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MARKETING ECOSYSTEM AS THE BASIS FOR FORMING AN ENTERPRISE'S MARKETING STRATEGY

The article examines the marketing ecosystem as a modern conceptual basis for the formation of an enterprise's marketing strategy in the conditions of digitalization, network economy and transformation of the competitive environment. It is substantiated that the modern marketing paradigm is moving from the management of individual marketing tools to the strategic coordination of interaction between interdependent market actors. In this context, the marketing ecosystem is considered not as an auxiliary element of marketing activity, but as a system-forming framework for the strategic development of an enterprise, which determines its competitive position through the ability to integrate, coordinate and support a network of inter-actor interdependencies.

The evolution of the concept of the ecosystem approach in the works of foreign and domestic scientists is analyzed. The main stages of the development of the theory of marketing ecosystems are identified. Approaches to the interpretation of business and marketing ecosystems, the structure of interdependencies between actors, value creation mechanisms and ecosystem orchestration are summarized.

The author's definition of the marketing ecosystem is proposed as a dynamic self-organized network of interdependent actors united by a common logic of value creation, communication and delivery, within which the competitive position of the enterprise is determined not only by internal resources and competencies, but also by the quality of intersystem relationships. A three-level structural model of the marketing ecosystem of the enterprise is developed, which includes micro-, meso- and macro-levels of interaction. The micro-level covers direct participants in value creation; the meso-level is represented by institutional and infrastructural support of the ecosystem; the macro-level is formed by exogenous regulatory, technological and socio-economic factors. The vertical, horizontal and inter-level flows of interaction between the actors of the ecosystem are characterized. It is proven that the proposed model allows considering the marketing activities of the enterprise as a process of strategic design and coordination of market interdependencies. The practical significance of the model lies in the possibility of its use as a tool for mapping the ecosystem, determining the strategic position of the enterprise, forming a partner network and developing a marketing strategy in the digital economy. The prospects for further research are identified as dynamization, quantification and industry adaptation of the marketing ecosystem model.

Keywords: marketing ecosystem, marketing strategy, ecosystem approach, strategic marketing, value proposition, ecosystem orchestration, digital economy, network interactions, platforms, competitive advantage.