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FORMATION OF ORGANIZATIONAL AND ECONOMIC SUPPORT OF CUSTOMER ORIENTATION OF ENTREPRENEURIAL ACTIVITY

The theoretical and applied aspects of the formation of organizational and economic support of customer orientation of entrepreneurial activity in the consumer market are studied.

Customer orientation is a key condition for ensuring the competitiveness of enterprises in the consumer market. Effective management of customer orientation requires the formation of comprehensive organizational and economic support. Organizational and economic support for customer orientation of entrepreneurial activity in the consumer market is a complex multi-level system that encompasses organizational, economic, information, innovation and social mechanisms for managing interaction with consumers. It is the complexity of such an approach that ensures the formation of long-term competitive advantages of enterprises and their sustainability in the market environment. Digitalization significantly transforms the mechanisms of interaction with consumers, creating new opportunities for personalization, automation and analytics. It is substantiated that the implementation of CRM systems, the use of Big Data and AI technologies increases the efficiency of interaction with customers and the level of their loyalty. The key factors of successful customer orientation are the formation of consumer value, the development of a customer-oriented culture, omnichannel communications and the use of innovative technologies.

It is substantiated that customer orientation is a system-forming factor in the development of enterprises, which ensures the formation of long-term competitive advantages, increased efficiency of economic activity and stability of functioning in the consumer market. The economic essence of customer orientation as an integrated characteristic of an enterprise is revealed, which involves focusing on consumer needs, creating consumer value and developing mutually beneficial

relationships with customers. The key elements of organizational and economic support of customer orientation are identified, including managerial, financial, information and innovation components. Approaches to the formation of an effective system for managing customer orientation of enterprises in the consumer market are proposed.

Keywords: customer orientation, consumer market, entrepreneurial activity, competitiveness, digitalization, organizational and economic support, mechanism, enterprise.