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Trends in marketing management of enterprise competitiveness in the digital economy

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Abstract. *The necessity of using marketing management of the enterprise's competitiveness in the digital economy is substantiated. Factors that influence the enterprise's competitiveness are established. Modern trends in increasing the enterprise's competitiveness are highlighted. The necessity of using marketing strategies for managing the enterprise's competitiveness in the digital economy is substantiated.*

Keywords: *marketing management, enterprise, competitiveness, digital economy.*

The difficult conditions for conducting financial and economic activities of domestic enterprises are due to the trends of rapid changes in the operating conditions, the need to take into account the risks of doing business, the instability of the political and economic situation, the need to attract additional financial resources. In order to enter the foreign market and develop export and import potential, it is necessary for the products of domestic enterprises to comply with international quality standards and ensure competitiveness. This requires the use of new approaches in marketing management that would allow to influence the increase in the competitiveness of enterprises.

An effectively operating system of marketing management of competitiveness contributes to the growth of the main economic indicators of the enterprise, its development, strengthening of competitive advantages, etc.

Factors influencing the competitiveness of the enterprise can be classified into three classical groups:

1. Macro-level factors, which influence the functioning of the international and national economy (they are not directly controlled by the enterprise, but create a general contextual basis for its activities).

2. Meso-level factors, which characterize the impact on the enterprise of the industry in which it operates (contains organizational and economic aspects that affect the competitiveness of the enterprise in a specific industry or sector).

3. Micro-level factors as internal elements of the enterprise's production system that directly affect competitiveness [1]. They are divided into factors that affect the overall competitiveness potential and factors that affect the competitiveness of products.

Factors that influence the overall competitiveness of an enterprise include: quality management, management potential: management competence and efficiency, scientific and technological potential, innovative susceptibility and adaptability, logistics potential, brand and reputation of the enterprise, production potential, financial potential. Factors of product competitiveness include those that influence the perception and popularity of products in the market. These include: quality, price, innovation, design, brand, packaging, availability, logistics, service and after-sales support, environmental sustainability and many others.

The marketing strategy should accurately identify the market segments on which the business entity should focus most of its efforts. After the marketing strategy has been successfully developed, the company can begin to develop a detailed program of activities for the production and sale of goods [2]. The process of developing a marketing strategy involves identifying target market segments, developing a positioning strategy, maintaining and strengthening customer relationships, and a strategy for planning updated products. Developing a marketing program involves defining a product strategy and a product promotion strategy. The effectiveness of a marketing strategy depends on information support. In this regard, the formation of a marketing information system is important for the competitiveness of the enterprise.

Current trends in increasing the competitiveness of enterprises include the use of data analytics and artificial intelligence, a focus on digital transformation, analysis of social networks and online interactions, a focus on sustainable development, analysis of the competitive environment, and a focus on personalization. The latter is increasingly important, as studying and understanding individual needs and desires of consumers helps enterprises attract and retain customers [3].

The outlined trends show that the study of competitiveness in modern conditions requires a broader approach and the use of advanced marketing technologies to identify opportunities and develop sustainable marketing strategies. In addition to these trends, difficult-to-predict external environmental factors have a significant impact on the marketing management of the competitiveness of the enterprise.

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