

THE ROLE OF MARKETING IN THE PROCESS OF MANAGING SUBJECTS' FINANCIAL AND ECONOMIC ACTIVITY RESULTS FORMATION

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In article the influence of marketing activity on the process of forming the financial results of an enterprise activity is considered.

The efficiency of managing subjects is formed under the influence of internal and external factors and the subsystem of marketing activity is the result of the interaction of various subsystems. The peculiarity of such position defines the role of marketing in the formation of efficiency of the managing subject. The article considers the influence of marketing activity on the formation of efficiency of internal subsystems of managing subjects: the subsystem of production, the subsystem of investment activity and innovative activity, and the subsystem of finance.

Production efficiency, in particular, depends on the congestion of production assets, the rhythm of production program, the volume of production. All the listed indicators are formed as a result of marketing activity, regarding forecasting the volumes of demand and market tendencies (equation, seasonal prevalence, recurrence, potential, competitive activity, etc.).

The efficiency of investment activity of managing subjects depends on the times of recovery of outlay of investments, the size of the pure discounted income, the norm of profitability of investment, that are the characteristics whose forecasted values are defined as a result of marketing research. The information received during the research allows to define the forecasted volume of demand (and consequently, both the volume and the completeness of the purchased equipment), the price level, the expenses for the advancement of the goods and services within the limits of the investment project, the demand for the basic resources according to the production program, generated on marketing forecasts. Throughout the project marketing information allows to correct the parameters of the project depending on the environment changes.

The efficiency of financial activity of managing subjects is, in many respects, based on the indicators formed with the help of experts in marketing. Thus, profitability indicators depend on the stability of the monetary streams provided by marketing, the profitability of actives is defined by the intensity of use of the assets, whose forecasting is also a marketing prerogative as it is based on the volume of market demand, prices and costs. Liquidity indicators depend on marketing activity, as they are defined by the efficiency of communicative activity (loyalty creation, brand awareness, popularity of the enterprise and its goods), and also the demand for the goods in the market. The listed marketing aspects allow to generate business costs, to receive additional income from its sale or management of its securities, and also from the sale of separate brands and business directions.

The efficiency of research and development is improved by the means of marketing activity, as a direct result of the choice of scientific and practical research direction, and finding out the strategy of competitors.

In general, the role of marketing in the process of forming the financial results of a management subject activity is of high priority and is considered in the context of the following directions:

1) Marketing allows to save internal resources of managing subjects due to the accuracy of forecasts, more productive communication, goods satisfying the requirements of the market, the decrease in expenses for marketing activity, and the choice of stable partners;

2) Marketing works with consumers, specifies the demand, which saves means at the product launch stage, at the stage of the adap-

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tation of the goods, and also stabilizes cash flow in the long-term period.

The key subject of environment is the consumer. Consumer satisfaction is defined by their efficiency. Moreover, modern research assumes that the consumer is the participant of a business partnership, along with its other participants. The key concept of the network form of business is mutual relations. From the position of the neoinstitutional theory, the efficiency of business of a managing subject depends on the degree of trust between the managing subjects within the limits of the partner mutual relations.

J. Igan defines the following stages of development of trust:

1. Trust based on rational calculation;
2. Trust based on practical knowledge;
3. Trust based on a mutual recognition;
4. Trust, as an integral part of industrial activity.

Marketing acts as the subject of the formation of trust, as it allows to establish communication with subjects of a microhabitat and the society as a whole, and provides analysis and satisfaction of the demand.

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