

ASSESSMENT OF MARKETING ATTRACTIVENESS OF THE MIDDLE EAST COUNTRIES FOR UKRAINIAN ENTERPRISES' FOREIGN ECONOMIC ACTIVITY

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Research methodology. The results were obtained with the following methods: statistical analysis and method of comparisons – in determining the characteristics and trends of economic development in the Middle East; general to specific method – in establishing the criteria for the ordering of the Middle East countries in terms of the national markets attractiveness for the representatives of international business; generalization and grouping – in developing the classification of the Middle East countries by the degree of the marketing environment homogeneity for Ukrainian industrial enterprises.

Results. The evaluation criteria system of Middle East marketing appeal for foreign industrial enterprises is determined. The proposed criteria system contains, along with economic indicators, very specific characteristics of political, cultural and mental peculiarities of doing business in the region.

The features and trends of economic development in the Middle East are shown taking into account the social and natural specifics of the region. The influence of the political system, the level of business bureaucratization and national specifics of business relations on the ability to attract foreign investment and economic partners is studied. The characteristics of mental, cultural and religious environment of the Middle East countries in the aspect of opening up their national economies and domestic markets are given.

On the basis of the proposed evaluation criteria the classification of the Middle East countries by the degree of marketing environment homogeneity for Ukrainian industrial enterprises is developed. The classification involves grouping the countries by the level of marketing attraction and business conditions for Ukrainian enterprises intending to carry out economic activities in the Middle East.

Novelty. A system of criteria for evaluating the marketing attractiveness of the Middle East countries, combining general economic indicators with more specific characteristics of the cultural and economic environment, which can contribute to the development of foreign economic relations, or restrain it.

Practical value. According to the proposed classification of the Middle East countries by the degree of the marketing environment homogeneity, three groups of countries are identified in terms of market attractiveness and favoring of doing business for the Ukrainian enterprises. The most attractive

countries for the Ukrainian producers in the aspect of international marketing activities are: Saudi Arabia, Oman, Bahrain, Qatar, Kuwait, the United Arab Emirates.

Keywords: foreign economic activity, international marketing, marketing environment factors, the economy of Middle Eastern countries.

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