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**MODERN INTERNATIONAL MARKETING DEVELOPMENT CHALLENGES
IN THE CONTEXT OF WORLD MARKETS GLOBALIZATION**

The article seeks to explore the role of modern international marketing methodology in the context of world markets globalization. It is argued that the market economy paradigm is based on the methodology of international marketing. Within the scope of this study, international marketing is viewed as a key concept of strategic management of business international relationships which is currently becoming a global strategy for expanding international business interaction. Based on world best practice, the study develops a conceptual framework and methodological toolkit to enhance international marketing activities along with identifying the role of marketing in enterprise management through the prism of understanding its capacity and opportunities to address the issues of ensuring the company effective performance in the context of meeting the customers' needs in modern realia of national and world economy development. From this perspective, the globalization of modern world economy is a crucial factor in bursting the development of international marketing. The paper provides insights on the international market development based on high technology implementation revealing the major trends associated with breakthrough innovations doomed to become the key drivers of international marketing development in the globalized world markets environment. The transformational changes in the behavior of global markets participants are considered as a solid background for building approaches to implement modern tools to spur international marketing innovations. The study also presents the nature and the specifics of the international marketing toolkit along with assessing its current state and the possibilities to further application by business entities in the world market settings. The findings provide implications for further development of modern international marketing in the globalization context associated with rapidly growing world economy dynamics, intensified manufacturers' competition in the world market as well as with internationalization and integration of society. The authors suggest practical recommendations on the implementation of international marketing tools in Ukrainian enterprises and their positioning in the global markets.

Keywords: *international marketing; globalization of world markets; international business interaction; enterprise management; innovative products; high technologies.*

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**ПРОБЛЕМИ РОЗВИТКУ СУЧАСНОГО МІЖНАРОДНОГО МАРКЕТИНГУ
В УМОВАХ ГЛОБАЛІЗАЦІЇ СВІТОВИХ РИНКІВ**

У статті розкрито роль методології сучасного міжнародного маркетингу в умовах глобалізації світових ринків. Визначено, що парадигма формування сутності ринкової економіки базується на методології міжнародного маркетингу. Доведено, що міжнародний маркетинг є ключовою концепцією стратегічного управління функціонуванням суб'єктів міжнародних відносин. Підкреслюється, що міжнародний маркетинг стає однією з глобальних стратегій розширення міжнародної бізнес-взаємодії. Розроблено концептуальні засади і методи здійснення міжнародної маркетингової діяльності, сформовані на базі світового досвіду. Визначено роль маркетингу в управлінні підприємством у контексті розуміння його можливостей для вирішення завдань щодо забезпечення ефективної діяльності фірми з урахуванням вимог споживача на сучасному етапі розвитку національної і світової економік. Встановлено, що глобалізація сучасної світової економіки є вирішальним

фактором розвитку міжнародного маркетингу. Проаналізовано стан розвитку міжнародного ринку з використанням високих технологій та виявлено основні тенденції щодо проривних інновацій, що можуть стати головними драйверами розвитку міжнародного маркетингу в умовах глобалізації світових ринків. Ідентифіковано трансформаційні зміни поведінки учасників глобальних ринків як передумови необхідного розвитку підходів до впровадження інструментів міжнародного маркетингу інноваційних продуктів. Представлено особливості інструментарію міжнародного маркетингу, розкрито його підґрунтя, оцінено стан його розвитку та можливості подальшого використання в діяльності суб'єктів світових ринків. Обґрунтовано проблеми розвитку сучасного міжнародного маркетингу в умовах глобалізації, що пов'язані з динамічним розвитком світового господарства, конкуренцією товаровиробників на світовому ринку, а також інтернаціоналізацією та інтеграцією суспільства. Запропоновано практичні рекомендації щодо впровадження інструментів міжнародного маркетингу для підприємств України та їх позиціонування на світових ринках в умовах глобалізації.

Ключові слова: міжнародний маркетинг; глобалізація світових ринків; міжнародна бізнес-взаємодія; управління підприємством; інноваційні продукти; високі технології.

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ПРОБЛЕМЫ РАЗВИТИЯ СОВРЕМЕННОГО МЕЖДУНАРОДНОГО МАРКЕТИНГА В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ МИРОВЫХ РЫНКОВ

В статье раскрыта роль методологии современного международного маркетинга в условиях глобализации мировых рынков. Определено, что парадигма формирования сущности рыночной экономики базируется на методологии маркетинга. Доказано, что международный маркетинг является ключевой концепцией стратегического управления функционированием субъектов международных отношений. Подчеркивается, что международный маркетинг становится одной из глобальных стратегий расширения международного бизнес-взаимодействия. Разработаны концептуальные основы и методы осуществления международной маркетинговой деятельности, сформированные на базе мирового опыта. Определена роль маркетинга в управлении предприятием в контексте понимания его возможностей для решения задач по обеспечению эффективной деятельности фирмы с учётом требований потребителя на современном этапе развития национальной и мировой экономик. Установлено, что глобализация современной мировой экономики является решающим фактором развития международного маркетинга. Проанализировано состояние развития международного рынка с использованием высоких технологий и выявлены основные тенденции прорывных инноваций, которые могут стать главными драйверами развития международного маркетинга в условиях глобализации мировых рынков. Выявлено трансформационные изменения поведения участников глобальных рынков как предпосылки необходимого развития подходов к внедрению инструментов международного маркетинга инновационных продуктов. Представлены особенности инструментария международного маркетинга, раскрыта его база, оценено состояние и возможности дальнейшего его использования в деятельности субъектов мировых рынков. Обоснованно проблемы развития современного международного маркетинга в условиях глобализации, связанные с динамичным развитием мирового хозяйства, конкуренцией товаропроизводителей на мировом рынке, интернационализацией и интеграцией общества. Предложены практические рекомендации по внедрению инструментов международного маркетинга для предприятий Украины и их позиционированию на мировых рынках в условиях глобализации.

Ключевые слова: международный маркетинг; глобализация мировых рынков; международное бизнес-взаимодействие; управление предприятием; инновационные продукты; высокие технологии.

Formulation of the problem. In modern conditions, one of the most important concepts of enterprise management is marketing, designed to form rational production programs, quickly respond to emerging situations in the product markets and, ultimately, win in a competitive environment. At the same time, marketing relies on appropriate techniques and methods, the mastering of which requires serious knowledge and practical skills. In a civilized market, marketing is not just a guide to a targeted program of action, but also a "philosophy of modern business." Because of this, marketing now occupies a central place in the functioning of an economic unit as an integral mechanism, as well as in internal and external economic planning. The economic meaning of the use of marketing is to accelerate the return of production assets of enterprises, increase the mobility of production and the level of competitiveness of manufactured goods, the timely creation of new products and accelerate their promotion not just to the international market, but to those segments where the maximum commercial effect can be achieved. That is why international marketing – as a set of methods of comprehensive study of markets that have developed in world practice, identifying new needs and changing customer preferences, methods of creating effective channels for the sale of goods and services, conducting advertising campaigns with a system of appropriate services and management methods at enterprises – is of undoubted practical interest for domestic enterprises.

Literature review. The problems of studying the features of modern international marketing in the context of globalization are reflected in the works of such domestic scientists as I. Lilik, N. Popova, D. Rasshivalov, S. Sukachov-Trunin, A. Fedorchenko, V. Chagovets and others.

Among foreign scientists, B. Boomes, F. Kotler, J. Pasmantier, J. Hargan, Ch. Pemberton, H. Schwalbe, and others made a significant contribution to the development of this issue.

The aim of the study is to analyze the current problems of the development of international marketing in the context of globalization.

Results of the research. Each country has its own specifics, which you need to understand. A country's readiness to accept certain goods and services and its attractiveness as a market for foreign firms depends on the existing marketing environment in it. When planning to enter foreign markets, a participant in international marketing must study the economy of each country of interest. In modern conditions, due to the changing nature of the world market, oversaturated with high quality and diverse goods, international marketing is gaining increasing importance. The transition to a fundamentally different concept of technological processes is gaining momentum. Custom work is expanding as consumers want to buy products that meet their individual needs. Companies need access to national markets. Large-scale work to clarify local characteristics, cultural and other traditions in these markets is legitimate. Entering foreign markets is not limited to the simple sale of goods. It is necessary to have a permanent presence of a manufacturing company in the region where it sells its products. International marketing is aimed at studying all these features, patterns and trends in the development of the external market at the present stage. International marketing is also called upon to solve many global problems of the modern world economic process. Socio-political and economic processes cause significant shifts in the development of international marketing, shaping its new, more diverse forms.

The strongest influence on the development of modern international marketing and the world economy, their subsystems and their interaction is exerted by a number of different-level global factors, namely: the crisis of the world financial and credit system; technological revolution;

aggravation of energy, raw materials, environmental and food problems; strengthening the interdependence of national economies, their economic policy; overcoming intersystem contradictions between countries, which is manifested in the recognition of competition as the main factor ensuring the balance of intraeconomic development.

An important element of the global development of modern international marketing is the intensification of competition. Businesses are in a competitive environment like the one they have never known before. This is, of course, beneficial to the consumer. But it also means that efficiency gains, the constant renewal of production and the distribution network have become imperative and need to adapt to the new state of affairs.

The globalization of the modern world economy is a decisive factor in the development of international marketing. Globalization is a source of increased efficiency, significant improvement in consumer conditions. The commodity, and indeed all factors of production - capital, labor, information - move more and more freely and become available to everyone and at a cheaper price. However, there are also problems in the development of modern international marketing, which are associated with the fact that attempts to present marketing as a universal remedy for the serious ills of the modern economy remain unsuccessful. Being, in essence, a specific monopoly instrument of competition, marketing leads to a tough fight between monopoly giants for economic domination, which results in increased instability, leads to an increase in total costs per unit of output, and causes a rise in prices. Marketing indirectly affects social stability in countries with market economies, since its tasks include actively influencing consumer demand, imposing on the population a standard of consumption that is beneficial to commodity producers, which is often accompanied by inflating false needs, falsifying the novelty of the products offered to the buyer, etc. There are problems, but it must be admitted that the use of marketing principles is, in a sense, an engine of progress, since marketing is a new means of competition. In conditions of fierce competition inherent in any market, for effective management of production and distribution of products, a special system of measures aimed at achieving the final result is required – this system of measures also includes international marketing.

Unfortunately, the unstable economic and political situation in Ukraine does not yet allow to fully implement the main provisions of the marketing concept, since marketing, first of all, involves the collection and analysis of information about the market and its environment, compilation on their basis of short-, medium- and long-term forecasts of the development of the market situation (which, in particular, is influenced by environmental factors). In addition, psychologically, Ukrainian consumers for the most part are not yet ready for the leading role of the "dictator" of the market, and some manufacturers are still forced to work in the market blindly, hoping that sooner or later the product they offer will find its buyer. Therefore, in the current, rather extraordinary, market situation, the winner will be the one who can most optimally apply the whole concept of international marketing to Ukrainian reality. However, we have to admit that today a paradoxical situation is developing in many companies. Marketing services collect a fairly large amount of data, but they cannot fully use it, since there are neither methods for processing this information, nor an analysis system. In other words, there is a need for an integrated solution methodology. From an organizational point of view, it looks like the unification of disparate blocks of marketing accounting into a single integrated system.

International marketing firms must approach decision-making in this area in a consistent and comprehensive manner. First, you need to understand the international marketing environment and, in particular, the specifics of the international trading system. When considering a specific foreign market, one must proceed from an assessment of its economic, political, legal and cultural characteristics. Second, the firm must decide what percentage of its total sales it plans to carry out in foreign markets, whether it will operate only in several or in many countries at once; as well as in

what type of country it intends to work. Third, the firm must determine which specific markets to enter, and this requires assessing the likely level of return on capital invested in relation to the degree of existing risk. Fourth, the firm needs to decide exactly how to enter each market attractive to it - through exports, joint ventures or direct investment. The firm must be clear about the extent to which its products, incentive strategy, prices and distribution channels should be tailored to the specifics of each foreign market. Finally, the firm needs an effective organizational structure dedicated to international marketing activities.

In the context of the global market for effective promotion of goods and retention of leadership positions, enterprises use new ideas and technologies in absolutely everything: goods, services, processes, approaches [4].

It is possible to highlight the main current trends that determine the development of international marketing on a global scale at the present stage of business development. First, there is a stable growth of the advertising budget on a global scale: over the past ten years, the total advertising budget has increased by more than two-thirds [1].

According to experts from the Dentsu Aegis Network (presented in January 2019 and based on analysis of 59 markets), in 2019, the global advertising growth rate reached 3.8%, and the total investment amounted to \$ 625 billion. North America became the top growth regions in 2019, accounting for 42% and 30% of global growth. The contribution to global growth in Western Europe was 15%, in Latin America – 10%, and Central and Eastern Europe – 4% [8]. Digital ad spend grew 12% in 2019, reaching \$ 254 billion and for the first time exceeding 40% of the global share. Digital communication channels became predominant in 26 out of 59 analyzed markets. Moreover, for the first time the USA, Czech Republic, Malaysia and Singapore joined the list of countries with leading positions in digital [5]. The rapid growth rate of advertising on mobile devices continues (19.2%), especially the video format (20%), which is due to the growing popularity of ad views on smartphones [10]. Automated advertising grew by 19.2% in 2019, as this model begins to be implemented on TV and DOOH (Digital out-of-home – media that are placed in public places) [6]. TV ad spend fell 0.5% amid competition from Netflix, which offers users a video-on-demand service. However, television continues to innovate tirelessly, especially in the United States, with new ad formats, reduced ad load, and attribution solutions. [9] In 2019, the share of radio stations grew by 1.1%, reaching \$ 37 billion – 6% of total costs. Smart technologies are rapidly evolving voice assistants and intelligent speakers. In turn, this will stimulate the use of the audio format [3]. Traditional advertising in print media is losing ground somewhat (the level of reading of newspapers – by 7.2% and magazines – by 7% in 2019), as the focus has shifted to digital [12].

The role of outdoor advertising continues to grow (by 4% in 2019), reaching 6.3%, and the growth is stimulated by the use of DOOH [2]. In early February 2019, Kantar Media released a ranking of the world's largest advertisers. Consumer goods manufacturer Procter & Gamble retained the top spot in advertising budget. Amazon's 72.5 percent increase in ad spend was the largest in the top ten. The Internet retailer is actively investing in promoting its devices and services, despite the negative attitude of the founder and head of the company Jeff Bezos to advertising [11].

Conclusions and suggestions. The problems of the development of modern international marketing are associated with the dynamic development of the world economy, the competition of commodity producers in the world market, with the internationalization and integration of society. Understanding the principles of international marketing and following them in practice will allow Ukrainian enterprises to smoothly integrate into the world economy.

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