

ECONOMY AND OPERATION OF NATIONAL ECONOMY

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MARKETING ADAPTIVE MANAGEMENT OF BUILDING BRANCH OF UKRAINE

Article considers the marketing approach to the state building branch regulation. Author offers the model of marketing adaptive management includes informative, innovative, interactive marketing. The essential elements of marketing adaptive management are presented in the article.

The state building branch management on the base of marketing principles, it acts as a current task of the present time. The particular importance is the problem of improving the coordination of development processes in all industry players and efficiency management decision-making for the implementation of strategic and operational objectives. The value of the theoretical and practical developments in the formation of an effective marketing strategy is growing; it's given the strategic importance of the construction industry for the development of the national economy.

Marketing adaptive regulation as the conception in building branch management makes an accent to the orientation of all unity in commercial functions (production, sales, human resources, management, etc.) for the satisfaction of concrete market demand of different target groups. In this case, the marketing conceptions are the main target functions define all aspects of branch activity.

The model of building branch adaptive marketing management, which reflects the impact of external and internal stimuli, and includes a unit of market research and the block of the overall process of adaptive marketing management: goal setting, strategic planning, simulation and operational planning, distribution of powers, the implementation of technology, organization of activities, predictive regulation and marketing control, monitoring with the possibility of adjusting the operational models and tactical plan.