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ORGANIZATIONAL AND ECONOMIC FACTORS OF FORMING A CUSTOMER-ORIENTED BUSINESS MODEL

Customer orientation is considered as the strategic basis of the enterprise's business model.

The ability of an enterprise to build long-term relationships with customers, provide personalized service and quickly respond to market changes becomes a determining factor in its success. Customer orientation becomes the strategic basis of the enterprise's business model and allows not only to retain existing, but also to attract new consumers. A customer-oriented enterprise model thus becomes a necessary condition for survival and development. At the same time, enterprises often face the fact that customer-oriented strategies remain only declarative elements of the business model and do not acquire effective integration into daily management practice. This occurs in weak personalization of service, insufficient use of digital tools and limited attention to the formation of long-term relationships with customers. As a result, enterprises lose the opportunity to increase consumer loyalty and ensure the stability of financial results. The formation of a customer-oriented enterprise model is due to the systemic influence of organizational and economic factors that ensure the integration of the customer as the main asset into the business management system.

The need for a comprehensive approach is demonstrated, where organizational and economic solutions are interconnected with technological innovations and changing consumer expectations. The importance of determining the dominant factors influencing the formation of customer orientation of enterprises is noted,

taking into account their systemic interaction. A generalized structure for the formation of a customer-oriented enterprise model is proposed, reflecting the relationship between internal, external and economic parameters in a single management system. Key organizational and economic factors that form the basis for the formation of a customer-oriented enterprise model are identified. A system of quantitative indicators is proposed, taking into account the type of parameter, definition of the essence and significance for assessing a customer-oriented enterprise model. Empirical research is conducted to substantiate the systemic impact of organizational and economic factors on the efficiency of activities and business competitiveness. An analysis of the dynamics of changes in the digital interaction index, the level of personalization and the share of new customers is presented. The study showed that customer-oriented strategies of enterprises are formed under the influence of a complex of organizational and economic factors that interact with each other and determine the effectiveness of the business model.

Keywords: customer orientation, consumer market, customer-oriented model, customer-oriented strategy, organizational and economic factors, analysis, relationships, provision, indicators, enterprise.