learning, London, 2001: 50.

<sup>13</sup> Tsygankova, T.M. *International Marketing: Theoretical Models and Business Technologies: Monograph*. K.: KNEU, 2004. [In Ukrainian].

## Contemporary interpretation of export competitiveness

Intensification of processes of globalization and internationalization of economic life, competition escalation in international markets, intention to reduce the effect of crisis phenomena upon national economies condition contribute to development and improvement of national export. In contemporary Ukrainian and foreign publications, while studying hierarchic structure of competitive capacity, no scientists distinguish export competitiveness as an independent category. However, due to intensive growth and increase of value of international trade and country export activity, contemporary economic theory discovers a necessity to investigate this category as well.

Speaking on competitive capacities, theoreticians distinguish national competitiveness (countries competitive capacities) and export competitiveness. In the first case, the competitiveness arises on the basis of macroeconomic factors, – such as access to health care, education, macroeconomic stability, innovations, technological readiness, market size, goods market efficiency, complexity of business and financial markets, – improving long-term economic growth cadence and quality of life. On the other hand, export competitiveness is more focused on exclusively definite industry and factors affecting export and competition, and on the share in the world market.

The report of International Trade Commission of the USA defines competitiveness as "a capacity of manufacturers to upscale and maintain their positions in international markets by delivering high-quality products in time and at competitive prices"<sup>14</sup>. In this respect, Tochitska I.<sup>15</sup> among major reasons for distinguishing the concept of "export competitiveness" determines escalation of competitiveness in international and regional markets, strengthening role of foreign trade and especially export in social and economic development of the country, extension of liberalization processes, as well as rapid growth of number and role of transnational companies. Changes in export competitiveness demonstrate firm's relative condition in international markets and its potential capacities for growth and investments. Competitive export of a company is the basis and the fundamental element of building country competitiveness in the whole.

Competitive export differs from regular one on four criteria<sup>16</sup>:

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<sup>14</sup> "Report of United States International Trade Commission" ASEAN: Regional Trends in Economic Integration, Export Competitiveness, and Inbound Investment for Selected Industries, 2010 <http://www.usitc.gov/publications/332/pub4176.pdf>.

<sup>15</sup> Tochitskaya, I. "Increasing the competitiveness of Belarus' foreign trade" *Working material of the IPM research center wp / 10/03*. [http://www.eurasia.by/upload/Paper2\\_wp2010r03.pdf](http://www.eurasia.by/upload/Paper2_wp2010r03.pdf). [In Russian].

<sup>16</sup> Solodkovskyy, Yu. M. *Competitive models of export development: diss. Cand. Eq Sciences: 08.05.01* K.:KNEU, 2005. [In Ukrainian].

- export sustainability, i.e. its significant and increasing volumes, share in relevant goods and regional international markets, integration with foreign markets;

- high efficiency level of export operations evidencing price competitiveness, materialization of comparative advantages;

- quality and innovativeness of export goods and services ensuring, according to products life cycle theory by R. Vernon, long-term presence in world market and customers demand for firm's products;

- fair nature of the competition, i.e. export operations are performed in competitive environment without applying any protectionist practices forbidden by international treaties, and any tools distorting market mechanism. Thus, export competitiveness of a country or firm demonstrates the effectiveness of their integration into world establishment and adaptation to contemporary global economy.

In our opinion, the contemporary condition of world economic relations and extension of globalization processes have caused the necessity for distinguishing additional up-to-date criteria of export competitiveness (Table 1), namely:

- ecologization of manufacture including two aspects: firstly, ecologically clean products the main advantages of which are perfect taste features, absence of various inclusions, products safety, since it is grown without applying any chemical synthetic substances, does not contain any genetically modified organisms, morbidiferous microorganisms, allergenic components, and preserves its nutritive properties; secondly: ecologization of public production based upon applying non-waste, low-waste, resource and energy saving technologies, machines and equipment, as well as on accounting a complex system of environment protecting measures;

- service maintenance including pre- and aftersales servicing enabling to maintain the mark of company and its products on high level, since high-quality service substantially increases the demand for export products;

- brand awareness plays one of the key roles in process of increasing export competitiveness, since strong brand enables companies to satisfy perfectly and even shape customers demands, creates positive image of the exporter, ensuing profitability growth and gaining significant market share, retain advantages relatively to competitors etc;

- high technology in contemporary terms of innovations and technologies development is one of the decisive criteria for competitive export, while creating advantages not only for counties (GDP growth, innovations and technologies progress, advanced economy sectors development, public well-being improvement, high-technological competitive export etc), but also for companies through increasing innovative and high-technological components of production, rational use of resources and increasing profits.

**Table 1 Contemporary Criteria and Indices of Export Competitiveness<sup>17</sup>**

Groups	Criteria	Indices	
		Corporate level	State level
Universal	Sustainability	- firm's export share in target markets; - firm's increasing export cadence; - achieving economy of scale; - firm's export concentration index;	- country export share in international markets; - increasing of export cadence; - stability of export volumes; - achieving economy of scale
	Effectiveness	- export cost effectiveness; - export effectiveness; - profitability (company export income); - export share in total company sales volume	- increase of actual wages in exporting sphere; - positive balance of payment operations; - growth of terms of trade index; - increase of foreign trade volume
	Adaptivity	- firm's export diversification index; - compliance of export products with international standards and norms;	- country export diversification index; - national added value portion in export structure; - following of international standards and norms;
	Fair competition	Observation of fair competition principles providing: - refusal from state exemptions; - refusal from cartel agreements; - honest use of market power; - fair application of merger/acquisition strategies	- Index of Economic Freedom (especially under trade policy criterion)
	Ecological performance	- share of ecologically friendly goods in total export; - export share complying with the requirements of WTO Agreement on technical barriers to trade; - export share complying with the requirements of WTO Agreement on sanitary and phytosanitary measures	- percentage of ecologically friendly goods in national export; - percentage of goods prohibited on internal market in total export; - number of refusals of importing countries from the goods in view of environment protection and saving
	Brand awareness	- brand development index; - brand penetration (%); - AAU indices – awareness, attitude, usage	- country brand index (CBI); - value and dynamics of CBI export component; - AAU index for country export product groups; - country positive image
Specific	Service maintenance	- international network of service centres; - pre- and after-sales service; - service quality and timeliness	- increase of export cadence for products requiring service support; - regional diversification of machinery and technical products export
	High-technology	- company high-technology products export volume; - percentage of high-technology products in total export; - company high-technology products export growth cadence; - product-wise and regional structure of high-technology export	- country high-technology products export volume; - high-technology products share in national export; - country high-technology products export growth cadence; - country product-wise and regional structure of high-technology export

<sup>17</sup> Supplemented by authors based on Lukyanenko, D.G., A.M. Poruchnik, L.L. Antoniuk, and others. *Management of international competitiveness in the conditions of globalization of economic development: Monograph: 2 t.* — T. 1. K.: KNEU, 2006. [In Ukrainian].

Different types of export competitiveness should be distinguished: ones depending upon person performing export operations and ones depending upon the subject thereof. In the first case, it is worth accentuating export competitiveness of company, country and region, while for the second feature — export competitiveness of goods, services and rights for intellectual property objects. Export competitiveness building is affected by a range of factors, where, in contemporary terms of world economy, innovations and technologies development, the relevance of specifically marketing technologies is constantly growing. To comprehend the factors system better, we should investigate the components thereof in more details (Fig. 1).

In terms of globalization and internationalization of economic processes, some factors are losing their leading positions. For instance, natural resources impact upon export competitiveness has ceased, since development of countries has often been taking place due to reasonable, well-targeted and balanced state policy, rather than as a result of natural resources utilization. The experience of range of developed countries (Japan, Italy, Great Britain, Switzerland, Germany) demonstrates that absence of substantial natural resources is not an invincible obstacle for their economic development and achieving high level of international competitiveness.

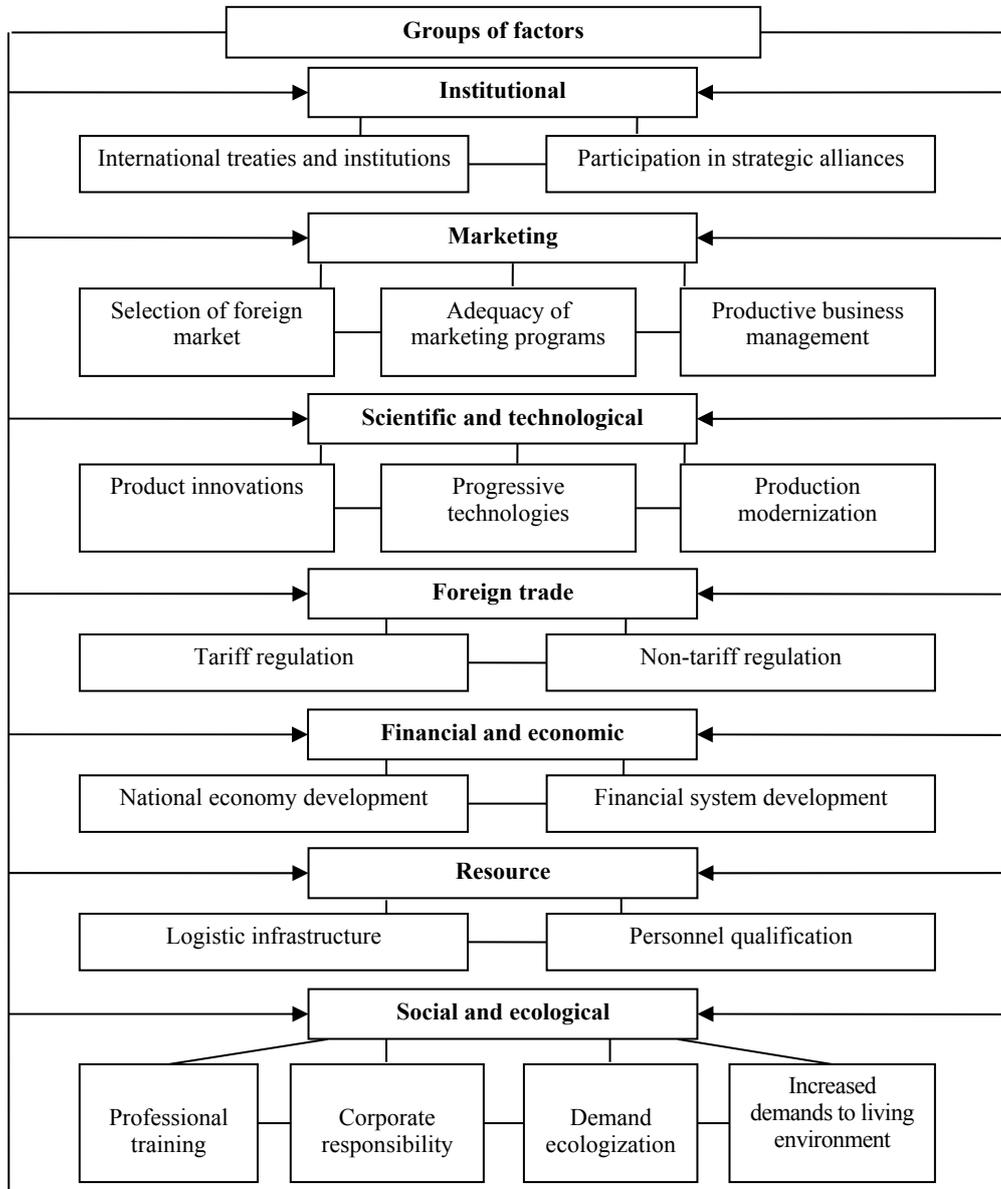
Globalization of world economy escalates the competitiveness displaying on international and intercultural levels. At present, the intangible aspects of competitiveness are more important than material ones, and more valuable is what is more difficult to get. Special value is gained by country cultural image determining investment attractiveness at least as much as GDP volume and material production development level. Markets are ruled by those owning dominating trade marks. This impels each state to taking active measures aimed at strengthening its competitive positions<sup>18</sup>.

In our opinion, competitive export should be treated as export based both on already existing criteria — sustainability, effectiveness, adaptivity and fair competition, and on those described in the work — ecological performance, service maintenance, brand awareness and high technology.

Upon determining main factors of building export competitiveness, it should be noted that their impact is closely inter-related and inter-dependent. However, it is due to marketing technologies that companies are able to respond promptly to customers changing demands and to adapt products, and to build competitive operation environment.

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<sup>18</sup> Petrushenko, Yu. M., and T.A. Golets. "The cultural element of the element of effective export marketing." *Mechanism of regular economy*, 1st ser., no. 4 (2008): 114-21. [In Ukrainian].



**Fig. 1.** Groups of Factors for Building Export Competitiveness<sup>19</sup>

<sup>19</sup> Developed by authors

## Corporate Marketing Technologies of Export Competitiveness

There exist different approaches to marketing technologies interpretation in scientific literature. In the opinion of N. Eriashvili<sup>20</sup>, marketing technologies represent an aggregate of stages, operations, methods and actions required for executing marketing solutions. Ye. Alyokhina and I. Skrynnikova find that marketing technologies are a fully detailed marketing activity model for developing, organization and performing a range of measures ensuring response to faced challenges<sup>21</sup>. The own views on the essence of marketing technologies belong to M. Selyukov, N. Shalygina and A. Kulik<sup>22</sup>, interpreting those as a system of scientific and humanitarian knowledge using which enables execution of certain market idea by means of specific conditions, means and methods. Thus, marketing technology may be treated from the following positions<sup>23</sup>:

- from theoretical position: specially organized knowledge domain on methods and procedures for optimization of marketing processes in terms of increasing interdependence, dynamics and renewal of social and economic processes;

- methodical: a way of performing marketing activity based upon its reasonable division into procedures and operations with their further coordination and synchronization and selection of optimal means and methods of their fulfilment;

- management: a method of managing marketing processes providing a system for reproducing thereof in certain parameters – quality, features, volume, operational integrity etc.

Marketing technologies rely upon the idea of full manageability of marketing process, its projecting and eligibility for analysis by means of stage-wise reproduction. The essence of marketing technologies consists in that, relying upon consistent feedback, the achievement of clear market targets should be ensured. Development and implementation of marketing technologies possess a range of specific features, which, in the opinion of Ye. Alyokhina, are as follows<sup>24</sup>: orientation of market technologies on strategic development targets; marketing integration into general system of company management; marketing technologies

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<sup>20</sup> Eriashvili, N.D., K. Howard, and Yu. A. Tsyapkina, etc. *Marketing: A Textbook for Universities*. Edited by N.D. Eriashvili. M.: UNITY-DANA, 2003: 91-92 [In Russian].

<sup>21</sup> Alekhina, E. S., and Y. A. Skrynnikova. "Formation of the concept and content of marketing technologies." *Modern problems of economics and management*3, no. 1 (2013). [In Russian].

<sup>22</sup> Selyukov, M.V. N.P. Shalygin, and A.M. Kulik "About the role and importance of marketing technologies in increasing the efficiency of business entities" *Modern problems of science and education* no.5, 2013. <http://www.science-education.ru/pdf/2013/5/185.pdf>. [In Russian].

<sup>23</sup> Fedko, V.P. *Marketing*. Rostov.: Phoenix, 2002. [In Russian].

<sup>24</sup> Alekhina, E. S., and Y. A. Skrynnikova. "Formation of the concept and content of marketing technologies." *Modern problems of economics and management*3, no. 1 (2013). [In Russian].

complex nature; continuity and renewability; dynamic fulfilment. However, as concluded by a range of economists<sup>25</sup>, this list of specific characteristics should be complemented with such important aspect in contemporary terms of market development as adaptivity, since any marketing technology should be adapted, should be capable of adjusting to consistently changing conditions of economic operator functioning, to his specific activity, and to management organization at the company.

In our opinion, international marketing technologies should be treated as a complex of methods, tools, measures and procedures aimed at ensuring effective exchange and achieving competitiveness in global goods markets. With globalization growing, integration processes intensifying and competitiveness escalating in international markets, the marketing technologies toolkit is extending and becoming more creative and comprehensive.

By using marketing technologies, a company may operate in the target segment, ensure and increase sales therein due to deep understanding of buyers demands, successfully compete with other companies, increase profitability or gain large market share, depending upon the targets<sup>26</sup>. Such scientists as Ford D. and Saren M. note that marketing technologies include market analysis, opportunities for adapting products and processes to specific analyzed requirements, and skills in logistics, advertising and sales. Given that, in their opinion, marketing technologies are the knowledge of methods for transporting products and technological processes for certain application and for optional implementation<sup>27</sup>. It should be noted that with appropriate application of these technologies a company is capable to select target segment, reduce expenditure and risks related to entering foreign market, increase profits from export operation, enhance the level of competitiveness of own products in foreign market, as well as to improve own image in national and international markets. With sufficient monetary resources available, the company is also capable to shape customers demands in foreign market.

Lately, especially relevant have become those marketing technologies characterized by scientifically-based procedures and methods, by constructive approach to using the potential available for economic operator, and, the most important, by creativity, creative approach to achieving the established targets, the main of which are the following: CRM technologies<sup>28</sup>; viral and guerrilla marketing technologies<sup>29</sup>, trade

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<sup>25</sup> Selyukov, M.V. N.P. Shalygin, and A.M. Kulik "About the role and importance of marketing technologies in increasing the efficiency of business entities" *Modern problems of science and education* no.5, 2013. <http://www.science-education.ru/pdf/2013/5/185.pdf>. [In Russian].

<sup>26</sup> Ilicheva, I.V. *Marketing technologies: educational-methodical manual*. Ulyanovsk: UIGTU, 2012. [In Russian].

<sup>27</sup> Ford, D., and M. Saren *Managing and Marketing Technology*. Thompson Learning, London, 2001: 50.

<sup>28</sup> Svyatnenko, V. "Marketing tehnologii yak zasib efektyvnogo rozvitku vitschiznykh pidpriemstv" *News of Kyiv National University of Ukraine Taras Shevchenko*161, no. 8 (2014): 44-9. [In Ukrainian].

marketing technologies<sup>30</sup>; direct and network marketing technologies<sup>31</sup>; integrated marketing communications<sup>32</sup>; branding and re-branding; cross marketing<sup>33</sup>; marketing Internet technologies<sup>34</sup>; mobile marketing technologies; call-centre marketing technologies; product placement; exhibition activity technologies; crowdsourcing<sup>35</sup> etc. In our opinion, international marketing technologies may be classified under such criteria as novelty, marketing object, availability of creative component, international activity stages, international marketing forms, digitalization level, management functions, customer-centredness scale, international marketing activity stages, financial security, and specific features of intercorporate coordination (Table 2).

**Table 2 Types of International Marketing Corporate Technologies<sup>36</sup>**

Criterion	Technologies types
Novelty	- traditional; innovative
Marketing object	- B2B technologies; B2C technologies; service technologies; those related to rights for intellectual property objects
Availability of creative component	- classic; creative
International activity stages	- basic; elementary; advanced
International marketing forms	- export; foreign economic; transnational; global
Digitalization level	- digital; regular; mixed
Management functions	- analysis; planning; organization; motivation; control
Customer-centredness scale	- CRM technologies; stakeholder-related technologies
International marketing activity stages	- segmenting; positioning; strategy development; marketing programs creation
Financial security	- regular; guerrilla/low-budget
Specific features of intercorporate coordination	- autonomous; cross marketing

<sup>29</sup> Ilicheva, I.V. *Marketing technologies: educational-methodical manual*. Ulyanovsk: UIGTU, 2012. [In Russian].

<sup>30</sup> Zherdyaev, N. "Trade marketing, or the creation of incentives for wholesale and retail traders." *The secret of the firm* 51, no. 12 (2004). [In Russian].

<sup>31</sup> Ilicheva, I.V. *Marketing technologies: educational-methodical manual*. Ulyanovsk: UIGTU, 2012. [In Russian].

<sup>32</sup> Svyatnenko, V. "Marketing tehnologii yak zasib effektivnogo rozvitku vitschiznykh pidpriemstv" *News of Kyiv National University of Ukraine Taras Shevchenko* 161, no. 8 (2014): 44-9. [In Ukrainian].

<sup>33</sup> Rebrikova, N.V. "Technology cross-marketing: theory and practice" *Problems and prospects of economics and management: materials II intern. Sci. Conf. Saint Petersburg*. St. Petersburg: Renome, 2013: 84-6. <http://www.moluch.ru/conf/econ/archive/77/4027/>. [In Russian].

<sup>34</sup> Illyashenko, S.M. "Modern trends in the use of Internet technologies in marketing." *Marketing and innovation management*, II, no. 4 (2011): 64-74. [In Ukrainian].

<sup>35</sup> Shevchuk, O. Yu. "The Influence of Modern Internet Marketing Technologies (Crowdsourcing) on Business Development" *Tavriysky State Agrotechnological University. – Zbyrnyk* 22, No. 5 (2013): 282-7. [In Ukrainian].

<sup>36</sup> Developed by the authors according to the data: Ilicheva, I.V. *Marketing technologies: educational-methodical manual*. Ulyanovsk: UIGTU, 2012. [In Russian].; Ford, D., and M. Saren *Managing and Marketing Technology*. Thompson Learning, London, 2001: 50; Svyatnenko, V. "Marketing tehnologii yak zasib effektivnogo rozvitku vitschiznykh pidpriemstv" *News of Kyiv National University of Ukraine Taras Shevchenko* 161, no. 8 (2014): 44-9. [In Ukrainian].

Marketing technologies affect criteria and indices of competitiveness of export and company. Effective use of the enlisted technologies results in: assessment of company capacities and targets; selection of the most optimal and feasible segments of foreign markets; defining and satisfaction of customers demands and wishes; gaining and maintaining competitive advantages as compared to competitors; adaptation and/or modification of products towards demands of foreign market and customers; minimization of risks and expenditure related to entering foreign markets; increase of profits from export activity; opportunity for assessing the level of company profits and foresee future customers demands.

### **World Practice of Applying Corporate Marketing Technologies for Improving Export Competitiveness**

Taking into account the vigorous and dynamic development of international environment, companies have concluded that in international markets the leadership may be achieved not only by means of satisfying the existing customers demands, but also by virtue of capability for creating new products first appearing in the market, and shaping the demand for those. Thus, innovation technologies woven into various spheres of company activity are coming to the fore. To achieve leadership, innovative approach should be applied not only in marketing, but also in company management. In contemporary business environment, to achieve competitive capacities companies should create a sustainable management system oriented not only on maximal satisfaction of interests of all company stakeholders, but also on continuous improvement and maintenance of business competitive advantages.

Upon investigating marketing technologies employed by world giant companies and enabling them to retain leading positions in international brands rating, it may be concluded that dynamic development and turbulence of economic environment, internal and international markets, customers demands and competitors actions impel them to extend the range of marketing technologies affecting the criteria and indices of company export competitiveness. As a result of the analysis, it is worth distinguishing a range of marketing technologies employed by companies to gain export competitiveness, and differentiate their impact upon shaping certain criteria and indices of export competitiveness (Table 3).

**Table 3 Benchmarking of Marketing Technologies for Achieving Company Export Competitiveness<sup>37</sup>**

<b>Export competitiveness criteria</b>	<b>Marketing technologies</b>	<b>Companies</b>
Sustainability	Segmenting, positioning, marketing research, CRM technologies, trade marketing, integrated marketing communications, branding, cross marketing, marketing Internet technologies	Apple, Coca-Cola, Samsung, Microsoft, Google, IBM, Volvo, Mercedes, Procter & Gamble
Effectiveness	Segmenting, positioning, marketing research, CRM technologies, viral and guerrilla marketing, trade marketing, integrated marketing communications, branding, cross marketing, marketing Internet technologies, exhibition activity technologies	Ford, Google, IBM, Microsoft, Volvo, Mercedes, American Express, Procter & Gamble, LG, Apple, Coca-Cola, Samsung
Adaptivity	Marketing research, CRM technologies, viral and guerrilla marketing, branding, cross marketing, product placement	BMW, Peugeot, IBM, Microsoft, Volvo, Mercedes, Apple, Coca-Cola, Samsung
Fair competition	Segmenting, positioning, marketing research, viral and guerrilla marketing, trade marketing, exhibition activity technologies	IBM, Microsoft, Volvo, Mercedes, American Express, Nissan
Ecological performance	Positioning, marketing research, integrated marketing communications, branding, cross marketing, exhibition activity technologies, CRM technologies	British Petroleum, Royal Dutch/Shell, LG, Coca-Cola, BMW, Peugeot, Volvo, Mercedes, Ford
Service maintenance	Marketing research, CRM technologies, trade marketing, integrated marketing communications, cross marketing, marketing Internet technologies	LG, BMW, Apple, Samsung, Mercedes, Ford, Peugeot, Volvo, Nissan
Brand awareness	Positioning, marketing research, CRM technologies, integrated marketing communications, branding, cross marketing, marketing Internet technologies, product placement, exhibition activity technologies	British Petroleum, LG, Apple, Coca-Cola, Samsung, Google, IBM, Microsoft, BMW, Peugeot, Volvo, Mercedes, Ford
High-technology	Positioning, marketing research, integrated marketing communications, branding, exhibition activity technologies	LG, Apple, Samsung, Google, IBM, Microsoft, BMW, Volvo, Mercedes

Increasing number of employed marketing technologies enables companies to retain and improve competitive advantages in international markets, attract new customers and establish close inter-relation between corporation and customers. Special attention should be given to developing corporate branding, since its main aim is to achieve customers trust not only to goods as such, but to company as a whole. Corporate brand has a long-term nature, covers relations between all stakeholders and is a far wider term than classic branding.

<sup>37</sup> Compiled from data: "Fortune." <http://fortune.com/global500/>; "Interbrand. Best global brands. 2015". <http://interbrand.com/best-brands/best-global-brands/2015/ranking/>

## Introduction of Marketing Technologies by Ukrainian Exporters

National business activity, alongside with the current crisis, is effected by numerous problems and obstacles, such as corruption, bureaucracy, low innovations level, low technological development etc. In general, Ukraine occupies 83rd of 189 places in Doing Business 2016 rating<sup>38</sup> (Poland – 25th, Germany – 15th), having gained 4 points as compared with 2015, and 109th place in international trade rating (Poland – 1st, Germany – 35th). In Ukraine, effecting an export transaction requires 11 documents, while only 4 are required in Germany and Poland. In average, exporting process lasts 127 hours (border formalities, customs clearance and internal transportation) which is substantially longer than in Germany and Poland – 40 and 15 hours, accordingly. Given that, the most time-consuming process in Ukraine is issuing of documents, while in other more developed countries these are executed in electronic form. Export cost in Ukraine comprises USD 667, which is substantially less than in Germany (USD 850) and Poland (USD 1000).

It is worth mentioning that the level of innovative activity of Ukrainian companies is obviously lower than in EU "outsider" countries (Latvia, Bulgaria), and approximately thrice lower than that of European leading countries. This determines slow character of products renewal and of production processes improvement in Ukrainian economy. In its turn, such state of things ensues low competitiveness of Ukrainian goods and services in domestic and global markets, and establishment of country specialization in relatively "simple" product types with low level of processing and added value. According to results of domestic companies analysis performed under EU methodology, only every fifth company in Ukraine has conducted innovative activity within 2010-2012, which actually equals to the level of 2008-2010. In processing industry, the activity level has been a bit higher – almost 26%. Of these, 61% have been engaged in technological innovations, while there have been only 50% such companies in average in Ukrainian economy. It is notable, that in service sector there also exists the demand for technological innovations: these have been involved by 33% and 46%, respectively<sup>39</sup>.

International audit and consulting company Deloitte<sup>40</sup> has published TOP500 largest companies of Central and Eastern Europe, where 32

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<sup>38</sup> "Doing Business. – 2016" <http://www.doingbusiness.org/~media/GIAWB/Doing%20Business/Documents/Annual-Reports/English/DB16-Full-Report.pdf>.

<sup>39</sup> "Ukraine's Modernization Plan "Ukraine: From Crisis to Economic Growth". Federation of Employers of Ukraine. Kyiv, 2015. [http://modernization.fru.org.ua/images/documents/Ukraine\\_part.pdf](http://modernization.fru.org.ua/images/documents/Ukraine_part.pdf). [In Ukrainian].

<sup>40</sup> "TOP 500 of the largest companies in Central and Eastern Europe" Official web page of Deloitte and Touche USAC, 2013. [http://www2.deloitte.com/content/dam/Deloitte/ua/Documents/research/c500/CETop500\\_2015\\_ua.pdf](http://www2.deloitte.com/content/dam/Deloitte/ua/Documents/research/c500/CETop500_2015_ua.pdf). [In Ukrainian].

enterprises from Ukraine have been included. It is a substantial reduction as compared to the preceding year, when 53 companies have appeared in the rating. Such results have been caused, first of all, by Hryvnia depreciation, decreased domestic demand, partial loss of assets by companies and problems with financing. In its turn, Forbes has ranged the largest non-governmental companies by their revenues, and has composed the rating of companies playing the most important role in economy of Ukraine<sup>41</sup>. The Top-10 looks as follows: Metinvest, energy holding DTEK, ArcelorMittal Kryvyi Rih Mining and Metallurgical Combine, ATB-Market, Fozzy Group, Megapolis-Ukraine, Kernel, Industrial Union of Donbass corporation, Ukrlandfarming agroholding and PJSC Ukrtatnafta.

NIBULON has become an example of effective employment of social responsible marketing technologies implemented in the following directions<sup>42</sup>: ensuring proper conditions for receiving basic education; improvement of medical service level; Ukrainian village infrastructure development; environment protection and preservation; implementation of energy saving innovative technologies in production; equal opportunities and the best working conditions. The issue of ecological production has risen for a range of Ukrainian metallurgical companies. In this respect, one of the largest companies, Metinvest, has closed Azovsteel obsolete sinter plants and coke batteries. The company has optimized coke and agglomerate supply at the cost of around USD 6 mln per year spent for extra transportation. As a result, the company is upgrading the production targeting the increase of efficiency and respecting contemporary ecological requirements.

To increase profits and attract new customers, companies are extending their activity frontiers by applying certain marketing technologies. For instance, WOG brand has been lately associated not only with the second largest gas stations network, but also with foodservice. In 2015, the company has detached "food" direction into an independent business. In autumn 2015, the first cafe working separately from gas station has been opened in Kyiv. WOG Cafe offers substantially extended menu, does not have any automobile-related hints in its interior, and maintains prices on democratic level. All these elements enabled to win Ukrainian Railways tender for Intercity trains catering. In 2014, the largest bank in Ukraine, PrivatBank, has launched the service supporting small and medium business to establish Internet grounds and connect e-commerce thereto. Thus, a PrivatBank

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<sup>41</sup> "Rating of «200 largest companies". «Ukrainian Media Holding». Forbes Magazine, 2014. <http://forbes.net.ua/ua/ratings/2>. [In Ukrainian].

<sup>42</sup> "Annual Social Report 2013-2014" Official site of "NIBULON" LLC. [http://nibulon.com/uploads/files/Booklet\\_Social\\_2015.pdf](http://nibulon.com/uploads/files/Booklet_Social_2015.pdf). [In Ukrainian].

client receives development of the own web-site for specific business, promotion settings and support.

The existence of rather competitive military-industrial complex, aircraft and spacecraft construction demonstrates high potential of the country and distinguishes Ukraine from third world countries. These industries own a range of designs retaining competitiveness in world market. Ukraine is among 10 world largest weapon exporters, and has the potential for becoming regional centre of sub-contracting activity for global defence industry. Defence technologies and innovative developments transfer into other economy sectors contributes to increasing their competitiveness. The goods in producing which Ukrainian manufacturers retain the possibilities for controlling added value chains due to availability of R&D, have already been integrated into world economy through purchasing components from well-known world producers. For instance, these include products of aircraft construction company Antonov, Pivdenmash, concern Ukroboronprom, Motor Sich, AutoKRAZ, Zaporizhtransformator, concern Ukrrosmetal, Turboatom etc. However, these companies risk to lose external markets due to the threat of technological underrun and inability to propose competitive sales and service terms to clients as compared to suppliers from other countries. Therefore, the policy in their respect should include state orders, export lobbying on the highest governmental level, governmental co-financing of R&D, facilitating export deliveries and internal investment demand for such companies products<sup>43</sup>.

In context of the necessity for overcoming crisis phenomena and increasing volumes of competitive export, the perspectives have been assessed of national industries integration into controlled global chains for creating added value with the relevant rating, enabling to distinguish those most prepared for cooperation ("Computers and electronic devices", "Handling equipment", "Agricultural machines and equipment", "Shoes", "Clothes", "Transport engineering" etc) and to estimate the contribution of marketing into market success ("Agricultural machines and equipment" – 18,3%, "Household appliances" – 16,8%, "Clothes" – 16,7%, "Transport engineering" – 16,1% etc) (Table 4).

Analysis of product groups demonstrates that the largest marketing support is required by: machines for soil preparing or processing (18,8%); machines for scattering, sprinkling or spraying liquids or powders (18,2%); agricultural tractors (16,7%); automobiles, mainline locomotives (16,7%); sea and river vessels (14,3%) etc.

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<sup>43</sup> "Ukraine's Modernization Plan "Ukraine: From Crisis to Economic Growth". Federation of Employers of Ukraine. Kyiv, 2015. [http://modernization.fru.org.ua/images/documents/Ukraine\\_part.pdf](http://modernization.fru.org.ua/images/documents/Ukraine_part.pdf). [In Ukrainian].

**Table 4 Assessment of Perspectives of Ukrainian Industries Integration Into Controlled Global Chains of Creating Added Value<sup>44</sup>**

Industries	Available potential rating	Rating of minimality of technical and organizational changes	Marketing relevance rating	Marketing contribution into market success (%)
Shoes	1	4	5	15
Clothes	2	4	3	16.7
Machines and equipment for mining work, quarrying and construction	2	6	7	1.23
Transport engineering	3	5	4	16.1
Agricultural machines and equipment	4	3	1	18.3
Computers and electronic devices	5	1	8	0
Handling equipment	5	2	8	0
Household appliances	5	7	2	16.8
Electric illumination equipment	6	4	6	2.8

Thus, Ukraine has a significant potential for increasing high-technology goods export (equipment, household appliances, electronics) contributed both by growing world demand and opportunity for integration into global chains of added value.

### Conclusions

1. Competitive export should be treated as the one performed on the basis of fair competition, progressive service maintenance, up-to-date branding, and characterised by sustainability, adaptivity, ecological performance, high-technology and effectiveness. With the aim of detailing the elements of competitive export, the latter should be typified depending upon the performer (export competitiveness of a company, country, region) and subject (export competitiveness of goods, services, rights upon intellectual property objects), keeping in mind universal and specific features of export criteria proposed to be characterised through a range of indices on corporate and state levels.

2. International marketing technologies should be interpreted as a complex of methods, tools, measures and procedures aimed at ensuring effective exchange and achieving competitiveness in global goods markets. International marketing technologies on corporate level should

<sup>44</sup> It is made according to the data "Ukraine's Modernization Plan "Ukraine: From Crisis to Economic Growth". Federation of Employers of Ukraine. Kyiv, 2015. [http://modernization.fru.org.ua/images/documents/Ukraine\\_part.pdf](http://modernization.fru.org.ua/images/documents/Ukraine_part.pdf). [In Ukrainian].

be typified under such criteria as: novelty, object, creative component availability, internationalization stages, international marketing forms, digitalization level, management functions, customer-centredness scale, international marketing activity stages, financial security, specific features of intercorporate coordination.

3. Leading international companies demonstrate strategic orientation for innovativeness, ecological performance, service maintenance systems modernization, creative brand management, sustainable competitive positions etc, with prioritized employment of such marketing technologies as segmenting and positioning, branding, business environment and target markets investigation, CRM and Internet technologies, trade marketing etc.

4. Global economy networking is one of priority features of world economic system transformation. In this context Ukraine possesses the potential for entering global added value chains, in particular, this concerns such product groups as computers and electronic devices, handling equipment, agricultural machines and equipment, shoes and clothes, transport engineering, machines and equipment for mining works and construction, household appliances. The largest marketing support in this respect will be required for exporting such goods as: machines for soil preparing or processing; machines for scattering, sprinkling or spraying liquids or powders; agricultural tractors; automobiles, mainline locomotives; sea and river vessels etc.

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