

Control in marketing-based management

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Abstract

Characteristics of modern organizations' functioning environment (multi-factoriality, dynamism, uncertainty) increase the actuality of marketing approach to management. In case of marketing approach the general problem of management, provision of effective control subsystem, has its own specificity. Research of proportion "general management system - marketing activity - control subsystem" was conducted on basis of critical analysis of theoretic heritage, practice of management and previous researches of authors. Methodological basis of research were dialectical method of perception and systematic approach to analysis of considered facts and phenomena. Methods of analysis, applied in different combinations at each step of research dependently on research's objective and problems considered, were promoting the confidence and feasibility of conclusions made by work's articles. By results of research was conducted a substantial interpretation of activity types system at marketing approach to management (expansion by vertical and horizontal); subsystems of control system at diverse stages of marketing management. On basis of methodology of system approach is grounded a list of control system's subsystem and their interconnection. Results of research, their comparison with previously conducted researches of different authors are showing that control subsystem bears all system characteristics of management system, and its characteristics are determined by basis characteristics of management system; accordingly, at marketing approach to management, control sub-system is constructed with taking into account of this approach specific and aimed at increase of its effectiveness. Authors think that grounding of need to create an adaptive management system that takes into account factors of environment and internal potential of organization, determines practical significance of conducted research's results. Basic provision of result allows formation of effective control system at marketing approach to management.

Keywords

Audit, Control, Control system, Controlling, Management, Marketing approach, Monitoring