

NOVA PARADIGMA MARKETINGA ZA MALA I SREDNJA PREDUZEĆA

NEW MARKETING PARADIGM FOR SMALL AND MEDIUM SIZED ENTERPRISES

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Rezime

Zbog razlike koja postoji između MRS (malih i srednjih preduzeća) i velikih preduzeća tradicionalni marketing koji primjenjuju velika preduzeća nije prikladan u MRS naročito u okvirima marketing mix-a. U savremenoj literature, koja izučava marketing MRS-a, najčešće se ukazuje na potrebu primjene MO (Marketing odnosa) čiji su rezultat marketinške mreže. Posebno se potencira, uloga vlasnika /menadžera kao ključna karakteristika koja razlikuje MRS od velikih preduzeća. Kreiranjem ličnih mreža sa stejkholderima vlasnik/menadžer utiče na marketing MRS što je izuzetno važno za donošenje uspješnih marketing odluka. Glavna tema ovog rada jeste razmatranje marketing odnosa kao valjanog okvira marketinga za MRS. Želi se ,u ovom radu, pokazati da je za MRS marketing odnosa prikladan, uz postojanje snažnih veza između marketing odnosa, ličnih mreža i MRS. Dosadašnja praksa MRS podvrgavana je, i to dugo, kritici, a istraživači tvrdili da mali i srednji preduzetnici imaju ograničena znanja o marketingu. Iskustvo, ipak, pokazuje da MRS posjeduju jedinstvene karakteristike koja ih značajno razlikuju od velikih. Upravo zbog navedenog ukazuje se potreba za razvojem novih marketinških okvira koja bi za njih bila prihvatljivija. Navedeno potkrepljuje činjenica što marketing, sada, kao naučna disciplina doživljava transformaciju s pojavom nove paradigme kao što je Marketing odnosa, tako se pojavila mogućnost pristupanja praksi malih preduzeća u široj savremenijoj perspektivi.

Ključne reči: marketing, marketing odnosa, mrs, marketnške -lične mreže, vlasnik/menadžer

Summary

Due to the difference that exists between small and medium sized enterprises (SME) on one side and big enterprises on the other, traditional marketing applied by big enterprises is inappropriate for SME, particularly within the framework of marketing mix. Modern literature, which studies

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SME marketing, most often points to the need to apply relationship marketing (RM) which results in marketing network. The role of owner / manager is given a particularly prominent place in this framework, it being a key characteristic that differentiates SME from big enterprises. Creating personal networks with stakeholders, the owner / manager influences SME marketing, which is crucially important for making successful marketing decisions. The main topic of this paper is analysis of relationship marketing as a quality framework for SME marketing. The paper aims to show that for SME relationship marketing is appropriate, and that there is a strong tie between relationship marketing, personal networks and SME. SME practice has long been subject to criticism, and researchers have claimed that small and medium sized entrepreneurs have limited knowledge of marketing. Experience, however, has shown that SMEs possess unique characteristics which differentiate them substantially from big enterprises . Due to the said, a need has arisen to develop a new marketing framework which would be more acceptable for them. The stated is substantiated by the fact that at the moment marketing, as a scientific discipline, is undergoing a transformation with the occurrence of a new paradigm such as relationship marketing, so a possibility to approach small enterprises practice in a wider modern perspective has arisen.

Keywords: marketing, relationship marketing, SME, marketing–personal networks, owner/manager