



Электронный научный журнал
Южного федерального
университета

УПРАВЛЕНИЕ В
ЭКОНОМИЧЕСКИХ
И СОЦИАЛЬНЫХ
СИСТЕМАХ

2022

№2(12)

ISSN 2686-9802

Online scientific journal
Southern Federal University



MANAGEMENT IN
ECONOMIC AND
SOCIAL SYSTEMS

2022

№2(12)

ISSN: 2686-9802



УПРАВЛЕНИЕ В ЭКОНОМИЧЕСКИХ И СОЦИАЛЬНЫХ СИСТЕМАХ

Электронный научный журнал

№2 (12), 2022

<http://journal-mes.ru>

Издание зарегистрировано Федеральной службой по надзору в сфере связи, информационных технологий и массовых коммуникаций (Роскомнадзор)

Свидетельство о регистрации: Эл № ФС 77-74261 от 23.11.2018 г.

Учредитель: Федеральное государственное автономное образовательное учреждение высшего образования "Южный федеральный университет"

ISSN 2686-9802

● Главный редактор

Горелова Г.В. - д-р техн. наук, профессор,
Южный федеральный университет
(Таганрог, Россия)

● Заместитель главного редактора

Павлов П.В. - д-р экон. наук, д-р юрид. наук,
профессор, Южный федеральный университет
(Таганрог, Россия)

● Ответственный секретарь

Бабикина А.В. - канд экон. наук, доцент,
Южный федеральный университет
(Таганрог, Россия)

● Ответственный редактор

Кобец Е.А. - канд экон. наук, доцент,
Южный федеральный университет
(Таганрог, Россия)

● Редакционная коллегия

Андрессен Д.-Э.	профессор, Ослофольдский университет (Халден, Норвегия).
Бакаларчик С.	PhD, профессор, Лодзинский технологический университет, Глава Комитета по инновациям и развитию при ЕС (Лодзь, Польша).
Гомес Дж. Ф.С.	PhD, профессор, Университет Лиссабона, Лиссабонская школа экономики и менеджмента (Лиссабон, Португалия).
Гушев В.А.	PhD, профессор, Софийский университет Святого Климента Орхидского (София, Болгария).
Лутовац М.	д-р техн. наук профессор, Объединенный университет Никола Теслы (Белград, Сербия).
Станиславский Р.	PhD, профессор, Лодзинский технологический университет (Лодзь, Польша).
Вертакова Ю.В.	д-р экон. наук, профессор Курский филиал Финансового университета при Правительстве РФ (Курск, Россия).
Клочков В.В.	д-р ист. наук, доцент, Южный федеральный университет (Таганрог, Россия).
Костенко М.А.	канд. юрид. наук, доцент, Южный федеральный университет (Таганрог, Россия).
Кочергина Т.Е.	д-р экон. наук, профессор, Российская таможенная академия (Ростов-на-Дону, Россия).
Мальво А.В.	д-р юрид. наук, профессор, Заслуженный деятель науки РФ, Институт государства и права Российской академии наук (г. Саратов, Россия).
Макареня Т.А.	д-р экон. наук, доцент, Южный федеральный университет (Таганрог, Россия).
Рачина А.В.	д-р социол. наук, профессор, Южный федеральный университет (Таганрог, Россия).
Рыльская М.А.	д-р юрид. наук, профессор, Финансовый университет при Правительстве РФ (г. Москва, Россия).
Саак А.Э.	д-р техн. наук, доцент, Южный федеральный университет (Таганрог, Россия).
Таранов П.В.	д-р экон. наук, профессор, Ростовский государственный экономический университет (РИНХ) (Ростов-на-Дону, Россия).

Периодичность выпуска: 4 раза в год.

Языки: русский, английский.

Посвящен исследованиям: экономики и управления, права и общества.

Основное содержание: результаты оригинальных научных исследований и аналитические обзоры. В журнале публикуются статьи проблемного и научно-практического характера по следующим научным направлениям:

05.13.01 Системный анализ, управление и обработка информации (по отраслям);

08.00.00 Экономические науки;

12.00.00 Юридические науки;

22.00.00 Социологические науки.

Авторы: ведущие ученые в области социально-гуманитарных наук, преподаватели, аспиранты, магистранты, представители бизнеса.

Основная аудитория: преподаватели, обучающиеся вузов, руководители органов власти, представители бизнеса.



MANAGEMENT IN ECONOMIC AND SOCIAL SYSTEMS

Online scientific journal

№2 (12), 2022

<http://journal-mes.ru>

The journal is registered by the Federal Service for Supervision of Communications,
Information Technology and Mass Communications (Roskomnadzor)

Registration certificate: ЭЛ № ФС 77-74261 from 23.11.2018

Founder: Federal State Education Institution of Higher Education
"Southern Federal University"

ISSN 2686-9802

● Editor-in-chief

Gorelova G.V. - Doctor of Technical Sciences,
professor, Southern Federal University
(Taganrog, Russia)

● Deputy of the editor-in-chief

Pavlov P.V. - Doctor of Economics, Doctor of
Law, professor, Southern Federal University
(Taganrog, Russia)

● Executive secretary

Babikova A.V. - Candidate of Economics (PhD),
associate professor, Southern Federal University
(Taganrog, Russia)

● Executive editor

Kobets E.A. - Candidate of Economics (PhD),
associate professor, Southern Federal University
(Taganrog, Russia)

● Editorial board

Andreassen J-E
Bakalarczyk S.

Professor, Østfold University Colledge / Høgskolen i Østfold (Halden, Norway).
PhD, Professor, Lodz University of Technology, Head of EU Committee for Innovation and
Development, (Lodz, Poland).

Gomes Jg. F.S.

PhD, professor, associate professor of Lisbon school of Economics & Management Universidade de
Lisboa (Lisbon, Portugal)

Gushev V.A.

PhD, Professor, Sofia Unoversity ST. Kliment Ohridski (Sofia, Bulgaria).

Lutovae M.

Doctor of Technical Sciences, Professor, University "Union Nikola Tesla" (Belgrade, Serbia)

Stanisławski R.

PhD, Professor, Lodz University of Technology (Lodz, Poland).

Klochkov V.V.

Doctor of History, associate professor, Southern Federal University (Taganrog, Russia).

Kostenko M.A.

Candidate of Law (PhD), associate professor, Southern Federal University (Taganrog, Russia).

Kohergina T.E.

Doctor of Economics, Professor, Russian Customs Academy (Rostov-on-Don, Russia).

Mal'ko A.V.

Doctor of Law, Professor, Honored Scientist of the Russian Federation, Institute of State and Law
Russian Academy of Sciences (Saratov, Russia).

Makarenya T.A.

Doctor of Economics, Professor, Southern Federal University (Taganrog, Russia).

Rachipa A.V.

Doctor of Sociological Science, Professor, Southern Federal University (Taganrog, Russia).

Ryl'skaya M.A.

Doctor of Law, Professor, Financial University under the Government of the Russian Federation
(Moscow, Russia).

Saak A.E.

Doctor of Technical Sciences, associate professor, Southern Federal University (Taganrog, Russia)

Taranov P.V.

Doctor of Economics, Professor, Rostov State Economic University (Rostov-on-Don, Russia).

Vertakova Yu.V.

Doctor of Economics, Professor, Kursk Branch of the Financial University under the Government
of the Russian Federation (Kursk, Russia)

Release frequency: 4 issues per year

Languages: Russian, English.

Dedicated to research: economics and management,
rights and societies.

Main content: original results research and analytical
reviews. The journal publishes articles of problem and
scientific and practical nature of the following
scientific areas:

05.13.01 System analysis, management and processing
information (by industry);

08.00.00 Economic Sciences;

12.00.00 Jurisprudence;

22.00.00 Sociological Sciences.

Authors: leading scientists in the field of humanities,
teachers, graduate and master students, business representatives.

Main audience of the journal: teachers, students enrolled at
universities, heads of government, business representatives.

СОДЕРЖАНИЕ

Владими́рова Д. С.	Особенности формирования человеческого капитала в России и за рубежом	5
Vladimirova D. S.	Features of the human capital formation in Russia and abroad	
Защитина Е. К.	Рынок услуг высшего образования в контексте трансформации экономики	12
Zashchitina E. K.	The higher education services market in the context of economic transformation	
Минко Я. Н.	Анализ действующих и новых практик экспорта высшего образования	21
Minko Y. N.	Analysis of current and new practices of higher education export	
Любимова В. И., Орлова В. Г.	Аудит сайта IT-академии: комплексный анализ и оценка показателей WEB-ресурса	27
Lyubimova V. I., Orlova V. G.	Audit of the IT academy website: comprehensive analysis and evaluation of WEB resource indicators	
Парра Туланди Джон Альберто	Цифровой маркетинг как инструмент повышения эффективности бизнеса туристической компании	36
Parra Tulandi John Alberto	Digital marketing as a tool for improving the business efficiency of a travel company	
Сленчковская М. В., Орлова В. Г.	Продвижение продукции компании пищевой отрасли: актуальные тенденции 2022	43
Slenchkovskaya M. V., Orlova V. G.	Promotion of food industry company products: current trends 2022	
Gille V. O.	The influence of the national (regional) brand on the global market: problems and prospects	51
Гилле В. О.	Влияние национального (регионального) бренда на мировой рынок: проблемы и перспективы	
Grover Oscar Pacheco Alcchahuaman, Korsakova T. V.	Strategic approach to the development of the textile industry	56
Гровер Оскар Пачеко Алкахуаман, Корсакова Т. В.	Стратегический подход к развитию текстильной промышленности	
Rykalov D. S.	Management of company's marketing activities	63
Рыкалов Д. С.	Управление маркетинговой деятельностью предприятия	
Sameer Mohammed Sameer	Strategic role of insurance in international business: with reference to insurance companies in Iraq	71
Самир Мохаммед Самир	Стратегическая роль страхования в международном бизнесе: на примере страховых компаний Ирака	
Zhang Chengpei	A study on the role of the Government in the Development of Regional Economic Integration (based on China's example)	77
Чжан Чэнпэй	Исследование роли государства в развитии региональной экономической интеграции (на примере Китая)	

STRATEGIC APPROACH TO THE DEVELOPMENT OF THE TEXTILE INDUSTRY

Grover Oscar Pacheco Alcahuaman¹, Korsakova T. V.²

¹*Southern Federal University,
Master's student*

²*Southern Federal University,
Doctor of Pedagogy, Associate professor*

The article is addicted to the development of strategies for the development of the textile industry. The periodization of product promotion strategies that arose during the period of intensification of production and its technological support is presented. The strategic prospects in the direction of the digital transformation of marketing in terms of promoting textile products are substantiated. The main tools of interaction with the target audience are described in order to implement the product promotion strategy. The expediency of taking into account the problems arising in the textile industry of a particular region in order to develop a strategy for their solution is substantiated.

Keywords: textile industry; development strategy; product promotion; tools of promotion.

Научная статья
УДК 338.45.01

СТРАТЕГИЧЕСКИЙ ПОДХОД К РАЗВИТИЮ ТЕКСТИЛЬНОЙ ПРОМЫШЛЕННОСТИ

Гровер Оскар Пачеко Алкахуаман¹, Корсакова Т. В.²

¹*Южный федеральный университет,
магистрант*

²*Южный федеральный университет,
д-р пед. наук, доцент*

Статья посвящена вопросам разработки стратегий развития текстильной промышленности. Представлена периодизация стратегий продвижения продукции, возникших в период интенсификации производства и его технологического обеспечения. Обоснованы стратегические перспективы в направлении цифровой трансформация маркетинга в части продвижения товаров текстильной промышленности. Описаны основные инструменты взаимодействия с целевой аудиторией в целях реализации стратегии продвижения товара. Обоснована целесообразность учёта проблем, возникающих в текстильной промышленности конкретного региона для разработки стратегии их решения.

Ключевые слова: текстильная промышленность; стратегия развития; продвижение продукции; инструменты продвижения.

In today's economic environment, every sector of the industry is faced with the task of increasing the efficiency of functioning. An important step in solving this problem is the development of a development strategy. As we know, Strategy is a way to achieve the most advantageous position in the market. However, there are many definitions of strategy, each of which gives a certain meaning to the specific actions that need to be taken to fulfill the plan.

Thus, the analysis of articles on this issue reveals that, for example, "strategy" is considered as a way of setting goals and decision-making rules [1]; a way to create distinct competitive advantages [2.]; a plan to achieve goals [3]; a plan to strengthen positions and satisfy consumers [4]. Of particular importance for us is the definition of strategy as a method of responding to positive or negative external environment [5]. A properly formulated and well-defined strategy includes market positioning, that is, the key differences of the company from competitors for the target market. In this case, it is important to study the target market and highlight the advantage that will distinguish the company from competitors. In addition, it is necessary to properly organize the activities of the

activities of the company to create this advantage: identify the most important processes that need to be created and launched. This fully concerns the development of a promotion strategy.

The development of product promotion strategies that arose during the period of intensification of production and its technological support can be divided into 4 periods:

–1881–1920 – focus on production, the emergence of marketing schools, and the implementation of institutional and product analysis in companies. The need to determine how much of what was produced was consumed arose from the fact that most of the goods produced were sold to so-called intermediaries, whose demand did not necessarily reflect the requirements of the final consumer, since intermediaries were able to intervene in the process through the management of stocks and conditions for the distribution of stocks. Research has focused on the systematic distribution and acquisition of products, and on the use of knowledge about commodity flows, rather than on the realm of consumer needs, desires, demand and choice [6];

–1920–1950 – sales orientation, phase of marketing structuring and marketing research. The growth and expansion of successful American companies and industries are putting pressure on organizational structures and administrative processes for less risky deals. This period was characterized by the emergence of marketing as a discipline, the creation and growth of business schools at various universities, and the development of consumer research with consumer surveys, which led to the emergence of the so-called first consumer jury. [7].

–1950–1990 – focus on marketing and the emergence of the American Marketing Association (AMA) committee and its structural and conceptual guidelines for the new discipline. There is a realization that it is better to first find out from customers what they want, how it suits them, and adapt the product to their needs and preferences. From now on, the main goal is not just to sell, but to satisfy consumers. This period is characterized by the concept of marketing as a socio-economic process that requires a solid foundation for its business function, with the condition of efficiency, so that the concept thus formulated makes sense [8].

–1999 to present – focusing on the paradigm of the digital age. The new technological architecture of spaces, networks, digital documents, and virtual migration to digital space. New business models based on personalization and email marketing. The definition and structuring of the new world order are distinguished by its new economic discoveries, and bilateral and multilateral agreements, with which it was possible to erase the boundaries of production through various integration mechanisms [9].

Moreover, it is in the modern period of development of the strategic approach that it becomes possible to use the idea of the founder of pragmatism and semiotics K.S. Pierce about abduction as a way to search for new knowledge that allows using known hypotheses or their elements, generalizing them or combining them into a new system. The introduction of new technologies in many aspects of economic activity gives a broad concept of electronic commerce (e-Commerce). Plastic concepts and blurry boundaries are hardly defined; sometimes in a broad and imprecise way, and sometimes in a restrictive way that goes beyond the simple electronic contracting. From this broader point of view, the expression "electronic commerce" is included in the more general term "electronic business", which allows a more complete description of the phenomenon of digitalization of all stages of the business process, thus including activities before and after the conclusion of the contract itself and intracompany organizational and managerial tasks [10].

Currently, product promotion strategies in industrial companies are directed mainly to the end consumer, members of the distribution channels (wholesalers and retailers), or even to the company's own distribution network (Fig. 1).



Figure 1 – Modern product promotion strategies

The implementation of a product promotion strategy is provided by a variety of specific tools:

1. Coupons: Certified vouchers that can be used to pay for a portion of the cost of a product or service. A very common practice, especially due to its historical use in print media, is to clip coupons from their pages.

2. Online coupons: Consumers bring them to the store. The same, but in electronic formats, with the peculiarity that they can be customized for each consumer if they were sent through an identified database or upon prior request for information by the company that issued the coupon, in addition to being able to control the redemption of each of them.

3. Mobile coupons: Coupons are available on mobile. Consumers show the offer of a mobile phone to the seller for redemption. The improved screens and the ability to customize them make this method very efficient, as well as offering all the benefits of online coupons.

4. Samples: Free and limited shipping product or service for testing. They can be attached through the media, through personal promotions with promoters inside or outside the points of sale. Their main focus is on product testing, so they are optimal for launching or re-launching a product.

5. Refund: an offer to return part of the money paid for a product or service. They are usually used for subsequent purchases. The desire to reward consumers for purchasing a product.

6. Direct discounts: the price reduction is indicated directly on the container or label, for example, by 50%. These are typical promotions of hypermarkets and supermarkets.

7. Prizes: Free or discounted items that are added to a main product or service randomly related to the purpose for which the company is running a promotion. Distributed in printed media advertising.

8. Direct Promotional Gifts: Useful merchandise bearing the advertiser's brand or logo that is given away free of charge to customers, potential customers, or the general public. They tend to be used by ambitious or well-known brands that consumers identify with and who particularly value the opportunity to have branded products. As long as they are linked to a previous purchase, they are part of the promotion.

9. Point of sale promotion: Exhibitions and demonstrations, both for product testing and for direct discounts or gifts with purchase. They are used in the case of new product launches when it is necessary to teach customers how to use them or overcome a negative psychological barrier on the part of customers on the way to purchasing this product.

10. Loyalty Rewards: A cash prize for the common use of the company's products or services. They are usually accompanied by the collection of a predetermined number of purchase receipts.

11. Sales contests: contests between sellers, between channel members and even between consumers. They are typically used to develop an organization's own sales force or to get more out of a product's normal distribution channels.

12. Product Association: Give the customer a sample or a gift that will encourage the sale and purchase of another product. When buying, it looks for cross-selling from the point of view of a consumer who recommends a product or service to others who have not yet done so, using flagship products or known to be promoters or sponsors of the promoted product.

13. Rewards Program: Premium Program: a buyer earns points for something he has bought that is redeemed for rewards. They are typical of shopping clubs or payment methods, thus encouraging customer loyalty.

14. More Quantity for the Same Price: The package offers the customer a certain additional percentage of the product over the regular purchase price. These types of promotions are usually attractive to producers, since they have a lower value than a discount in price, since the cost of the subsidized amount is lower since it is not the margin of the product that is subsidized, but only its cost. Some strategies, such as 3v2, fall into this category.

15. Be accompanied by the other profitable sales of other products in the portfolio that do not have as much production, this method is similar to product bundling.

16. Minimum order. Consumers receive an attractive discount in exchange for a certain number of units purchased. These are regular promotions from manufacturers and/or wholesalers with their customers.

17. Outlet dispensers: At the exit, the customer receives a coupon based on the products purchased. Some malls use it to find future purchases from their customers, to encourage consumption of under-purchased categories, or to encourage purchases made. Consumer promotions may be "in-pack", "on-pack", or "out-of-pack", meaning they may be located inside products, printed on the packaging, or on any medium outside of the advertised product or service. You can also look for promotional advertising systems and thus achieve greater visibility among potential consumers who apply through it.

Currently, both traditional and digital perception factors are used [11]:

- corridor Screen: a poster that is in the corridor. In some cases, this may be the dispenser of the product itself;
- hanging: a poster that swings is suspended from the ceiling by two strands;
- podium: a small stage that elevates the product above other products;
- outdoor announcement: communicative actions are stuck on the floor of commerce;
- collar: coupon on the neck of the bottle with a built-in promotion;
- stopper: a device that is placed perpendicular to the shelves to stand out from the rest of the products on their shelves.

Thinking about the strategic perspectives of any industry leads to an understanding of the need to synthesize and use trends that appear in a given situation, which confirms the hypothesis of the need for a strategic approach to the alpaca wool textile industry in Peru, which has a high development potential and can have a promising future thanks to implementation of an adequate strategy and plan that proposes a solution to problems and problems in the textile industry (Table 1).

Table 1 – Basic Strategies for Solving Problems in the Textile Industry

BOTTLE NECK	Strategic steps to address the bottleneck should be more trade agreements with other countries and trade alliances with international importers of alpaca wool. In addition, the state should provide support to the regions producing alpaca wool and improve distribution logistics. Financial and technological potential in the production processes of these regions.
COMPETITORS	There should be good publicity and information about the benefits of alpaca fiber products and their organic nature as a high-quality product, and work should be done to improve production processes to produce the finest and highest quality wool. Establish strategic commercial alliances with manufacturing companies from other countries in international markets.
TECHNICAL PROCESSES	Strategies for solving technical problems are that alpaca breeders, as well as companies producing and exporting alpaca wool, should be trained in the use of new tools and technological processes for the production of alpaca fibers. This will allow you to get a better product of international quality.
GOVERNMENTAL SUPPORT	A strategic step in terms of state support should be the creation of state technical programs and committees to support the development of the industry and the cultivation of alpaca wool for breeders located in the most remote regions, as well as for producers and exporters.
FINANCING	More national and foreign investors should be encouraged to participate in the growth of the textile industry, in addition, alpaca farm associations should be created, as well as associations and groups of exporting companies, so that together they can access loans, financing, investment funds, so that promote export and have higher quality alpaca fiber in international markets.
PROMOTION IN INTERNATIONAL MARKETS	The main strategies to be taken in order to be able to promote alpaca fiber in international markets are to be able to develop the Peruvian alpaca wool textile brand internationally and to be able to participate in and manage trade missions and business.

In addition to these strategies for the promotion, growth and development of the alpaca wool textile industry, there are other factors for the development and growth of the textile and alpaca wool industry:

1. Take advantage of the recognition and prestige of Peruvian alpaca fibers and integrate the entire supply chain.
2. Promote and develop new markets for the export of alpaca fiber from the main regions, taking advantage of commercial agreements with different countries.
3. Encourage investment in each region in the technology and training of textile industry organizations, as well as in the production process of fiber production and related industries.
4. Strengthen business ties between leading companies in the textile industry, as well as related companies in this sector. Increase production profitability by optimizing various production lines. Seek to bring together alpaca breeders and various players in the textile industry to achieve economies of scale.
5. Increase sales and production of alpaca wool in the regions to provide the international market where this product is imported. Increase the number of areas and regions of production and increase production capacity.

These textile industry development strategies should generate alternative solutions to manage and improve these management processes in the industry, be able to plan and set strategic goals for the growth and development of the industry, and have a clear vision for the growth of alpaca wool exports for the textile industry in the main regions of Peru with a forecast over the next 5 years until 2027 to

become one of the first exporters of alpaca fiber in the world and a benchmark for alpaca in Latin America. By increasing market share in existing markets and finding new markets for alpaca fiber exports, production will increase, resulting in more jobs, which will bring economic benefits to the region. After that, it will improve the regional competitiveness index, compiled in relation to the economy, companies, government, infrastructure, and people.

References:

1. Ansoff I. H. Strategic Management. Palgrave Macmillan. 2007. P. 233.
2. Hamel G.I., Prahalad K.K. strategic intent. Printed by: Gary Homeland S.K. Prahalad, "Strategic Intent", Harvard Business Review, May-June 1989. 288p.
3. Mintzberg G., J. B. Quinn, Goshal S. Strategic process. Concepts, problems, solutions. - St. Petersburg, Peter, 2001. P. 567.
4. Thompson A.A., Strickland A.J. Strategic management. ... for universities / Per. from English. ed. Zaitseva L.G., MI. Sokolova. - M.: Banks and exchanges, UNITI, 2005. 578p.
5. Jincy K. J., Kumar N. R. Factors Affecting Consumers' Perceptions of Digital Sales Promotions // An Experimental Investigation. International Journal of Science and Research (IJSR). – 2015. – No. 4-4. – pp. 587–590.
6. Paramo M. D. Marketing: its conceptual essence. Ed. Universidad del Norte, Uninorte, Barranquilla, Colombia. – 2004. – P.9.
7. Nicolau A. I., Musetescu A., Mionel O. Stages in the Evolution of Marketing as a Discipline. Dimitri Cantemir. Christian University Bucharest. – 2014. – Vol. 6(2). – pp.166-169.
8. Garsia Sanchez M. D. Marketing Manual. Madrid. ESIC Editorial. 2008. 620 p.
9. Hollebeek L. D., Macky K. Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. Journal of Interactive Marketing, 45 (2019), pp. 27-41.
10. Belch, G.E., Belch, M.A. Advertising and Promotion An Integrated Marketing Communications Perspective. 12th Edition, McGraw-Hill, Boston. 2021. [Online resource]. – URL: <https://www.mheducation.com/highered/product/advertising-promotion-integrated-marketing-communications-perspective-belch-belch/M9781260259315>.
11. Porter M. E., What is Strategy? Harvard Business Review, 1996, pp.61-78.

Список источников:

1. Ansoff I. H. Strategic Management. Palgrave Macmillan. 2007. P. 233.
2. Hamel G.I., Prahalad K.K. strategic intent. Printed by: Gary Homeland S.K. Prahalad, "Strategic Intent", Harvard Business Review, May-June 1989. 288p.
3. Mintzberg G., J. B. Quinn, Goshal S. Strategic process. Concepts, problems, solutions. - St. Petersburg, Peter, 2001. P. 567.
4. Thompson A.A., Strickland A.J. Strategic management. ... for universities / Per. from English. ed. Zaitseva L.G., MI. Sokolova. - M.: Banks and exchanges, UNITI, 2005. 578p.
5. Jincy K. J., Kumar N. R. Factors Affecting Consumers' Perceptions of Digital Sales Promotions // An Experimental Investigation. International Journal of Science and Research (IJSR). – 2015. – No. 4-4. – pp. 587–590.
6. Paramo M. D. Marketing: its conceptual essence. Ed. Universidad del Norte, Uninorte, Barranquilla, Colombia. – 2004. – P.9.
7. Nicolau A. I., Musetescu A., Mionel O. Stages in the Evolution of Marketing as a Discipline. Dimitri Cantemir. Christian University Bucharest. – 2014. – Vol. 6(2). – pp.166-169.
8. Garsia Sanchez M. D. Marketing Manual. Madrid. ESIC Editorial. 2008. 620 p.
9. Hollebeek L. D., Macky K. Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. Journal of Interactive Marketing, 45 (2019), pp. 27-41.
10. Belch, G.E., Belch, M.A. Advertising and Promotion An Integrated Marketing Communications Perspective. 12th Edition, McGraw-Hill, Boston. 2021. [Электронный ресурс]. – URL: <https://www.mheducation.com/highered/product/advertising-promotion-integrated-marketing-communications-perspective-belch-belch/M9781260259315>.
11. Porter M. E., What is Strategy? Harvard Business Review, 1996, pp.61-78.

For citation:

Grover Oscar Pacheco Alcahuaman, Korsakova T. V. Strategic approach to the development of the textile industry // Online scientific journal «Management in economic and social systems». 2022. no. 2 (12). URL: <http://www.journal-mes.ru>

Для цитирования:

Гровер Оскар Пачеко Алкачуаман, Корсакова Т. В. Стратегический подход к развитию текстильной промышленности // Электронный научный журнал «Управление в экономических и социальных системах». 2022. № 2 (12). URL: <http://www.journal-mes.ru>

Bio Notes:

Grover Oscar Pacheco Alcahuaman, Master's degree student, Southern Federal University, Taganrog, Russia.
Contact information: pac@sfedu.ru

Korsakova Tatyana Vladimirovna, Doctor of Pedagogy, associate professor of the Department of Management and Innovation Technology, Institute of Management in Economic, Ecological and Social Systems, Southern Federal University, Taganrog, Russia.
Contact information: tvkorsakova@sfedu.ru

Сведения об авторах:

Гровер Оскар Пачеко Алкахуаман, магистрант Южного федерального университета, Таганрог, Россия.
Контактная информация: pac@sfedu.ru

Корсакова Татьяна Владимировна, доктор педагогических наук, профессор кафедры менеджмента и инновационных технологий Института управления в экономических, экологических и социальных системах Южного федерального университета, Таганрог, Россия.
Контактная информация: tvkorsakova@sfedu.ru

The article was submitted 18.05.2022; approved after reviewing 24.05.2022; accepted for publication 25.05.2022.

Статья поступила в редакцию 18.05.2022; одобрена после рецензирования 24.05.2022; принята к публикации 25.05.2022.



© 2022, Южный федеральный университет