

II- : - : ,
(8,2%),
- (3,4%). -
(5,0%).
(5,8%) [2].

.
,
. ,
,
. ,
. ,
,
,
2014 , 2014 ,
5,3%, 2015
5,8%.

- ,
« - ».
,
.
:
1. <http://www.gks.ru>
2. https://interactive-plus.ru/ru/article/114774/discussion_platform

: 65.011

,
,
« »,
,
- ,
« »,
.

FACTORS OF STABILITY OF ECONOMIC ACTIVITY OF THE COMPANY OPERATING ON THE PRINCIPLES OF MARKETING

Oleksandr Vynohradov,

senior lecturer of the Department of economics and marketing,
SEI HPE «Donetsk National Technical University», Donetsk

Anna Voloshina,

student of the faculty of engineering and economics,
SEI HPE «Donetsk National Technical University», Donetsk

ABSTRACT

The research is devoted to identification of the directions of definition of factors of marketing stability of the company. The importance of marketing stability in the economic activity of the company is analyzed by the method of generalization, and all factors of marketing stability are proposed to be allocated in four directions. The company needs not only to ensure marketing stability, but also to monitor it. For this purpose it is necessary to timely identify and consider factors of marketing stability.

Key words: stability of the company, marketing activity, marketing stability, factors of marketing stability.

[3].

II-

(

,

-

).

:

,

,

..

-

,

/ [4].

()

,

.

(

-

).

[1].

,

-

,

:

;

,

,

;

,

,

,

,

,

,

,

,

,

,

.

:

II-

1.

,

-

-

-

2.

3.

4.

[2]:

;

;

-

1.

2.

261.

3.

4.

.
 / //
 . - 2012. - 2 - . 43-47.
 / //
 . - 2010. - 3(1). - . 256-
 /
 . - 2007. - 9. - . 76-81.
 / //
 . - 2016. - 22, 3. - . 55-63.