

## CONCEPTUAL FRAMEWORK OF INTERNAL MARKETING

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Most modern domestic companies, functioning in new conditions of managing, trying to apply old methods of marketing and management. The main problems in personnel management remain the same: insufficient attention to staff motivation, training and development. The motivation of most managers is perceived as in itself existing, which is reinforced by fear of losing job during unemployment. Most often the motivational role played by economic incentives, namely bonus payments, sometimes without reference to the result.

The current trend towards convergence of marketing and management, which gave rise to the emergence of the so-called marketing management, encourages the perception of employees of their organization not only as a labour resource but also as real and potential customers. In light of this, the study of the nature and role of internal marketing are becoming more relevant.

The article outlines the essence of internally marketing product, internal marketing rates, marketing space internally and internally marketing promotion. Characterized by ideological differences of constituent elements of internal marketing are similar in a traditional sense. In General, this article forms a clear view on the internal marketing as a marketing concept, and makes the future possibility of determining its value along with the latest marketing concepts.

A prerequisite for the development of elements of internal marketing complex 4P is the comparative analysis of the nature of the internal and traditional marketing concepts. According to the results, both concepts are quite close in key States, which manifests their marketing nature. However, despite this, they have completely different purpose and objectives, as well as objects of action, which requires entities that conduct the influence of various instruments in essence and orientation. This conclusion determined the purpose of this article, which was formed above.

The starting point for this article can be considered as the modern vision of the nature and content of the elements of internal marketing representatives of the Ukrainian school of marketing. The elements reflect the essence of the concept of internal marketing and introduce its identity to marketing theory in General. However, these elements are a program of internal marketing on the level of top management and in the management of the departments or the promotion of personalities or individual ideas. Further development of this complex sees the emergence of internally marketing models and strategies of interaction of these elements, according to the initial conditions and the desired results. Today, only the desire of managers to improve business practices, restrains or stimulates the progress of the concept of internal marketing in practice and in theory.