

## **B2B marketing as a modern direction of enterprise's development**

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The article considers the importance of B2B marketing as a modern direction of development of enterprises; defined it as an effective tool for organizing management in industrial markets. This kind of marketing is aimed at high-quality satisfaction of the needs of corporate clients, increasing the efficiency of relations in industrial markets and optimizing social transformations in general.

In modern conditions there is a need for research and practical application of B2B marketing on the basis of understanding of its basics and the use of preconditions for perspective development taking into account the trends of the environment. It is proved that B2B marketing ensures the implementation of strategic objectives for the effective management of marketing policies at all management levels. On this basis, the author analyzed the conceptual principles and prerequisites for the effective development of industrial marketing; practical recommendations regarding its application are given.

The current state of the marketing concept in Ukraine is formed under conditions when market actors are under the significant influence of various environmental factors. Economic, political, social, technological and other factors of the macro environment have different effects on the state of B2B marketing. On the one hand, they create objective prerequisites for its further development and on the other – they become peculiar barriers to functioning in the market.

The analysis of these barriers is important, as well as the study of objective prerequisites for the further development of industrial marketing, since their consideration is necessary to ensure the competitiveness of enterprises and the selection of their optimal marketing strategies.

The perspective directions of B2B marketing as a kind of economic activity are grounded, aimed at increasing the efficiency of relations between industrial subjects and meeting the needs of corporate clients.