

# MECHANISM OF PROACTIVE MANAGEMENT OF STRATEGIC MARKETING STABILITY OF COMMERCIAL ENTERPRISES

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In the article, the authors examined the theoretical aspects of the category of strategic stability. Proved that using proactive management of marketing activities to ensure the sustainability of strategic marketing company develops its own vector of development and marketing regardless of operating conditions in the selected direction.

Its development is based on the simultaneous development of marketing activities in accordance with the objectives for the strategic development and marketing adjustments have developed marketing plans and programs with a view to minimize risks of their implementation and to advance competition.

The authors described in detail the proposed mechanism for the proactive management of strategic marketing resistance, covering four important processes: proactive analysis; proactive diagnosis; proactive forecast and proactive improvement.

The proactive analysis provides a comprehensive analysis of the marketing environment factors to assess the degree of instability.

At this stage, advisable companies focus on improving the quality of information provision process of strategic marketing.

Proactive diagnosis aims to identify causal relationships between identified risks and the marketing results of marketing activities of enterprises.

Proactive forecast aims to design a marketing strategy based on behaviour generation and selection of the most efficient marketing scenario of strengthening strategic stability.

Based on specified in the previous step scenario of strengthening strategic stability marketing company is developing a set of relevant marketing strategies that will promote the best achievement of strategic marketing goals.

Selecting the most appropriate scenario of strengthening strategic stability proposed marketing made using the economic and mathematical model of fuzzy reasoning. At the first stage, it is necessary to analyse multiobjective fuzzy version of the script, which will set criteria for choosing the best scenario for the implementation of activities in a particular company.