



SCIENTIFIC-EXPERT PROJECT

“Integrated marketing in small and medium enterprises”

PREAMBLE

CRODMA - Croatian Association for Direct and Interactive Marketing is a professional association established in 2007. It is a member of the Federation of European Direct and Interactive Marketing (FEDMA) With the membership in FEDMA and cooperation with other national associations, CRODMA wants to realize its mission and vision. The mission of CRODMA is to support the development of marketing as a business strategy, to take part in the development of legislative frameworks to monitor this development and to educate members, the economy and the broader public on the application of modern marketing solutions.

In line with its mission, CRODMA is carrying out a scientific and expert project entitled *“Integrated marketing in Small and Medium Businesses.”* This project aims, in cooperation with scientific institutions, professional associations, entrepreneurs and other interested parties, to contribute to the creation and implementation of marketing models tailored to the operations of micro, small and medium-sized enterprises. Activities within the project will take place over two years and will primarily include the organization of conferences, professional gatherings and round tables, and the publication and presentation of scientific and expert papers in journals and at conferences.

Engagement of own members and cooperation with interested local and foreign scientific and professional institutions is the basis of the idea and concept of the project itself and its activities. In this context and bearing in mind the fact that CRODMA is a non-profit association, an appropriate budget is planned.

RESEARCH PROBLEM

Small and medium enterprises represent the main driving force of the economy and the economy as a whole. Bearing this in mind, the EU has adopted strategies that have the ultimate goal to enhance and strengthen small and medium enterprises to operate in a highly competitive European and global market. Various financial support programs have accordingly been initiated, and the necessary adaptation of national legislation has been encouraged.

The most common problems the micro, small and medium entrepreneurs face are limited funding sources, intense competition, changing trends and habits of customers, finding a skilled workforce, and so on, which necessarily requires the application of more efficient business models. Within these models, and respecting specificity and limited resources, appropriate marketing models of action are also sought.

Current forms of marketing activity, often unplanned and unstructured strategies, are mainly based on marketing relationships and to some extent on the application of customer databases by which personalized sales promotional communications are created. This defines the primary forms of marketing activity that require the design of specific strategies. Within these strategies, particular areas of interest are internet marketing, e-mail marketing, social network marketing, and database marketing management. Each of these marketing areas requires adaptation to the specifics of small and medium entrepreneurship. Further research has been designed to integrate these specificities into the design of practical marketing implementation models into the business.

The research problem thus set up has also determined the subject of research:

- Understanding of external and internal factors influencing the application of marketing models of small and medium entrepreneurship
- Research on the impact of new technologies on marketing and its application to small and medium enterprises
- Creating a marketing model of competitive activity of small and medium enterprises

PROTOCOL AND RESEARCH PLAN

The research process of the defined problem will apply a scientific and professional approach. Research questions and goals, methods of implementation, and expected scientific contribution will be defined within the scope of scientific research. Professional research will focus on the concretization and reinterpretation of the results and knowledge gained through scientific research.

PURPOSE AND OBJECTIVES OF PROJECT RESEARCH

The purpose of this project is to define the model of marketing activity of small and medium enterprises. The main objective of the project, defined as fundamental, comprises a number of subordinate objectives related to the research of the main segments of the project: identification and analysis of the current situation in the implementation of marketing strategies by small and medium enterprises, analysis of marketing models for small and medium EU and world economies, and creation of a marketing model of competitive activity of small and medium enterprises. The above objectives will be accomplished through a series of interim objectives within which more detailed research of individual segments will be carried out. The ultimate purpose of the project is to increase the efficiency of small and

medium enterprises through the recognition of the role of all relevant factors affecting the business, taking particular consideration of the impact of national and European regulations, the impact of technological development and application of new technologies, new market trends and the perception of medium and long-term development policies.

APPLICATION OF RESEARCH

The research results in this project have the task of identifying and defining a model of marketing activity that will fit into the overall innovation and improvement of business processes of small and medium enterprises. Dissemination of the results according to the economy will enable their specific application.

CONCLUDING OBSERVATIONS

Marketing is considered a barometer of social events, which is very illustrative of its intent to adapt, adopt, and exploit novelties in society. Thus, marketing quickly and successfully applies technological novelties. Terms such as internet marketing, artificial intelligence in marketing, marketing of things, big data marketing, digital marketing prove this. We can conclude that marketing as an economic discipline is the fastest to follow technology development; it theoretically defines and practically applies it. New technologies change the way of doing business and condition the changes of the current marketing paradigms

Limited resources (financial and human) of small and medium businesses seek simpler and more acceptable forms of marketing activity that will enable attracting and retaining customers. Following and applying new marketing trends can be a problem for them, even though they represent acceptable marketing models. This project aims to create new, efficient, and more economically viable marketing solutions into an applicable model that would be acceptable to micro, small, and medium-sized businesses.

Project owner: CRODMA Croatian Association for Direct and Interactive Marketing

Project leader: Prof. Damir Dobrinić, PhD

Varaždin, June 2019