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JUSTIFICATION OF THE MARKETING WEB CONCEPT AS AN INNOVATIVE FORM OF MARKET ACTORS INTEGRATION ENSURING INTERACTION COORDINATION, VALUE EXCHANGE, AND MARKET ECOSYSTEMS DEVELOPMENT

The article substantiates the concept of the marketing web as an innovative form of integration of market actors in the context of the digital transformation of the economy. It establishes the limited effectiveness of traditional multichannel approaches to marketing management, which fail to ensure proper coordination of interactions among market participants. It is found that the formation of marketing ecosystems enables the integration of resources, competencies, and data of various actors to create shared value. The key elements of the marketing web concept are generalized and classified, including: actors (firms, consumers, platforms, regulators), coordination mechanisms (digital integration, co-creation of value, market flexibility), and interaction outcomes. The study scientifically substantiates the feasibility of applying an ecosystem approach to strategic marketing decision-making related to segmentation, positioning, and communications. A conceptual framework for implementing the marketing web approach is proposed, which involves the integration of three levels: strategic (definition of goals and interaction architecture), operational (implementation of coordination mechanisms), and analytical (monitoring and optimization). The research findings indicate that the proposed concept contributes to improving the effectiveness of marketing decision-making, increasing consumer engagement, and fostering sustainable long-term competitive advantages for enterprises.

Keywords: marketing web, market ecosystem, market actors integration, interaction coordination, value co-creation, digital transformation, omnichannel marketing, ecosystem orchestration, big data, artificial intelligence.