

THE IMPACT OF ONLINE MARKETING ON THE CREATION OF GLOBAL SUPPLY CHAIN NETWORKS

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Global supply chain networks play an important role in the global economy, as they allow companies to deliver goods and services to different countries and regions. They ensure efficient use of resources and optimization of production and supply processes.

The main goal of global supply chain networks is to ensure timely and efficient execution of orders, minimize costs and increase customer satisfaction. To do this, it is necessary to carefully plan and coordinate all stages of the supply chain, from the purchase of raw materials and components to the delivery of finished goods or services to end consumers.

Important aspects of global supply chain networks are logistics, inventory management, coordination and communication between supply chain participants, as well as compliance with quality and safety requirements and standards.

Global supply chain networks are becoming increasingly complex and dynamic in today's world. They include many participants from different countries who work in different time zones and have different cultural and legal characteristics. Therefore, effective management and coordination of global supply chain networks requires the use of new technologies and tools, such as online marketing, to ensure timely and accurate information transfer and cooperation between supply chain participants [1].

The traditional supply chain involves several, but simple steps [2]:

- raw material collection: The first step involves collecting the raw materials needed to make the final product. The corresponding raw materials may be of the same type or may include several other products collected from various sources;
- collection of materials from suppliers: manufacturers must purchase all the necessary raw materials to produce the final finished product;
- production: the manufacturer then initiates and completes all the processes necessary to produce the finished product. There may be different procedures for each operation and different equipment may be used;

- distribution to customers: the process by which the finished product is distributed to retailers;
- consumption by end customers: the last step is the purchase of finished products by the buyer.

This is how the traditional supply chain system works.

On the other hand, today's supply chain is not a chain at all, but rather a flexible, adaptive wealth creation network designed to provide instant choice and hyperpersonalization through various distribution channels and an expanding range of digital capabilities. The traditional model of producing large volumes of the same product for retailers and distributors is a thing of the past.

Research has shown that today companies are changing their supply chain management methods. At the stage of the formation of supply chain management, the processes of transferring goods and services from one company to another were a mixture of manual and computer procedures. The only means to achieve this was manual intervention and Excel spreadsheets up and down the chain. On days of shorter life cycles of new products, it gets too slow.

The demand for "faster, cheaper, better" leads to a turning point in how a company responds to the demands of its customers in the supply chain. Companies are looking for a way to automate the procurement process and increase the time to market. The transition to a fully digital environment not only reduces the company's time to market, but also improves quality, improves cost-cutting activities and increases customer satisfaction.

Today's supply chain is a supply chain designed to provide instant choice and hyperpersonalization across multiple execution channels and an expanding range of digital capabilities. The transition from a traditional supply chain to a supply chain creates space for growth, optimizes operations and improves service while reducing costs and working capital. At the same time, this new model introduces higher levels of complexity, since now organizations must manage the flow of materials, products and data between a growing number of ecosystem partners, and all of them must be coordinated to maintain stability in the network [2].

One of the main problems of global supply chain networks is the complexity of managing and coordinating the various participants in the chain. Global supply chain networks often include many companies and organizations located in different countries. Managing and coordinating all these actors can be challenging, especially when taking into account different cultures, languages and legal systems.

Another problem is the instability and risks associated with global supply chain networks. For example, changes in the political or economic situation in one country can have a negative impact on the entire supply chain. In addition, natural disasters or other emergencies can also disrupt the supply chain and cause damage to business.

It is also worth noting that global supply chain networks may be subject to problems related to the quality and safety of products. Different countries may have different standards and requirements for product quality and safety, and companies should be prepared to meet these requirements in order to avoid problems with consumers and reputation.

Finally, global supply chain networks may also face challenges related to sustainability and environmental responsibility. Today, more and more companies and consumers are focused on sustainability and environmental responsibility, and companies should be ready to take these factors into account when managing their supply chains [3, 4].

Let's consider some aspects of logistics that justify the need to use the latest technologies.

Firstly, legal relations. In the conditions of incessant sanctions, and now the actions of the pandemic, one can observe the absence of simple and understandable rules of the game. Logisticians are forced to look for alternatives to "open" links of logistics chains. At the same time, some of them have elasticity, some do not. Without the introduction of databases that take into account all the new constraints for the logistics system, it is difficult to optimize these processes.

Secondly, material flows. A logistics specialist needs to know, in addition to the definition of material flows, their exact characteristics. Namely: physical features of the product, its value and flow characteristics. Otherwise, during transportation, the goods may be damaged due to improper transportation, its conditions, etc. To ensure the continuity of material flows, the maintenance of modern warehouse complexes equipped with specialized equipment is required, the maintenance of which is beyond the power of regional logistics enterprises.

Thirdly, the information flow. It is not static (unlike the material flow). It is necessary to constantly monitor the development of each type of transportation, analyze the state of market participants, keep up with technological progress around the world, monitor tariffs and rates for transportation for even greater optimization of activities.

Fourth, the professional skills of logistics service specialists. The logistician needs to be customer-oriented first of all when working with freight forwarders and clients, each requires an individual approach. A specialist needs to control his emotions in any situation and remain friendly, since these two links are extremely important in the logistics sphere. In this case, it is extremely important to improve internal processes in providing personnel. The use of digital technologies will minimize the human factor and reduce risks in the professional activity of a logistician.

Fifth, standardization of document flow. Mandatory use of programs that simplify and facilitate the work of processing customer orders, monitoring the availability of goods in stock, tracking cargo, etc. You need to keep up with the times and be ready for innovations to increase the efficiency of logistics and customer service.

Sixth, the level of development of communication systems. Restrictions in tracking the movement of goods, the implementation of effective control of highways do not allow to reduce the risks of delivery time.

Online marketing plays an important role in the creation and development of global supply chain networks. With the help of online marketing, companies can effectively attract new customers and partners from all over the world, expanding their global network.

Online marketing allows companies to promote their products and services

through various channels, such as social networks, search engines, email, etc. This allows companies to reach a wide audience and attract customers from different countries.

In addition, online marketing provides companies with the opportunity to collect and analyse data about their customers and the market. This helps companies better understand the needs and preferences of their customers, as well as optimize their supply chains in accordance with this data.

Disadvantages of the traditional approach to supply chain management: limited ability to track the entire supply chain; lack of real-time data updates; more expected delays; unable to adapt or less responsive to changing market conditions; excess inventory; higher cost level.

At the same time, the obvious advantages of using online marketing tools for supply chain management, such as: manoeuvrability, cost reduction, higher traceability, increased product safety, deepening in the specialization of technologies do not allow us to doubt the need for continuous improvement of approaches to supply chain management.

The Internet reduces the cost of purchases by providing supply chain partners with quick access to information about sources, availability, prices and technical data.

There are many online marketing tools, varying in cost and efficiency, that can provide any seller with an influx of customers and an increase in sales. The most popular online marketing tools are display advertising, contextual advertising, SEO search engine optimization, targeting advertising, viral advertising, teaser advertising, Push notifications.

The trends of online marketing in 2022-2023 are artificial intelligence and machine learning, omnichannel marketing, voice search, personalization, shopping content, AR and VR, Internet of Things (IoT), programmatic advertising.

Global supply chain networks are networks of companies that cooperate with each other to produce and supply goods or services internationally. These networks include suppliers, manufacturers, distributors and retailers who work together to ensure the efficient movement of goods from the manufacturer to the end consumer. Global supply chain networks play an important role in the global economy, as they allow companies to deliver goods and services to different countries and regions.

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