

ECONOMIC AND MANAGEMENT AT ENTERPRISES

DOI: 10.46340/eujem.2020.6.2.12

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MARKETING AND LOGISTICS IN THE ACTIVITY OF AN ENTERPRISE: COMPARATIVE CHARACTERISTICS AND THEIR RELATIONSHIP

The arguments substantiating the interaction parameters of the marketing and logistics departments in the organization are presented. A modern interpretation of the main comparative characteristics is given, the role of marketing and logistics services is determined. The parameters of marketing and logistics comparison are examined and tested within the effectiveness of their interaction. The content of marketing and logistic activities is discussed and concretized in relation to the main functional areas. The connection of management efficiency attached to appropriate interaction of marketing and logistics services is traced.

Characteristic features of the current state of machine-building enterprises are the high dynamism and the increasing complexity of interconnections between market participants entering into processes of production, distribution, exchange and consumption. The native market for machine-building products is characterized by dynamic changes that need to be taken into account in operational and strategic planning.

Keywords: marketing, logistics, marketing and logistics management, the relationship of marketing and logistics, a comparative analysis of marketing and logistics.

Problem statement. Modern conditions for the existence and development of the economy dictate the urgency of focusing on additional business tools that can provide a competitive advantage for organizations. This is necessary, since the basis of any economy is production, for the development and maintenance of which it is necessary to use modern, sufficiently effective parameters for managing of flow processes. One of the most progressive scientific and applied directions in this area is logistics and marketing.

The integrated system of marketing and logistics allow optimizing the structures of resources managing of enterprises, and hence to encourage the tenacity on the market and customers' loyalty. Marketing permits to maximize customer satisfaction and logistic integration allow delivering the necessary goods to the right place in right time with minimum expenses.

Recent research and publications analysis. It is quite meaningful researched the question of innovative development of enterprises, and the question of marketing and logical support at industrial enterprises in the works of foreign and native scientists. Prior to this, marketing processes were separately considered by such scientists as Armstrong G., Kotler F., Bagiev G. L. and others. Logistics appeared a little bit later than marketing, but almost immediately it became clear that some processes in logistics are inextricably linked with marketing. Logistics processes were studied by J. Fern and Lee Sparks, Anikin B., Rodkina T. and others.

The work by Afanasyeva M., Bagiyeva L., Golikova E., Rudelius V., Azaryan A., Babenko N., Kozaka I., Balabanova L. is devoted to the development and practical application of the tools of logistics and marketing. All of them define marketing logistics with the dominance of either logistics or marketing in this structure. In most cases, the interaction of both concepts is considered from the position of an industrial enterprise, the problematics of this topic is not much contact with the service industry. Such approaches do not allow correctly and from a comprehensive perspective to form a system of marketing and logistics at machine-building enterprises.

Aim of article. The aim of the article is to determine the point of interaction of marketing and logistics at machine-building enterprises and to form an integrated system of marketing and logistics of industrial enterprise using a systematic approach.

Statement of basic materials. Machine-building is considered a major field of industrial world. The leading role in the field of structure of industrial system of Ukraine belongs to the machine-building industry, which is an important branch in the economy of the country. During 2014-2019, the specific weight of the volume costs of scientific and technological work accomplishment in GDP was 0.7-0.47%, however it is seen a clear tendency to decrease.

Among the factors that kept the innovation activity, experts identified the following: lack of private means, as it is demonstrated by almost 81,7% of industrial enterprises; insufficient financial backing of the state – 50,9%; heavy expenses for innovation – 49,3%; imperfection of legislation – 33,5%; high economic risk – 32,5%; long payback term of innovations – 30%; lack of information about new technologies – 17,1%; lack of opportunities for cooperation with other enterprises and scientific organizations – 16,7%; lack of information about selling markets – 15,2%; lack of demand for product and insusceptibility of an enterprises to innovate – 14,4%; lack of qualified staff – 13,7%¹.

The essence and content of the activities of these services form an objective understanding of conditions of market development, which is able to lose its chaotic direction and to be regulated by previously established economic relationships in which the consumer plays a important role. The consumer sets the parameters for the requirements to the goods, its technical and economic characteristics, the required quantity, delivery time (in the first instance it is various kinds of equipment), forming the prerequisites for the opportunity of market distribution among commodity producers². The competition for consumers' loyalty is intensifying. For the opportunity to maintain market profiles machine-building enterprises try to learn more comprehensive and in-depth potential customers group and direction of market needs movement, which impose high requirements to the properties and characteristics of goods.

Thus, marketing completes and develops logistics, linking all the links of the economic process into a mobile, technical and technological and planned-economy coordinated system³. Table 1 presents a comparative analysis of the object and subject of the research in logistics and marketing area⁴.

The fundamental difference of marketing and logistics is as follows: logistics is more focused on internal transactions, while marketing – on external transactions. Considering marketing and logistics in consideration of management concept, marketing focuses on the market. Logistics focuses on the flow, identifying the possible ways of increasing the material, informational value and usefulness of goods for the consumer. Despite the difference in the directions of marketing and logistics activities, their functions overlap⁵.

Nowadays, marketing and logistics are closely interconnected in the process of forming the commodity producer's offer on the market of goods and services. Such co-operation of these spheres of action determines the effectiveness of the promotion of goods/services in the market, it is presented in table 2.

¹ Гаджинский, А. М. (2020). Взаимосвязь логистики и маркетинга. *Элитариум* <http://www.elitarium.ru/vzaimosvjaz_logistiki_marketinga/> (2020, лютий, 20).

² Кириченко, А. А. (2020). Менеджмент внешнеэкономической деятельности. *Lybs.Ru* <<http://lybs.ru/index-10314.htm>> (2020, February, 01).

³ Гаджинский, А. М. (2020). Взаимосвязь логистики и маркетинга. *Элитариум* <http://www.elitarium.ru/vzaimosvjaz_logistiki_marketinga/> (2020, лютий, 20).

⁴ Кириченко, А. А. (2020). Менеджмент внешнеэкономической деятельности. *Lybs.Ru* <<http://lybs.ru/index-10314.htm>> (2020, February, 01).

⁵ Бачинский, Г. П. (2008) Проблемы маркетинга. Логистика: Концепция маркетинговой логистики. *Евразийский международный научно-аналитический журнал*, 4, 28.

Table 1

Comparative Analysis of the Object and Subject of the Research in Logistics and Marketing Area

No.	Comparative characteristics	Logistics	Marketing
1	The object of the study	Material flows, circulating in the markets	Markets and their conditions for specific goods and services
2	The subject of the study	Optimization of material management processes	Optimization of market conduct for realization of goods and services
3	Interaction principle	Timely satisfaction of demand through the fast and exact goods delivery to the ultimate customer	Identify, stimulate and form the demand
4	Methods of the study	A systematic approach to the formation of material-conducting chains, as well as generally accessible methods that are used in the planning, management of production and economic systems	Methods of market research, consumer demand and the formation of the supply of specific goods and services
5	Conclusive results	Creation of project systems that meet the objectives of logistics: the necessary goods of the required quality in sufficient quantity in a certain place within the agreed time, in consideration of cost minimization	Recommendations on production and marketing tactics and organization strategies: what goods to produce, determination of the required volume and terms. Consideration of benefits for realization of goods.

Table 2

Approach Changing due to Interaction of Marketing and Logistics in a Machine-Building Enterprise

No.	Comparative characteristics	Logistics	Marketing	Comprehensive approach
1	Goal-setting	Total cost minimization	Maximize profitability	Sharing optimization
2	Theoretical and Applied Content	Satisfaction of demand	Change in demand	Formation of demand
3	Management object	Economic flow	Target market	Commodity circulation
4	Nature of management	System	Market	Combined
5	Organizational form	Logistic system	Marketing system	Integrated system

Logistics as well as marketing is developing in accordance with changes in the market of goods/services. Marketing examines demand, based on the needs of modern customers, while logistics determines the optimal ways of delivering goods to consumers, so for the success of marketing research you need to understand the logistic situation in the market¹.

¹ Будрин, А. Г., Немчин, А. М., Татаренко, В. Н. (2012). Проблемы маркетинга. Логистика: Маркетинг

The successful interaction of the relevant departments in the company engaged in logistics and marketing, contributes to the successful realization of goods or services on the market, that is why the connection of these sciences is undoubted¹. Table 3 presents the main characteristics of their interaction within the organization.

Table 3

Content Logistics and Marketing Activities on Machine-Building Enterprise

No.	Logistics	Marketing
1	Procurement logistics: the solution of supplier selection aim (suppliers research, the computation of their rankings and others.)	Marketing research of competitors, prices, market, preferences of consumers, suppliers, enterprise environment, etc.
2	Production Logistics: The formation of management system of material flow at production (rational organization of production, product quality control, etc.)	Product policy: the formation of the assortment of manufactured goods, the innovative component, life cycle, increasing the competitiveness of goods, wrapping, etc.
3	Logistics stocks: Monitoring system and mechanism of state of stocks, norm setting of stocks, size determination of the ordered batch)	Pricing policy: determination of the parameters that influence on the pricing, choosing a pricing strategy, etc.
4	Transport logistics: the creation of transport systems, the selection of type and type of mode of transport, the definition of rational delivery routes, etc. Warehousing, materials handling and wrapping	Communication policy; advertising activity, PR-events, sales promotion (promotion, discounts), etc.
5	Distribution logistics: selection of a distribution system, determination of the optimal amount and distribution centers location	Sales policy: the formation of a distribution system, determination of the optimal amount of intermediaries
6	Information logistics: formation of a logistics information system	Formation of a marketing information system
7	Logistics Cost Accounting	Marketing Cost Accounting

The coherence of the logistics and marketing department is the key to maximizing the profit by the enterprise by timely satisfaction of the demand, formation of distribution channels and networks, management of information flows for the ability of fast and high-quality information exchange. The significance of the marketing and logistics union can be seen even in the emerging term “marketing logistics” – this is the main tool in modern competition.

The concept of marketing logistics provides for signification and effective management the mechanism of the fields in cooperation of marketing and logistics. The system of functional union of marketing and logistic is presented in Fig. 1^{2,3}.

It should be noted that marketing logistics fulfils the processes according to a functional basis, implying the absence of significant difference between marketing and sales operations. This direction of logistics is a tool for marketing channel managing, focusing on the process of integrating marketing and logistics functions

в контексте полідисциплінарного підходу к изучению. *Проблемы современной экономики*, 1, 193-195.

¹ Будрин, А. Г., Немчин, А. М., Татаренко, В. Н. (2012) Проблемы маркетинга. *Логистика: Маркетинг в контексте полідисциплінарного підходу к изучению. Проблемы современной экономики*, 1, 193-195.

² Лоянич, Г. С., Шарко, В. В. (2018). Взаємодія маркетингових та логістичних технологій на підприємстві. *Вісник Хмельницького національного університету. Економічні науки*, 5 (2), 169-172.

³ Шарко, В. В. (2018). Маркетинговий механізм управління в стратегії інноваційного розвитку підприємства. *Вісник Хмельницького національного університету Серія: Економічні науки*, 6 (2), 241-246.

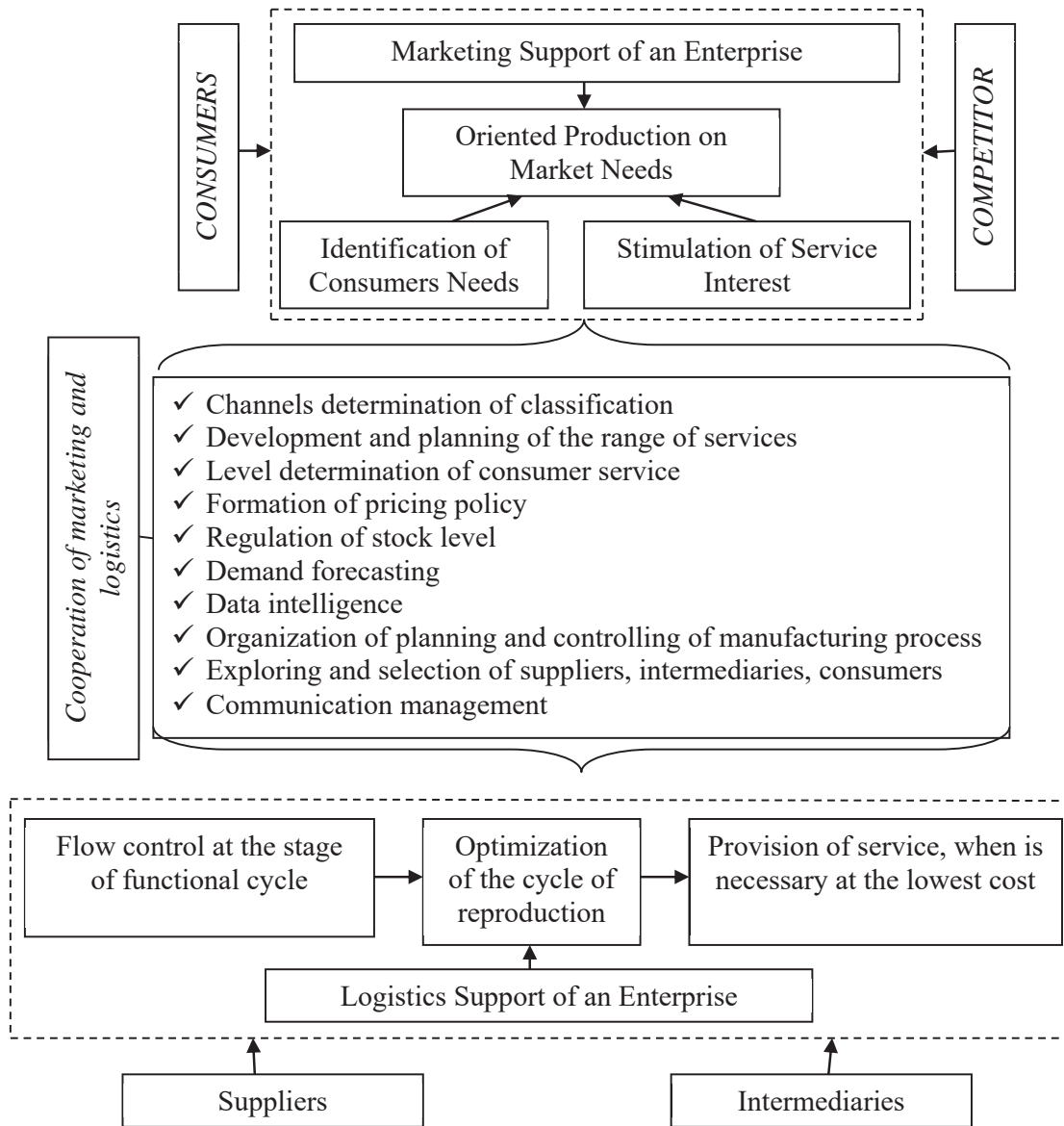


Fig. 1. System of marketing and logistic cooperation

in order to preserve the significant value of the offer of goods and services. With the purpose of evaluation of the effectiveness of the direction of marketing logistics, it is used the definition of "complete order"¹.

The marketing logistics management process within the marketing channel uses mainly logistic approaches to organizational structures, with the aim of developing current and perspective plans and while creating control systems. Using as a tool for marketing channel management, marketing logistics is focused on integrating of logistics and marketing functions, controlling for preservation of significant value of realizational goods and service. In the current market conditions, the term "marketing logistics" is considered quite incorrect, because there is an underestimation of the role of marketing as a field of research. Marketing and logistics should be considered as separate directions for the functioning of which it is necessary close communication.

¹ Крамаренко, І. С., Хаустова, К. М., Архангельська, А.-М. (2019). Роль інвестицій в розвитку транспортно-логістичної системи України. *Економіка і суспільство*, 20, 456-462. <http://economyandsociety.in.ua/journal/20_ukr/61.pdf> (2020, February, 03).

Nowadays, logistics and marketing are uniquely important for the functioning of modern machine-building enterprises. The use of logistics and marketing approaches help to perform basic tasks of production at a high level, optimizing the costs and simultaneously increasing the productivity of the organizational activity based on competent evaluation of the market and the formation of up-to-date proposal. Therefore, the improvement of logistics and marketing approaches in the field of production is an integral part and the purpose of the machine-building enterprises, which is committed to the development of their business and to maximize customer satisfaction¹.

Conclusions. Marketing and logistics are the only science that is the tool for effective management of material and accompanied them by other flows. The experience of the world's leading machine-building corporations proves the high efficiency of application both marketing and logistics strategies to form a positive companies image and getting sustainable competitive advantages. Under modern conditions of management it is useful for native machine-building enterprises to implement to their activities leading managerial experience, according to which to the basis of the development is the concept of marketing and logistics management. The very use of marketing concept in its practice will allow the enterprises to form an effective system of strategic marketing management, thus ensuring high competitiveness and qualitative adaptation to the changeable market conditions, since marketing tools are an important strategic resource of enterprises activity, and involving potential of logistics and its practical industrial tools occasioned by the need of passing barriers of entrance into the markets of developed economics and the condition of optimal preservation of the their position in the native markets.

Involving of marketing and logistics potentials, their practical industrial tools is occasioned by the need of achieving the competitiveness of native machine-building enterprises, preservation of their position in the native markets and passing the barriers of entrance into the markets of developed economics.

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¹ Шарко В.В. (2018) Логістичні концепції та технології на промисловому підприємстві: систематизація та їх особливості. *Вісник Хмельницького національного університету Серія: Економічні науки*. № 1. Т.6. 19-26.