

MARKETING MANAGER IN CONDITIONS OF THE NEW ECONOMY

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Today, in an age of technological revolution, transition, and general globalization, changes are happening by zooming speed. They have a far reaching impact on society as a whole, and almost no field of human activity that is not, in one way or another, under the influence of these changes. Thus drastically changes reflect the economic sphere of social life, primarily in the area of market operations. Many phenomena and processes that are now present on the world market indicate that the time of the old logic of economic behaviour and decision-making grant passed to traditional approaches to lose ground under the feet and that gives rise to the world of general recognition by marketing concept in business practice.

Economic development in general sense is to increase the complexity of the economy and social growth of the complexity of society. Increased complexity emerges in the processes of simultaneous differentiation and integration of economy and society.

Enterprise means changing the position of enterprises in space and time that it takes in new, quality, and better balance. Therefore every company aspires to.

We now live in the service society. An increasing share of gross national income comes from our consumption of services and increasing the number of workforce employed in this sector. However, the literature on management and marketing continues to dominates the production Management and marketing techniques. Distinctive characteristics of services deserve its own Management framework. Service marketing and management are complex, bearing in mind, consumers may buy something that is intangible, and in the growing number of cases, they did not even entirely clear what will get in exchange for money. In the first utility consumer economy is a key resource, or hardworking property companies. A satisfaction consumer represents, for each type of organization, a crucial strategic weapon. Among the main issues that significantly affect the change in marketing philosophy in the field of services is the role of consumers in the process of providing services, as an accomplice in its production. Essential problem is reflected in the fact that service is partly produced, sold and used during the inter action between the consumer and service organizations. The quality of these relations significantly affecting the quality of services and quality of service I represent one of the key problems, not only operating, but also marketing Management and human resource management.

The role of management and marketing in these processes, it is very important and often crucial. Relations with consumers represent task, not just top management and staff to make contact with consumers, but of all employees in the service organization.

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