

MARKETING I GLOBALIZACIJA - MEĐUNARODNI MARKETING PROGRAM

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Apstrakt: *Izmenjeni uslovi poslovanja na međunarodnom tržištu zahtevaju korekcije u primeni koncepta međunarodnog marketinga u poslovanju, što podrazumeva i drugačiji pristup funkcijama međunarodnog marketinga. Promene u funkcionisanju svetskog tržišta na makro, a naročito na mikro nivou nalažu drugačiji pristup implementaciji programa aktivnosti međunarodnog marketinga. Potrebno je imati u vidu da upravo strategijski pristup marketingu predstavlja kvalitativno najznačajniju promenu u implementaciji koncepta međunarodnog marketinga. Poslednja decenija XX veka imala je niz značajnih implikacija na način vođenja ukupnog međunarodnog poslovanja preduzeća, a pogotovo sa marketing aspekta tržišta i potrošača, što je u teoriji, ali i u poslovnoj praksi rezultiralo drugačijim definisanjem međunarodnog marketing angažovanja.*

Abstract: *Modified conditions of trading on the international market demand to corrections in a business acting of the international marketing concept, which means a different approach to the international marketing functions. Transformations in a functioning of the international market on a macro and micro level also press on a different approach to the implementation of entire international marketing activities. It is necessary to keep in sight, that most recently the strategic approach to marketing corresponding a qualitative most important innovation in the implementation of international marketing concept. The last decade of the 20th century presented a number of important implications on the style of managing entire international business of contemporary companies, especially by point of view the marketing aspect of market and consumers, which in a theory and in a business practice resulted in a different define of international marketing engage.*

Ključne reči: *globalizacija, međunarodno tržište, međunarodni marketing program, internacionalizacija.*

Key words: *globalization, international market, international marketing program, internationalization.*

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