The Dynamic Approach to Implementing the Company Marketing Strategy

M. V. Semibratsky, B. A. Tkhorikov

Belgorod State National Research University, Belgorod, Russia;
Russian State University named after A. N. Kosygin
(Technology. Design. Art), Moscow, Russia

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Abstract: A conceptual approach to the development of a dynamic marketing strategy for an organization in conditions of increasing uncertainty in the exogenous environment is considered. It has been proven that the competitiveness of modern companies can be ensured through the implementation of a marketing strategy based on the resource theory of management and the concept of dynamic capabilities of the organization. The author's vision of the implementation of the marketing strategy is proposed.