

Monograph Review:

INTERNATIONAL MARKETING AS A FACTOR OF EXPORT COMPETITIVENESS

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Publisher:

Institute of Agricultural Economics, Belgrade, 2012.

Editor:

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The monograph „International marketing as a factor of export competitiveness development“ was published by a renowned scientific-research institution, the Institute of Agricultural Economics, Belgrade, 2012. The authors of the monograph are distinguished analysts and scientists in the field of agrarian economy and market research, Professor Drago Cvijanović, Ph.D. and Branko Mihailović, Ph.D. The monograph is a part of the research results at the project III – 46006 „Sustainable agriculture and rural development in terms of strategic goals implementation of the Republic of Serbia within the Danube region“, funded by the Ministry of Education and Science of Republic of Serbia.

In this monograph, the authors gave numerous theoretical and practical reviews of need and significance in applying marketing activities and techniques, which represent an important factor of international competitiveness' and enterprise/state export activities' strengthening. The monograph is of great significance, as for students on faculties of social sciences and scientists, as well as for companies which deal with export activities.

The monograph was structured in twelve items. In the first three was given a definition, significance, history and environment of international marketing. In the fourth item is given a theory presentation and kind of international business: export, licenses, contracts, franchises etc, and in the fifth item are presented some key globalization and international marketing starters. In the sixth item is given a review of business terms and export competitiveness in the Republic of Serbia, and in the seventh, eighth and ninth item are presented techniques of international marketing research, segmentation

of international market and international marketing strategy. The tenth and the twelfth items consider brand and business ethics issues, in the context of international marketing strategies' development, while the eleventh item provides the basic elements and definitions of international industrial management.

The international marketing gets increasing significance in business activities of all sizes companies, but also for consumers and national economies. The firms must contrive and to apply certain strategies, which will ensure them to use completely the key potentials and resources, and, in return, to create and maintain the advantage under their main competitors, if they are willing to survive and develop. The strategy of international marketing is becoming essential component of each firm's international businesses, and a leader position is implementing and retaining as a consequence of continuous and permanent adjustment of the firm to changeable world environment. Therefore, the governments, firms and individuals must react aggressive with innovative and creative marketing strategies.

As the authors point out, a key difference between domestic marketing and international marketing is more dimensions, activities and great complexity of numerous foreign markets on which the firm does business. There are many models of market environment analysis, and for this research purpose was used a SLEPT principle (social, legal, economic, political and technological factors) and were analyzed different aspects and trends which appear on international market, through social/cultural, legal, economic, political and technological dimensions.

An ability of the firm to realize its selected marketing strategy has been determined mostly by goals and expectations of the actors (managers/owners/employees) in the company, who directly or indirectly invest assets/knowledge/work and provide a support necessary for applying the strategies and plans. It is inevitable to determine clearly different groups of actors, to realize their expectations and to evaluate their strength, while the actors are those who provide wider directives within the firm does business. At the same time, the global marketing strategies face increasingly stronger and more complex challenges which require faster and more subtle answers, and most of enterprises are exposed to competitive pressure of global character.

In the monograph is given a review of various methods in which the firms can engage in international business and enter the foreign market. There differ the ways of entry by the level of control, realized over foreign activities. Basically, the business internationalization includes a desire of enterprise to exceed borderlines of growth which result from domestic market, then to pay off easier invested assets in research and development of the products, to achieve size economy, to minimize costs after cheaper inputs in foreign countries. Some of the most often forms of international business are export, licenses, contracts, „turnkey“ businesses, franchises, joint ventures, branch offices in total property and strategic alliances.

The authors emphasize that the organizational forms of international business must take into consideration a direction, speed, i.e. a phase in development of the company's business internationalization. The enterprise starts with minor procedure in business internationalization, then enters business which increase its correlation with foreign markets, in order to evolve finally into the globally structured international enterprise, which changes the organizational form of international business and organization character. Hence, in selection of internationalization strategy is necessary to anticipate the phases in development of these businesses, as well as their implications on organizational structure and style of managing the enterprise.

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