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Impact of Globalization Processes on Company's Marketing Strategies

The global economic landscape is undergoing significant transformation, characterized by intensifying globalization processes and escalating international competition. The article examines the essence of globalization, its main directions and its impact on the world as a whole, as well as on enterprises and their marketing strategies in the conditions of constant changes. The study explores how globalization fundamentally reshapes marketing paradigms, compelling organizations to adapt their strategies to complex, dynamic global markets, and presents the opportunities/advantages and threats/disadvantages that globalization processes of the world economy bring to the marketing activities of enterprises. The research analyzes critical dimensions of globalization's influence on marketing, highlighting the emergence of global consumer markets, evolving communication technologies, and the necessity for flexible, responsive marketing frameworks. Key findings reveal that successful international marketing strategies now require a nuanced understanding of both standardization and localization principles. The investigation underscores the importance of understanding diverse market characteristics, consumer behaviors, and regional variations in developing effective international marketing strategies.

Keywords: *globalization, internationalization, international marketing, marketing strategies, economic globalization, world economy*

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Relevance of the Topic

The modern global economic system is at a difficult stage of development, characterized, on one hand, by the expansion of the scope and scale of globalization in the world economy, and on the other, by a deep economic crisis. In the current situation, there is an intensification of competitive struggle among producers both in the domestic markets of individual countries and at the level of the global market as a whole. In this context, the success of any participant in international business, regardless of their activity profile, depends on their ability to respond and accurately track changes occurring in the global environment.

Under these conditions, the role of international marketing significantly increases as one of the main systems of international entrepreneurship that ensures interaction with the external environment in close cooperation with its production subsystem. Consequently, there is a need to evaluate and analyze the impact of globalization processes on the marketing activities of enterprises so that they can expand their mass sales, supplies, and production operations on the global market, being able to create global structures that allow them to quickly transfer information and ideas from one part of the world to another.

Problem Statement

At the end of the 20th century, the global economy, as a conglomerate of national economies and their economic and political relationships, finds a new characteristic: globalization, which is the most important form and simultaneously a new stage in the internationalization of economic life. It encompasses the main processes of socio-economic development in the world and accelerates economic growth and its modernization. At the same time, globalization gives rise to new contradictions and problems in the world economy. Today, all countries are dependent on the process of globalization to varying degrees.

Globalization is the leading concept that has become a key factor in business life over the last few decades. This phenomenon affects the economy, business life, society, and the environment in various ways, and almost all corporations have been affected by these changes. Changes occurring in society, including in the fields of communication and technology and the transmission of information, have led to changes in business processes and marketing strategies to address these shifts. To overcome them, companies should consider various aspects of the primary effects of globalization. Therefore, it is necessary to deeply understand the nature of globalization, how it impacts business and marketing activities, and the consequences it entails, so that, by using this knowledge, companies and business organizations, especially multinational corporations, can continuously develop and improve their marketing programs and projects that meet consumer standards and enable them to serve their clients across national borders.

Analysis of Recent Research and Publications

The development of globalization processes in the world economic system has been studied by such Ukrainian scholars as L. L. Antonyuk [1], A. M. Kolot [2], D.G. Lukyanenko [1], Z. O. Lutsyshyn [3], V. E. Novytskyi [4], A. M. Poruchnyk [1], and others. A significant contribution to the study of globalization processes in the world economy has also been made by foreign scholars such as Mike Featherstone, Roland Robertson, George Soros, and David Held.

Issues of marketing activities of enterprises, which are already subjects of international entrepreneurship or plan to enter international markets, have been addressed by specialists in international marketing: O. L. Kanishchenko [5], Y. V. Saveliev [6], T. M. Tsygankova [7], P. A. Chernomaz [8]. These researchers have made a significant contribution to the development of marketing thought, but in the current conditions of rapidly developing processes of globalization and internationalization, it is necessary to emphasize the link between these processes and marketing.

Formulating the Objectives of the Article

The main objective of the article is to analyze the transformation of enterprise marketing management as it enters the international level, taking into account globalization and internationalization.

Presentation of the Main Research Material

For centuries, human society around the world has gradually established closer contacts. Recently, the pace of global integration has sharply increased. Unprecedented changes in communications, transportation, and computer technologies have given a new “boost” to the process and made this world more interconnected than ever before. Multinational corporations manufacture products in many countries and sell them to consumers worldwide. Money, technology, and raw materials move across national borders more swiftly than ever. Alongside them, various types of products and revenues, ideas, and culture also circulate more freely than ever before. As a result, new laws, economics, and public movements are formed at the international level [9].

The term "globalization" emerged around the early 1960s, initiated by a Canadian media theory specialist and was first introduced into the lexicon in 1961 [10]. Currently, the concept of globalization has become one of the most important concepts affecting the activities of many organizations and companies worldwide. Changes occurring in society, including in the fields of communication and technology, have led to changes in business processes and marketing strategies to address these shifts. Given this fact, alongside the changes occurring in society, monitoring global markets becomes increasingly necessary. As a result, companies and business organizations, especially multinational corporations, continuously develop and refine their marketing programs and projects that meet consumer standards and enable them to serve their clients across national borders.

Globalization is a general term that encompasses many directions (Figure 1), so it is entirely normal to have multiple perspectives on the definition of this concept.

After analyzing several definitions of the term "globalization" and generalizing them, we can determine that:

Globalization means that social, economic, cultural, political, and other relationships and connections become global. At the same time, it is an increase in the level of interaction both within states and between them. What is new for modern processes of globalization is the dissemination of information through social networks into areas of activity such as technology, organizational, administrative, legal, and others, as well as the constant intensification of trends towards establishing connections through numerous networks of modern communications and new information technology. Thus, state-territorial borders are becoming more transparent [11].

There is a new phenomenon of modern globalization processes — the emergence and continuous growth of financial markets (currency, stock, credit), which has a huge impact on the entire sphere of production and trade in the world economy. However, the main change is not quantitative but qualitative in the entire financial sector and its role in international economic life. For instance, the financial crisis that

Economic	related to trade, money, corporations, banks, capital, etc.;
Political	refers to science, government, war, peace, intergovernmental organizations, non-governmental organizations, and political regimes;
Sociological	concerns communities, conflicts between them, social classes, nations, international agreements;
Psychological	considers individual persons, subjects and objects of global action;
Anthropological	analyzes the coincidence of cultures, their adaptation, differences between them, cultural mergers;
Communicative	related to the dissemination of information and knowledge, use of the Internet, etc.;
Geographical	applies to all aspects, provided they can be anchored in space.

Fig. 1. The main directions of globalization

Source: created by the author based on [10] began in Southeast Asia in the fall of 1997 (Figure 2) demonstrated a new situation: the enormously increased role of financial markets and advanced globalization in this area. Hence, events in Asia immediately affected these markets, and therefore, the economies as a whole — in Europe and the USA. Therefore, many experts and economists say that the global integration of financial markets is becoming increasingly strong, undermining national economies, monetary and fiscal policies of countries.

The globalization of economic activity develops in the following directions:

- International trade in goods, services, technologies, intellectual property.
- International movement of factors of production (capital in the form of direct foreign investments, labor in the form of unregulated migration of unskilled and semi-skilled workers, as well as in the form of "brain drain").

International financial operations: loans (private, government, international organizations); primary securities (stocks, bonds, and other debt obligations), derivative financial instruments (futures, options, etc.), currency operations.

The relationship between these three areas, and various forms within each of them, has significantly changed in recent years.

Economic globalization, highlighted in Figure 3, is a process characterized by structural changes and the gradual formation of an organically integrated world economy, which, in turn, is a necessary element in the establishment and development of the integrity of world society.

Regarding marketing specifically, globalization means the emergence of international consumer goods markets, leading to the sale of these goods through similar advertising campaigns to people from vastly different cultures.

Typically, globalization, as a process that enhances interdependence in social, political, cultural, and economic aspects, has led to significant changes in the business environment. Among these changes, the emergence of new opportunities and threats are considered the most important. The new opportunities arising in the conditions of business globalization include:

- Increased market potential.
- Increased number of potential clients.
- Increased investment potential.
- Availability of resources.

Since marketing is a highly dynamic field closely linked to today's dynamic world, it undoubtedly cannot remain unchanged as a result of the globalization process.

Before analyzing the impact of the globalization process on the marketing activities of enterprises, it is essential to clearly distinguish between the concept of "globalization" and "internationalization." Claudio Vignali believes that globalization implies the formation of marketing strategies as if the world is a single whole, and marketing standardizes production everywhere

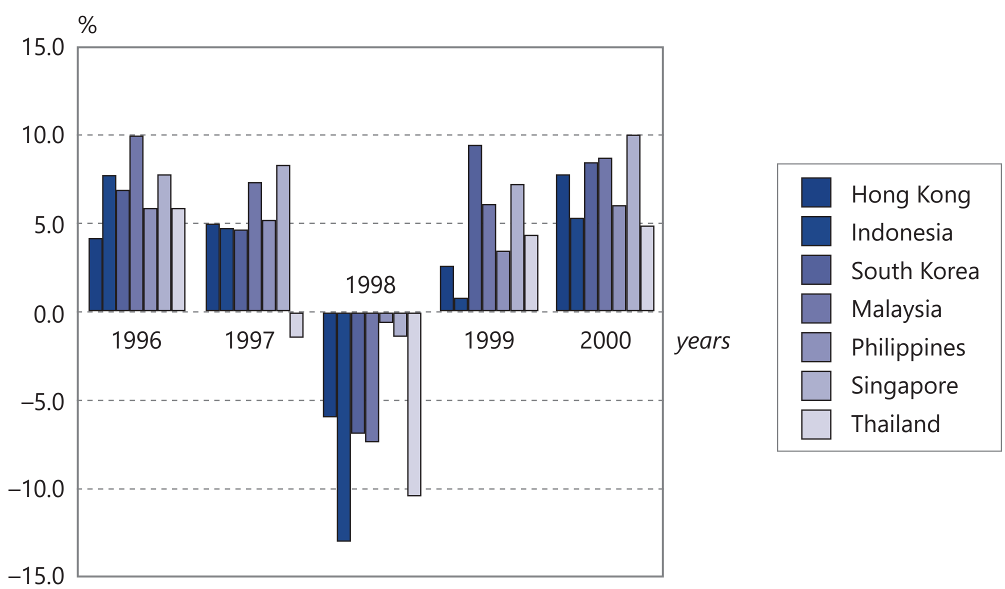

Fig. 2. Growth rates of real GDP in some Southeast Asian countries, % compared to the previous year

Source: [12]

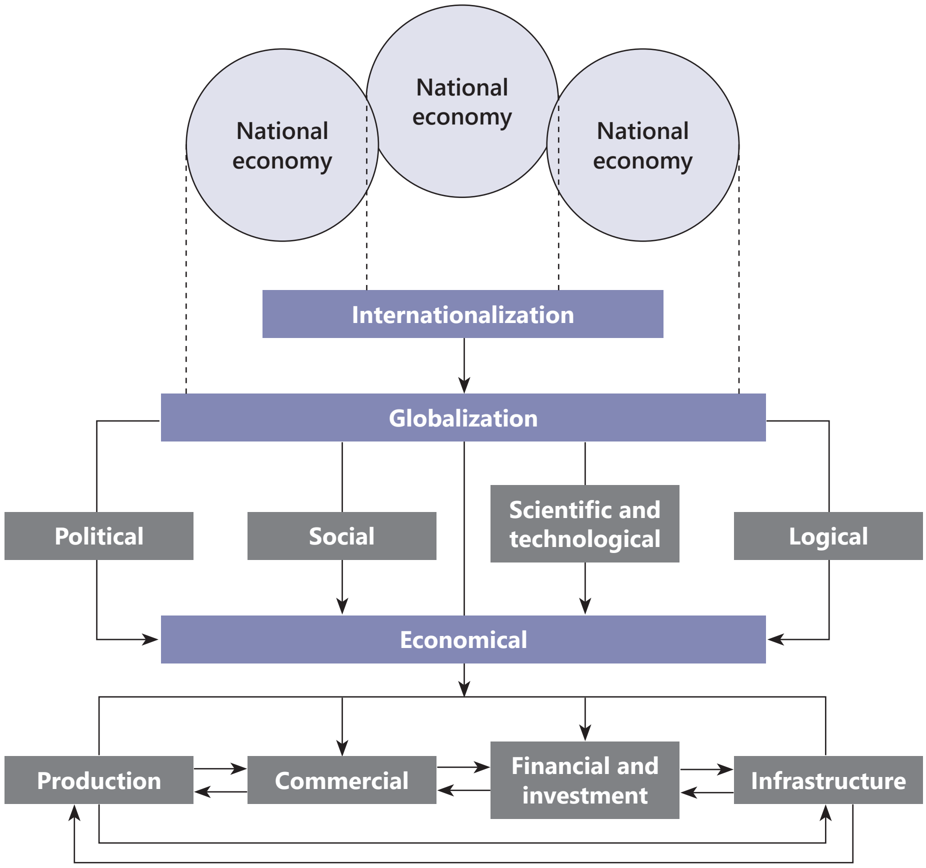

Fig. 3. Structuring of the globalization process
Source: [13, pp. 64-71]

in the same way, by a single method. The same author defines internationalization as a process that involves adapting marketing strategies for different regions of the world in accordance with cultural, regional, and national differences to serve specific target markets [14]. While the boundaries between these two concepts should be clearly established, they should not be viewed as opposing concepts. On the contrary, literature highlights several viewpoints supporting the idea that organizations should use elements of both globalization and internationalization in developing their strategies [10].

Regarding the marketing activities of an enterprise, we observe, on one hand, an unprecedented intensification of competition and extremely rapid, numerous, and intense changes in all areas, and on the other hand, the emergence of so-called "global products" (e.g., Coca-Cola, Mercedes, Toyota, Microsoft, McDonald's, etc.). Marketing departments of modern companies face stiff competition on a global scale, making their marketing activities very dynamic in the global environment, leading to frequent revisions of marketing programs.

The significant interest in international marketing can be explained by fundamental changes in the global economic system, related to changes in demand on global markets. In modern conditions, companies find themselves fully impacted by foreign buyers, suppliers, and competitors, even within their own borders, facing competition from domestic and foreign firms.

Besides short-term changes in economic conditions, the last few decades have seen five serious shifts that will continue to facilitate globalization and increase the importance of international marketing and export management. The changes are as follows:

- The information revolution, with technological progress and reduced communication costs, the development of the Internet and e-commerce, and the development of increasingly sophisticated and varied software to support a wide range of business functions. New companies and industries emerged, while a number of existing companies made serious changes or failed. New communication networks, some of which were initially developed as social networking sites, have facilitated the gathering of information by individuals, as well as provided new opportunities for business. They have given companies the means for more efficient interaction with key stakeholders:

- gathering information about consumer preferences, demands, and offers, as well as advertising to clients;
- receiving suggestions from the company's staff, as well as other stakeholders and the public, and providing them with information.

- Further development of logistics and supply chain management using new concepts and methods, achievements in the field of information technology (in the broadest sense), and major achievements in the field of physical equipment and manufacturing capabilities. This has led to the global movement of goods with increased efficiency and lower costs.
- Increased importance of innovations in ideas and achievements in technology, strategies, and business models, which spread more quickly. The benefits of these innovations have grown significantly, and at the same time, there has been an increased risk regarding enterprises' inability to adapt to new conditions.
- Recognition that income growth and diversity in some countries provide new, often more segmented markets. Market niches have emerged, offering additional opportunities for small companies and necessitating large companies to respond to the increasing diversity of demand.
- Reduction of governmental and other barriers to trade and investment, changes in the structure of international trade, and changes in the location of some major types of economic activity, partly as a result of wider participation by China and India in international trade and investments. China has become the largest consumer of resources and products, a major supplier of industrial goods, a large recipient of foreign investment, and the largest creditor. It has become a major competitor to enterprises in developed and developing countries. India has also grown and become a global competitor in certain activities, especially in exporting knowledge-based services and to a lesser extent in manufacturing.
- Intensification of competition and expansion of opportunities for companies of all sizes, as a result, this has led to greater mobility of goods, services, information, and ideas due to all the changes mentioned above.

While many of these changes have created new challenges that firms must address, they have also opened new opportunities for business, ranging from one-person operations to corporate giants. E-commerce, in particular, has had a strong impact on the development of business globalization, especially for small and medium-sized enterprises.

However, it is also undeniable that globalization has generated a series of advantages in the marketing activities of enterprises. The most important advantages of a globalization strategy are, as shown in Table 1:

- The possibility of significant savings due to the scale effect through the standardization of operational marketing, particularly packaging and communication.
- Speed to market, since globalized firms centrally plan and organize the launch of new products worldwide in less than a year.
- The advantage of creating a unique global brand and corporate style for a global company. The most important effect of this advantage is the significant reduction in communication costs by targeting the same consumer segments in all markets using the same product concept.
- Market expansion opportunities that can lead to a significant increase in sales volume.

Access to new resources and sources of funding.

Nonetheless, globalization has brought many benefits not only to organizations but also to consumers and countries as a whole. The most important of these advantages are presented in Table 1:

- In addition to the advantages for enterprises discussed above, globalization also

Table 1. *Advantages of globalization*

For companies	For consumers	For countries
• Effect of scale and cost reduction; • Excellent speed to market; • A unique global brand and identity brand; • Access to mass markets (increase in sales); • Access to resources; • Access to financial and tax savings	• Lower prices; • Wider selection of products; • Improved quality of products/services	• Lower prices; • Wider selection of products; • Improved quality of products/services

Source: compiled by the author based on [10]

has less favorable impacts. The disadvantages of globalization include:

- The negative effect of centralization, which can slow down some marketing decisions (very slow response to the actions of local competitors or specific local consumer problems).
- Low sensitivity and responsiveness to local markets, as marketing managers from the company's headquarters have fewer contacts with local markets.
- The risk of developing an overly standardized product that does not meet specific consumer needs.

Managing high risk, as the brand portfolio that constitutes most global brands is more vulnerable (a problem arising in a local country regarding a global brand quickly becomes widely known and can be communicated to the whole world within a few hours or even minutes).

From the consumers' perspective, the biggest drawback of globalization is standardization, which can negatively affect customer satisfaction levels. Regarding countries, the negative consequences of globalization are mainly associated with the loss of uniqueness and national culture.

Regarding the product strategy of global companies, two main questions should be addressed. Firstly, for products intended for sale in multiple markets, it should be specified where the product will be manufactured. As strategic alternatives, a company can choose between creating a product in one market or multiple markets, as well as where the product is sold and within each market, where the product is commercialized. The second key question relates to the degree to which the product will be adapted to the needs of each market where it is to be sold. The company has three strategic alternatives:

1. The product can be adapted for each market (customized according to the needs and desires of each market's consumers);
2. The product can be adapted for a group of markets, or the company can choose a unique product (standardized);
3. Identical for all target markets.

Analyzing and evaluating all the mentioned information, conclusion can be made that there are two main trends in today's global economy:

- The strengthening of the integrity of the global economy and its globalization, facilitated by the development of economic ties between countries, trade liberalization, the creation of modern communication and information systems, global technical standards, and norms.
- Economic convergence and interaction of countries at the regional level, forming large regional integration structures, which are developing towards creating relatively independent centers of the global economy.

Conclusions

Unfortunately, there are numerous examples of firms implementing marketing programs that were successful in national markets but failed in external markets. This is because not all consumers are ready to accept products and marketing strategies that "erase" their "national" identity to make it "global." Companies adopting these marketing strategies must be very cautious, as the market might react violently. In this case, violence will not take the form of physical manifestations "against globalization," but it will manifest in a way that can be more severe: refusing to buy a product that has a negative image at the national level for a long time (if not forever).

Expanding business into markets beyond national borders makes developing and implementing a single marketing strategy practically impossible. Currently, to be successful in all markets, marketing strategies must be created at the local level. Global firms must define the direction of activities at the headquarters and manage operations across numerous, quite diverse markets spread around the world. Managing a global marketing strategy starts with a localized version, which is later integrated into a globally managed strategy.

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Вплив глобалізаційних процесів на маркетингові стратегії компанії

Процеси глобалізації докорінно змінюють світову економічну систему, створюючи нові виклики та можливості для міжнародного маркетингу. Дослідження присвячене комплексному аналізу впливу глобалізаційних процесів на маркетингові стратегії підприємств в умовах посиленої міжнародної конкуренції. У статті комплексно досліджено сутність глобалізації як багатогранного соціально-економічного явища, що характеризується посиленням взаємозалежності та взаємопов›язаності світової економіки. Розкрито основні напрямки економічної глобалізації та її визначальний вплив на світогосподарські процеси, зокрема на маркетингові стратегії підприємств в умовах постійних трансформаційних змін. Особливу увагу приділено процесам інтернаціоналізації та їх впливу на формування сучасних маркетингових підходів у міжнародному бізнес-середовищі. Проаналізовано можливості та потенційні загрози для маркетингової діяльності підприємств, спричинені глобалізаційними процесами у світовій економіці. Досліджено еволюцію маркетингових стратегій в контексті посилення глобальної конкуренції та необхідності адаптації до динамічних міжнародних ринкових умов. Визначено ключові тенденції трансформації світової економіки, що впливають на формування стратегічних маркетингових рішень сучасних підприємств. Ключові результати дослідження демонструють, що сучасні компанії змушені розробляти гнучкі маркетингові стратегії, які поєднують глобальні стандарти та локальну специфіку. Компанії повинні враховувати регіональні відмінності, споживацькі переваги та соціокультурний контекст при формуванні глобальних маркетингових стратегій. Наукова робота підкреслює, що успішність міжнародного бізнесу залежить від здатності компаній швидко реагувати на зміни у глобальному середовищі, впроваджувати інноваційні маркетингові рішення та підтримувати баланс між глобальною ефективністю та локальною релевантністю.

Ключові слова: *глобалізація, інтернаціоналізація, міжнародний маркетинг, маркетингові стратегії, економічна глобалізація, світова економіка*