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FUTURE STUDY IMPLEMENTATION INTO MARKETING ACTIVITY OF COMPANIES

УПРОВАДЖЕННЯ ДОСЛІДЖЕНЬ МАЙБУТНЬОГО У МАРКЕТИНГОВУ ДІЯЛЬНІСТЬ КОМПАНІЙ

Business forecasting has turned into a popular and trending order of researches, particularly under the conditions of the pandemic of the coronavirus disease. In contrast to numerous reports of general forecasts for markets, which are widely available, marketers of the ordinary companies need a simple initial guideline of implementation future study principles into their marketing activity. In the article the two ways were proposed to the marketers of the companies: the external collaboration with companies which specialize on business forecasting, and internal implementation of business forecasting into the marketing activity of the company. In article it was shown that the hectic marketing demand on future studies, business forecasting and developing of individual recommendations on the basis of these future studies could provoke and lead to marketing myopia as on the level of the representatives of the data industry as on the level of the ordinary companies. The internal forecasting was proposed for the companies as more effective. The article highlighted the special marketing role of understanding of history of economics in the process of internal business forecasting and future studies in the marketing activity of companies. In the article there were also represented the evolution of marketing specialists, approaches to marketing and forecasting. It was highlighted that initially this process was asynchronous in different countries in the world, but later it was synchronized. The importance of the development startup projects in industrial scales was grounded by the conditions of global uncertainty. It assumes the necessity of scaling up the number of innovative projects developed by the company.

New thinkers among marketing specialists have to appear for being able to create effective forecasts. In the article the economic relations forecasting model was proposed on the basis of the system-synergy paradigm and the model of evolution and revolution of economic relations. It assumes the particular cyclic scenario of the economic development that gives the marketers the key principles for their marketing forecasting and leading the future economic relations with their consumers. Marketing insights of the possible future evolutionary and revolutionary dynamics of economic relations, possible future economic values open for the marketers the opportunity to develop and rule consumers' needs for the benefits of the future of the humankind.

Keywords: marketing activity, future study, marketing evolution, business forecasting, uncertainty, economic relations forecasting model, model of evolution and revolution of economic relations

Бізнес-прогнозування перетворилося на популярний і трендовий напрямок досліджень, особливо в умовах пандемії корона вірусної хвороби. У противагу до численних загальних звітів з прогнозами для ринків, що знаходяться у загальному доступі, маркетологи звичайних компаній потребують простої первісної інструкції з запровадження принципів дослідження майбутнього у їх маркетингову діяльність. У

статті маркетологам компанії було запропоновано два способи: зовнішня співпраця з компаніями, що спеціалізуються на бізнес-прогнозуванні, та внутрішнє впровадження бізнес-прогнозування у маркетингову діяльність компанії. У статті було показано, що бурхливий маркетинговий попит на дослідження майбутнього, бізнес-прогнозування та розроблення для компаній індивідуальних рекомендацій на основі цих досліджень майбутнього можуть спровокувати та призвести до маркетингової короткозорості як на рівні компаній-представників індустрії даних, так і на рівні звичайних компаній. Внутрішнє прогнозування було запропоновано для компаній як більш ефективне. Стаття підкреслює особливу маркетингову роль глибокого розуміння історії економіки у процесі внутрішнього бізнес-прогнозування, дослідженнях майбутнього у маркетинговій діяльності компаній. У статті також було представлено еволюцію маркетингових спеціалістів, підходів до маркетингу та процесів прогнозування у маркетинговій діяльності компаній. Було підкреслено, що на початковому етапі цей процес був асинхронним у різних країнах світу, але потім він синхронізувався. Важливість розроблення стартап-проектів в індустріальних масштабах була обґрунтована в умовах глобальної невизначеності. Це передбачає необхідність масштабування численності інноваційних проектів, що розробляються компанією. Нові мислителі серед маркетингових спеціалістів мають з'явитися і бути спроможними розробляти ефективні прогнози. Модель прогнозування економічних відносин була запропонована у статті на основі системно-синергетичної парадигми та моделі еволюції та революції економічних відносин. Вона передбачає певний циклічний сценарій економічного розвитку що надає маркетологам ключові принципи для розробки ними прогнозів та управління майбутніми економічними відносинами з їх споживачами. Маркетингове розуміння можливої майбутньої еволюційної та революційної динаміки економічних відносин, можливих економічних цінностей відкриває маркетологам можливість формувати та управляти потребами споживачів в інтересах майбутнього усього людства.

Ключові слова: маркетингова діяльність, дослідження майбутнього, еволюція маркетингу, бізнес-прогнозування, невизначеність, модель прогнозування економічних відносин, модель еволюції та революції економічних відносин

Introduction. Business forecasting has turned into a trending order of researches, particularly under the conditions of the pandemic of the coronavirus disease [1]. It can be explained by the rapidly changes in economics that were not predicted by the companies. The number of different forecasts, foresights, reports of results of researches and different models of the future scenarios are increasing. But it is too difficult for the ordinary company or its marketer to straighten out a very complicated subject of future studies under pressure of time.

On the one hand the business forecasts of the company future can be given to an external company that specializes on business forecasting. On the other hand the function of the developing of business forecasts can be implemented in the marketing activity by the internal marketers of this company. But the forecasting function of the marketing activity is highlighted not enough and it is limited by the routine marketing activity and the development of the short-termed marketing plans in most cases. Marketers of the companies need a simple initial guideline of implementation future study principles into their marketing activity.

Task setting is to simplify the process of future study implementation into marketing activity.

Methodology. The methods of the system analysis, the analyses of the global marketing environment, the methods of the analogies are used in the article.

Research results. In contrast of the beginning of the pandemic of the coronavirus disease in 2020, the consumers' demand on such kind of data and marketing recommendations now assumes the very short-termed and quick-made forecasts, "faster and more relevant data and research" [2]. The companies want to know information as few as possible for answering the question what they have to do for their surveying right now. And they request nothing more. They are not interested in the reasons about why a proposed forecast is effective or the future consequences the propositions lead to in the long term future, they just need an effective short operational guideline. But such kind of trends leads to marketing myopia among different enterprises in the markets.

Marketing myopia may appertain to the data industry and ensure the cognitive misrepresentation of the future to satisfy consumers' demand by entities of this market if these business forecasting companies follow money values only under the conditions of market economics when the competitive advantages and satisfaction of the consumers' demand are the main reasons of business activity of the company [3]. But every deep business forecast has to be developed on the basis of wide multidisciplinary and interdisciplinary marketing researches of the contemporary economics and analyses of the historical development to find out some analogies for predictions and propositions. So the hectic demand can provoke a role of history to be lost in the process of deep business prediction of the future and confine consumers to general recommendations on the basis of relevant marketing research results. This means that companies will face with the same problems in the future which have already appeared in the past.

Considering all possible risks of external business forecasting, the internal business forecasting seems to be the most effective due to the fact that internal marketing propositions ground on the basis of the company history in most cases and a company marketer is much more responsible for their own marketing decisions about the future of their company. So marketing has to turn into the operational business forecasting of the company. This fact assumes that forecasting and the marketing strategy have to be developed on the basis of deep understanding of the past and the future. This information is available for only internal marketers of a company. This means that forecasting has to be integrated into operational activity of the marketing specialist of the company. It can be compared as the analogy with the model of business cycle fluctuations decreasing developed by C. Mitchell [4]. He proposed to create a governmental authority for forecasting and planning. And The Harvard-Barometer Croup was founded for prediction of economic crises and the development of appropriate strategies for the state [5]. But are the ordinary marketers really ready for the long-termed prediction of the future of their companies, national and global economics on the basis of the past?

Marketers and marketing, being the concept of the enterprise management, have already evolved through some stages of their own evolution. There are many different classification and approaches to the criteria of the periodization of the

development of marketing [6]. But there are no a singular approach to this issue. In this article the marketing development periodization grounds on the criteria of the necessary marketer's skills on the markets.

According to this approach to the marketing development, every its stage can be determined in accordance with the stage of the global economic development, where marketer's skills correspond with global technological changes [7; 8]. So the first stage of the marketing development (Marketing 1.0) appeared under the economic conditions of the Industry 2.0 when technologies started to scale themselves en masse and marketing turned into an effective tool of governance of different emerging markets. Marketing 1.0 also corresponded with the concept of globalization of this period that assumed opening boards of national markets for development of the single global market. Marketing 1.0 made significant investments to satisfying all consumers' needs and grounded on all features of the traditional industrial society. Taking into consideration that Ukraine had started to implement market economy after 1991, Marketing 1.0 appeared in our country later in contrast to other developed countries in the world. Forecasting and future studies were not implemented widely through the initial stage of the development.

The second marketing development stage (Marketing 2.0) appeared during Industry 3.0 when technologies began to "learn" how to communicate with a human. It was a period when the global economy started the mass implementation of different features of the information society, the appearance of new economic subjects like providers, producers of information content, social media, other new communication channels and new communication tools. And enterprises needed a new approach to economic relations management by new tools - Marketing 2.0 that assumes the implementation of different digital technologies into marketing activities. It has to be noticed that the moment of the historical appearance of an innovative technology, the moment of its implementation in economics en masse and the moment of its turning into the revolution technology are asynchronous. For example, the initial elements of information and computer technologies (ICT) appeared at the end of the 1960s – the beginning of the 1970s. The processes of their implementation in the national economics were not synchronic in different countries in the world. In the USA this process started at the beginning of the 1990s. The similar process in Ukraine is dated by the first half-part of the 2000s when the internet began covering the Ukrainians quickly, in particularly due to the fact that the first social media platforms started their scaling up too. The first nontypical economic crisis of 2008 was able to indicate the fact of the synchronization of the information society on the global level. There were some other features of Marketing 2.0. They were defined by the Sustainable development concept accepted by the Organization of United Nations in 2020. And Marketing 2.0 tried to ensure any events in the fields of ecological and society importance. Forecasting and future studies started to be popular among the marketers 2.0 due to implementation of the long-term planning. But they were limited by general problems issues just and rare included individual future studies and individual business forecasting for a long-term period of time in the future.

But when companies faced with the first nontypical global economy crisis in 2008, the next stage of the marketing evolution started Marketing 3.0. In contrast to all previous versions of approaches to marketing the main difference of Marketing 3.0 assumed creating and managing not a product or a service only but a startup-project. It was an internal marketing feedback by the companies to the non-predictable economic chaos during 2008-2015. The global economics fluctuated near its lowest growth indicators: it tried to recover the crisis of 2008 but it run out of time, came to the next crisis of 2012 and so on. This means that any economic activity was not stable. Any product, been profitable before an economic crisis, became unprofitable during it. And companies needed to find out some innovative business decisions for these non-stable economic periods by this trial and error method for their precarious existence. By this period the Ukrainian economics had already almost synchronized with the global economics. In contrast to emerging crises situations and exacerbation of unpredictable events, marketing plans were cut in the planning terms in the future through the uncertainty.

And when the global economy fell into the pandemic of the coronavirus disease, the contemporary stage of marketing development started Marketing 4.0. Marketing 4.0 is a new concept that assumes making prompt management decisions under the conditions of global uncertainty. This uncertainty has brought many innovative global risks including technological features of Industry 4.0 marketers have to face with. It defines the necessity of startup-project creating. But in the contrast to the concept of Marketing 3.0, startup-projects have to be made in industrial scales. Managing only one startup-project is not enough on this stage of the economics development. Companies need a lot of different attempts to find out innovative profitable fields by selling or investing and implementing their startup-projects under the conditions of uncertainty. But every this process corresponds with risks, particularly the financial risks. That is why marketers 4.0 have to be able to predict risks, the demand and possible prospective economic fields in the long-term future, and business forecasting becomes one of the most important skills for the marketers 4.0.

Business forecasting corresponds with the approaches to the principles of the economics development. The economy is a cyclic science. If the marketers realize this principle, they will be able to find out the similarity between the future and the historical periods in the past. It can turn into the key of the business forecasting. But the approaches to the economic development and its periodisation are numerous, not singular and changing now [9]. This means that marketing specialists have to follow these innovative economic trends and implement them into their business forecasting process. They need some simple forecast model for implementation in their marketing activity.

The business forecasting has to join different ways proposed by the system and synergy paradigm [9]. This paradigm assumes that there is a strong interdependence between economic, political, social and cultural spheres of a human's life and that is why it is necessary to use some several-sorted criteria of periodisation simultaneously as an attempt to build up the universal approach to history of economics [10]. Although there is no singular approach to economics

history in the world now that makes this question be controversial and sophisticated too much for the marketers.

On the one hand the contemporary economic thought grounds on evolution approach. According to it, the economic system is studied in its dynamics as a natural and historical process [9]. It assumes cause and effect relationship between future and history of the economic system. This approach to the economic development includes many different models of the evolution development of economics. One of these models is the cumulative model by P. Duhem [11]. It assumes that science always accumulates all previous knowledge. This makes it possible to study only contemporary economic thought without any other previous ideas.

On the other hand according to the approach of scientific revolutions by T. S. Kuhn [12], science comes through three periods as the step before the paradigm; the paradigmatic step and the post-paradigm step of the scientific development. This model assumes economics evolution during the paradigmatic step only. Every post-paradigm step turns into a revolution of the previous ideas though the appearance of innovative occurrences, facts and phenomenon which cannot be explained on the basis of traditional knowledge. As we can see, in contrast to the evolution approach which has not be able to predict the pandemic of the coronavirus disease, the model of scientific revolutions can explain the appearance of the global economic crisis of 2020 as the consequences of this fact and also the way of economics recovering by the implementations of innovative technologies and the total integration economics into the information society. The main ideas of model of scientific revolutions by T. S. Kuhn were implemented in the model of evolution and revolution of markets by D. E. Schultz [13].

The model of the cyclic development by Ch. Gide and Ch. Rist [14; 15], the model of business cycle fluctuations by C. Mitchell [4], the models of business cycles by J. Kitchin [16], C. Juglar [17], S. Kuznets [18], Kondratiev [19], evolutionary economics by J. Schumpeter [20] and others assume that there are cycles of the economics development that include periodical decreasing of economics (recession), depression, its increasing (expansion), stagnation and so on.

All these approaches can complete and correspond with each other. They were combined and joined by the model of evolution and revolution of economic relations [21] that can turn into the economic relations forecasting model (Fig 1).

According to the proposed marketing forecasting model every next stage of any new period demonstrates the same set of obligatory entries or facts. There are next:

1. The appearance of the revolution technology that is able to destroy the structure of previous economic relations. The revolution technology then provokes the next economic era and the other type of economic relations.
2. The emerging of new economic values as the consequences of the revolution technology scaling up en masse.

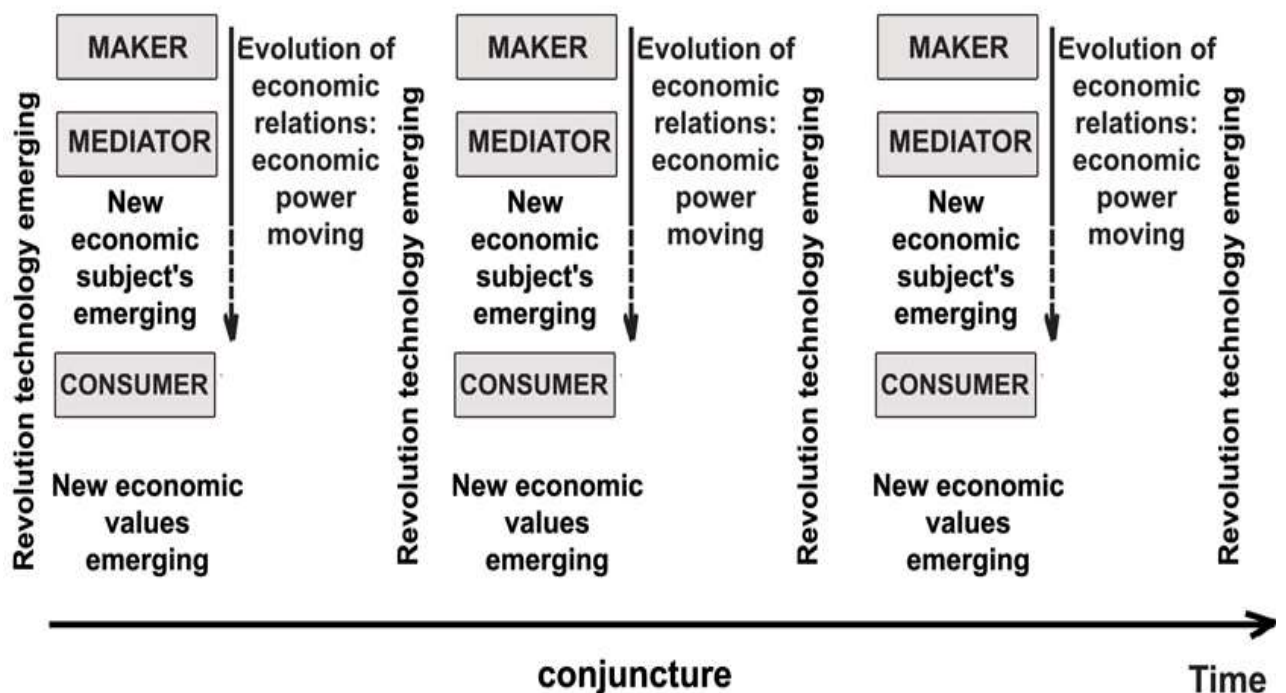


Figure 1 - The economic relations forecasting model

3. There is a discrete evolution of economic relations between a maker (makers), a mediator (mediators) and a consumer (consumers). This means that during every particular period economic power is moving from a maker to a mediator and then approximates to consumers but has never achieved them yet.

4. The emerging of a new economic subject. In the next period during the next evolution of new economic relations the new economic subject concentrates economic power on the basis of a new type of economic values.

For example, under the conditions of the rapidly integration of the global economics into the Information society we can already watch all of the obligatory entries of the next economic era. The evolution of economic relations transferred economic power from the content makers to the providers. Time and popularity may turn into new economic values. The technology on the basis of Artificial Intelligence seems to become a new revolution technology and simultaneously a new economic subject. On the basis of the marketing forecasting model the marketers can forecast that a new economic era will start. For more profitable economic activity it will be prospective for the company if startup projects ground on time or popularity.

The marketers have to change their approach to the conduction of the marketing researches. The traditional approach, named “from-today-to-tomorrow” assumes developing of the marketing programs on the basis of the existing consumers needs on the basis of the results of the marketing researches. But this is marketing myopia because the short-termed profits by satisfying of existing consumers’ needs can lead to different negative effects for all the society in the

future. The conduction of the future-oriented marketing researches can prevent this marketing myopia. Marketing activity has to turn around. The direction of the marketing researches has to be conducted from the future to today. This means that marketers have to study not the existed consumers' needs but the possible problems of the humankind in the future. And on the basis of these results marketers have to form among the consumers of their companies the needs which are necessary for the future and for the humankind.

Conclusions. Business forecasting has turned into a popular and trending order of researches, particularly under the conditions of the pandemic of the coronavirus disease. In contrast to numerous reports of general forecasts for markets, which are widely available, marketers of the ordinary companies need a simple initial guideline of implementation future study principles into their marketing activity.

New thinkers among marketing specialists have to appear for being able to create effective forecasts. In the article the economic relations forecasting model was proposed on the basis of the system-synergy paradigm and the model of evolution and revolution of economic relations. It assumes the particular cyclic scenario of the economic development that gives the marketers the key principles for their marketing forecasting and leading the future economic relations with their consumers. Marketing insights of the possible future evolutionary and revolutionary dynamics of economic relations, possible future economic values open for the marketers the opportunity to develop and rule consumers' needs for the benefits of the future of the humankind.

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