

IMPROVEMENT OF SCIENTIFIC AND METHODOLOGICAL APPROACH TO THE EVALUATION OF AN ENTERPRISE'S MARKETING ACTIVITY

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In the article, the theoretical questions regarding the scientific and methodological support of evaluation of marketing activity of enterprises under the conditions of cyber marketing are considered. The methodical approach, which is based on the calculation of the integral index, taking into account the modern part of Internet marketing is suggested. When calculating the integral index of marketing activity, a group of online-marketing indicators was taken into account.

Recently, enterprises are operating in unstable, uncertain, complex and ambiguous environment, under the conditions of, as it is called, VUCA-world, for which are typical quite abrupt environmental changes, substantial negative influence impacts of its factors. It causes some serious problems, to overcome which the country's enterprises should increase the efficiency of their activities, including through their marketing activity.

Thus, as a result of the analysis of interpretations of the concept of enterprise's marketing activity it is found that there is no consensus on the definition of the concept among scientists. Most researchers tend to this understanding of the concept of marketing activity as complex behaviours, efficiency of functioning, profitability or cumulative effect.

The purpose of this article is to develop scientific and methodological support for the evaluation of marketing activity of the enterprises on the basis of calculation of integral index, taking into account modern component of Internet marketing. The main purpose of the assessment of marketing activity of the company is to establish its current level and identification of reserves to improve it. A procedure of evaluating marketing activity of the enterprise is a technology of specific measures' set implementation in order to achieve this goal.