Formation of the integrated system of the marketing information as the tool of perfection of marketing activity of innovative high school

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Abstract: The author proves necessity of formation of the integrated system of the marketing information of innovative high school, considers methodical aspects formation of the integrated system of the marketing information of innovative high school, develops structure of the integrated system of the marketing information of innovative high school X and makes recommendations about management of efficiency of the integrated system of the marketing information in innovative high school.

Keywords: the integrated system, marketing activity, innovative high school, the marketing information.

JEL Codes: D4, D8.

1. Introduction

Globalization, development of an information society and acceleration of economic processes leads to dynamical development of concepts and management methods marketing and marketing systems. It is possible to carry formation of cost marketing to number of priority directions of development of the given process, maintenance of management with efficiency of marketing, applications of the integrated marketing information systems and systems of marketing knowledge etc. For efficient control organisation marketing is necessary to use today marketing information system and to provide its integration with corporate information system, external information systems and sources of the data. We offer the approach to construction of the integrated marketing information systems which will provide support of business managerial processes by efficiency of marketing.

Management of efficiency of marketing (Marketing Performance Management) are understood as processes, methodology, the metrics and the software, necessary for management and measurement of efficiency of marketing activity of the organisation. Management of efficiency of marketing – a component of a control system of the marketing, directed maintenance of realisation of marketing strategy and achievement of the purpose of the organisation at tactical level in the presence of possibility to carry out monitoring, control and to provide feedback that leads to formation of the complex and continuous approach to management.

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2. Methodical aspects formation of the integrated system of the marketing information of innovative high school

Management of efficiency of marketing system is carried out at the expense of the balanced system of indicators of efficiency of marketing activity which is constructed on the modern approach providing a goals management by the organisation. It is possible to carry the balanced system of indicators of Kaplan-Norton to number of the most widespread approaches (Balanced Scorecard). Realisation of business processes of marketing is made not only by marketing departments, it is distributed to all departments. In this connection the basic perspective methods of the analysis of marketing activity are classical spheres BSC (financial sphere, sphere of clients, sphere of internal processes, training and growth sphere). Thus it is necessary to consider specificity of marketing. In addition it is possible to use also the system of indicators providing fixing significant for the organisation of external factors: the STEP-factors, a competitive environment, consumer behaviour etc.

Realisation of a goals management by the organisation and supports of the basic administrative business processes assumes using information technology and systems at various administrative levels. Top-level there is a working out organisation strategy (innovative high school), focused on increase of its image, and the balanced system of indicators in a combination to modern paradigms of marketing and strategic management [1].

The given process is supported by dynamic modelling of economic processes which allows to make a mathematical model for the description of activity of the organisation. The given model provides the account of all problems and business processes are represented in the form of system of the interconnected estimated indicators. The similar visualised model provides revealing and the analysis of directions of development of the organisation already at planning and preparation of administrative decisions.

Use of system-dynamic models provides possibility of carrying out scenario analyses, playing of various decisions and the analysis of their consequences, the analysis of risks and optimisation of operating parametres. Creation of system-dynamic models demands use of various software which concern WenSim, Studio, iThink, AnyLogic, PowerSim. Strategy working out assumes use also expert systems, systems of support of decision-making etc.

Support of a goals management within the limits of carrying out of offered strategy should be made and system CPM use. Such organisations as AG, Oracle IBM Cognos, Hyperion, SAP, etc. the structure of CPM-decisions includes a subsystem providing realisation of function of a goals management which is responsible for target planning, budgeting and forecasting are engaged in creation and development of CPM-decisions; financial consolidation and the reporting; the intellectual business analytics providing gathering of the necessary information from various sources, its structure and the analysis.

3. Working out of structure of the integrated system of the marketing information of innovative high school X

The main making concept of creation and development of the integrated system of the marketing information of innovative high school the concept of the research centres which in the simplified kind is presented in Figure 1 is.
The research centre of innovative high school is understood as research partnership which is necessary for carrying out of perspective interdisciplinary researches. Two partners are necessary for creation of the research centre – university or research institute, both domestic, and international at least that provides adjustment of contacts of the faculty and researchers with researchers in the country and abroad [2].

The initial precondition is carrying out of researches by the faculty, students, listeners and other researchers participating in activity of the Research centre exclusively at the institutes, thus teamwork at program level is spent for the centre. All research centre will be put into operation over one or several educational programs of innovative high schools to fulfill new educational directions, to provide strengthening and improvement of process of training and carrying out of researches in the research centres. (Figure 2)
According to the presented organizational structure main principles of work and the organisation of researches are developed for participants of the research centres in the form of a part of inquiry of the research centres on workings out and researches under operating contract [3]. It allows to consider application to principles of management of reception of grants and the contracts, expected and admissible expenses for carrying out of researches (a covering of expenses of faculties, maintenance of payment of grants to students, payment of the salary to researchers, product of purchases of the equipment, a covering of travelling and living expenses, expenses for acquisition of materials, etc.) And also allows to operate expenses on a salary of employees, requirements to the reporting (technical, financial, requirements on equipment the equipment, property and intellectual property), financial audit and requirements to monitoring. The given procedures and models represent a part of one or several seminars devoted to university researches and innovative management.
To number of the major elements of the concept of Innovative high school is also it is possible to carry the uniform structure promoting development of communication of formation, researches, innovations and business. The universal purpose consists in innovative culture in business, sphere of science and education [4]. Development of the Centres of business and innovations should occur also as development of the Research centres, at cooperation with institutes. For introduction of the given model creation of the Centre of business and innovations is necessary. The given centre should be based on basic postulates of success of the academic innovations received from experience of universities. Also integration three basic component of business and innovations (E&I) is necessary: formations, researches and commercialization. Thus, the structure of the Centre of business and innovations can be considered as similar to structure of the Research centre which becomes base for cooperation of high schools in the field of development of innovations.

At the expense of the presented concept maintenance not only an internal infrastructure of formation, innovations and business, at the expense of financing of innovative grants and researches in the field of business and innovations, but also an establishment of communication of the industry and the international institutes in the field of support of research contracts and development of technologies for their granting to again created and operating organisations is possible. Components of the given system are: Technoparks, investors and businessmen [5]. Innovative high schools should provide control of all programs offered students, give information support to all Research centres and provide maintenance of communications with
all Research centres for identification of research systems, support translation of technologies and assist communications with the industry.

![Functional model of the centres of support of innovations of innovative high school](image)

Figure 4: Functional model of the centres of support of innovations of innovative high school

The developed system allows to automate the majority of typical processes of educational institution and includes functional modules which support following processes:

1. The modules providing automation of work of a selection committee.
2. The modules providing the account and movement of the train of students of high school.
3. The modules, allowing to operate educational process and an infrastructure.
4. The modules providing the financial account.
5. The modules providing automation of priority processes of high school.
6. The module, providing the external reporting.
4. Management of efficiency of the integrated system of the marketing information in innovative high school

Term of realisation of strategy of the organisation traditionally makes 4-5 years. Updating of planning cycles and budgeting occurs within each year. At carrying out of operational planning by ERP-systems and other systems type there is a consideration of shorter time pieces – days and weeks [6].

For successful realisation of the closed cycle of management by efficiency it is necessary:

- To define strategy, the purposes and to construct the balanced system of indicators;
- To simulate the factors defining achievement of these purposes, and corresponding restrictions;
- To plan the actions providing realisation of objects in view;
- Constantly to trace the reached results and to compare them to target values of key indicators of efficiency;
- To analyze results;
- To make the reporting (financial and administrative).

Practical introduction of a complex of the software providing support of realisation of the concept of management by efficiency of marketing, exists not in itself, and enters into the general control system of organizational efficiency. The initial precondition is inclusion of information subsystems of support of various marketing processes in structure of marketing information system of the organisation.

The structure of marketing information system includes people, the equipment, gathering, an estimation and distribution full, exact, actual and trustworthy information which is necessary for acceptance of marketing decisions. It includes the internal information, marketing investigation (the external information), marketing researches and analytical marketing [7]. Today designing, creation and development of marketing information system of the organisation is a component of the organizational information system closely integrated with external information systems and sources of the data. Hence, it is possible to assert that integrated marketing ИС is a subsystem of the corporate information system which are responsible for support of managerial processes by marketing of the organisation.

Support of marketing business processes and managerial processes by efficiency of marketing activity is carried out at following levels:

Level 1. Top-level there is a working out of marketing strategy of the organisation and the balanced system of indicators of efficiency of marketing activity. Here it is expedient to apply system-dynamic models of marketing processes and corresponding information systems. Systems of support of decision-making, expert and others the information systems are here too used, allowing to solve problems of strategic marketing.

Level 2. Thanks to class systems CPM&BI carrying out of a goals management by marketing activity according to the developed balanced system of marketing indicators is provided. For support of management by efficiency of separate directions modules (Product Performance Management, Customer Relationship Performance Management etc.) are used specialists. To operate efficiency of web-resources appendices of class Web Analytics allow.
Level 3. At the given stage the operational administration by the organisation with use of plans and the budgets made at the previous level is made. Operative marketing processes and subsystems of the internal information (databases and file storehouses) are supported by systems PLM, ERP, CRMs other systems type. The designated levels of management are closely interconnected by efficiency of marketing within the limits of the management closed cycles.

There is an integration of subsystems of the external information necessary for carrying out of the analysis of big group KPI and monitoring of environment, and external sources of the information, in particular, information-analytical to the systems, providing carrying out of the analysis of open sources of the information (printing mass-media, television, radio, the Internet) [8]. In our country following organisations – "Medialogija"(www.medialogia.ru), in "Integrum"(www.integrum.ru), Park.ru and Public.ru are engaged in granting of such services. There is a close interrelation between development of technologies and services of a network the Internet and development of marketing information systems as a whole and subsystems of the external information (marketing investigation) and marketing researches as a part of marketing information systems. The integral element of the integrated marketing information system of the organisation is the organizational portal.

5. Conclusion

Approval of the offered approach to management of efficiency of marketing systems with application of information systems has been made by the leading Russian organisations. The given approach is a training basis in laboratories «Management of efficiency of marketing» and «Management of efficiency of business» Network educational corporation REA of G.V.Plehanova (Moscow) who has been created in 2008at introduction of innovative educational program РЭА of G.V. Plehanova within the limits of the priority national project "Formation".

Use of innovative approaches of management by high school with application of innovative information technology represents the major mechanism providing achievement by high school of priority problems of development, improvement of quality of granting educational services, acquisition of steady competitive advantages.

Information systems as an integral part of information technology, provide granting to functional divisions and controls high school of the actual, full, authentic and regularly updated information necessary for quality maintenance of formation.

6. References


