

MARKETING AT ENTERPRISES: CONTEMPORARY ASPECTS

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The article considers the features of certain aspects of marketing at enterprises. It is emphasized that since the information age the world has been moving towards the era of inspiration. The idea of K. Roberts suggesting that the modern world can be described by the acronym VUCA (volatility, uncertainty, complexity, and ambiguity) is supported in the article. The causes of problems of modern marketing are investigated. Several negative activities that affect the effectiveness of marketing implementation are analyzed. The emphasis is placed on the need to intensify activities that develop the customer-oriented system of the enterprise, and to keep implementing Internet marketing and personnel marketing.

It is determined that market literacy, intelligibility, and market awareness of costumers have grown, and this fact cause the need

to constantly create innovations and select personnel capable of managing them.

Therefore, the role personnel marketing as a set of recruitment tools that ensure the achievement of the enterprise objectives is growing. The marketing strategy designed to get human capital determines the use of modern approaches for attracting new employees and developing existing personnel that is capable of developing certain innovations and implementing ways of informing about them. Manufacturers are advised to create not just new products but also new benefits for consumers. It is stated that customer satisfaction is achieved not only through their identification but primarily through the establishment and development of partnerships with customers, as well as with any counterparties both in the business space and within the organization.

It is emphasized that emotional attractiveness of the good produced is more important than its diversification. In the past, when an enterprise entered the market with an innovative product, priorities were set to minimize the risk, however today, priorities are changing, and enterprises want to enter the

market faster, to become a leader on market and have the largest share of it. The costs of entering the market late may exceed costs from ineffectiveness of new products.

A list of negative actions that affect the effectiveness of marketing implementation at Ukrainian enterprises are cited.