

ESTIMATION OF MARKETING PRICE POLICY EFFICIENCY OF THE ENTERPRISE OF MEAT-PROCESSING INDUSTRY

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Price competition among the domestic enterprises of meat processing industry requires the permanent increase of marketing price policy efficiency. The purpose of the research consists in the estimation of marketing price policy efficiency, establishment of its intercommunication with efficiency of activity for further improvement of marketing price policy of the enterprise of meat processing industry. The research's methods are theoretical and logical generalization, statistical analysis, expert questioning, and matrix. The results of research are the methodical approach to the estimation of marketing price policy efficiency of the enterprise on the basis of determination of integral index; matrix that analyses intercommunication of marketing price policy efficiency with efficiency of enterprise's activity for the development of marketing price policy potential and strengthening of control after the results of the enterprise's activity are formed.

Keywords: efficiency, marketing price policy, integral index, matrix, estimation.

JEL Codes: C13, D21, E64.

1. Introduction

Signing of agreement about the association between Ukraine and European Union and opening of free trade zone assists strengthening of competition at the market of meat products and requires from enterprises implementation of new tasks, related to providing of technical production modernization, diversification and mastering of new types of products, introduction of international quality standards.

In Ukraine financial solvency of population remains at low level, that is why the most effective method of competition is price competition. For increasing the products' competitiveness as at the internal market of Ukraine and in free trade zone with European Union, there is only one possibility is spending cutback, price-cutting and improvement of products quality, activation of innovative activity, namely introduction of the newest technologies, maintenance and increase of power value of food products.

The issues as far as effective marketing price policy is used with the enterprise, where to find backlogs of its perfection requires development of corresponding methodology of its estimation and practical decision.

The main purpose of this research is development of estimation algorithm of marketing price policy efficiency of establishment of its intercommunication with efficiency of activity in relation to further improvement of marketing price policy for providing of stable development of the enterprise of meat processing industry.

Accordingly, the research *object* is efficiency of marketing price policy in intercommunication with efficiency of enterprise's activity of meat processing industry.

For the achievement of the aim, it is necessary to decide the next tasks:

- research of the existent scientific approaches to the economic essence of concept “efficiency” and application of the scientific approach to efficiency of price policy of the enterprise taking into account the specific of industry;
- development of methodology of estimation of marketing price politics efficiency of the enterprise of meat processing industry;
- establishment of intercommunication between marketing price policy efficiency and efficiency of the enterprise's activity;
- approbation of offered methodology on materials of certain enterprise of meat processing industry.

Thus, the question is not decided yet: how to estimate of marketing price policy efficiency and set intercommunication with activity efficiency for the prospects of further development of the enterprise of meat processing industry.

The review of economic literature in relation to the question of concept “efficiency” essence testifies about the existence of ponderable theoretical ground that includes different scientific approaches:

- *resource approach*, that envisages the production of maximal volume of products from limit amount of resources, is formed in obedience to the theory of productive efficiency (McConnell, 2005);
- *expense approach*, that envisages correlation of general charges to the results of activity (Chase, 2001) or correlation of “entrances” (charges) to the “finished” (result of activity) which are formed in obedience to the theory of the systems (Kast, 2017);
- *targeted purpose approach*, that envisages the achievement of put strategic aims on the criteria of optimality and economy (King, 1982);
- *approach of alternative cost* envisages the choice from alternative decisions, that has the best thing for the achievement of the enterprise' aims (Dembek, 2016).

All enumerated approaches to the interpretation of efficiency are complemented each other and will liquidate their defects. Thus, the lack of resource and expense approaches are the high level of orientation on the internal environment of the enterprise. At the same time having targeted purpose and alternative cost approaches, the factors of environment are taken into account. At the same time

complication of analysis and difficulty of the use of efficiency indexes allow to the scientists to choose different methods, ground the own system of efficiency indexes for any object of the research (Matthews, 2011).

Investigating existent scientific work from the estimation of marketing price policy efficiency of the enterprise, it is needed to mark the concentration of authors on the own systems of indexes efficiency, taking into account the branch specific and technologies of business. Also from all approaches into the marketing price policy efficiency has targeted approach on the basis of the strategic planning, by means of strategic planning with the help of purposes that are specified, tasks are decided, results are got (Kienzler, 2017).

General factors that influence on processes of enterprises' pricing of meat processing industry are social products character; solvency of population; absence of appropriate state control on prices; standard of purchasing prices on raw material and material resources; intensity of price competition on meat products to the regional market, innovations, level of the technical state of equipment from possible losses, production of goods from secondary raw material, flexibility of sale decisions that bring to the decline of expenses on production and to the products' realization.

The aims of marketing price policy of the enterprises of meat processing industry that is sent to the increase of its efficiency are the following:

- providing of consumers' necessities in quality and inexpensive meat products due to the part in the assortment of social products;
- price-cutting for providing of products' competitiveness in the regional market;
- cutback of spending on production and realization of products due to introduction of new equipment, resource saving technologies, complex recycling of raw material;
- motivation of workers in relation to the labour productivity increasing;
- maximization of profit of the enterprise.

During the period of 2010–2017 in obedience to the financial reporting most enterprises of meat-processing industry have high level of unprofitable activity over 40% (Official Site Databases of enterprises, 2018). In our view, the high level of unprofitableness of the enterprises is the consequence of low level of control of guidance after efficiency of the enterprise's activity and needs immediate events in relation to the decision of this problem.

Thus, with the aim of increasing potential of marketing price policy it is necessary to analyze the level of integral index of marketing price policy efficiency, taking into account the level of efficiency of the enterprise's activity.

2. Research methodology

On the basis of application of the research methods, such as theoretical and logical generalization, statistical analysis, expert questioning, matrix, it is suggested

to conduct the estimation of marketing price policy efficiency of the enterprise in following 6 stages:

I. Explanation of estimation of marketing price policy efficiency of the enterprise.

The estimation of marketing price policy efficiency of the enterprise that must be conducted by marketing department is the ground for formulation of aims, development of price decisions and better choice of efficiency from existent variants for their realization for the next period.

II. Determination of basic constituents of marketing price policy efficiency of the enterprise.

The method of expert questioning (Hnatiienko, 2008) of specialists on pricing issues of the enterprises of meat-processing industry were determined the following composition (informative, analytical, motivational and resulting) at the estimation of marketing price policy efficiency of the enterprise.

In accordance with targeted approach to efficiency and specific of meat processing industry functioning and informative constituent takes into account the data of internal enterprise's environment, such as prices on raw material, average wholesale prices on products, products assortment, which has demand for consumers. Analytical constituent takes into account the data in relation to the cost cutting due to introduction of technical, technological, sale events. Motivational constituent takes into account charges on maintenance of personnel and its productivity. Resultant component takes into account the products' production and realization efficiency of the enterprise.

III. Choice of indexes that characterize every constituent for the estimation of marketing price policy efficiency of the enterprise is shown in the table 1.

Table 1. Indexes of constituents of marketing price policy efficiency of the enterprise

№	Name of indexes
Informative constituent	
1	Index of purchase price on raw material (I p.m.)
2	Index of wholesale average price on sausage products (I p.s.)
3	Index of part of social products in assortment (I p.s.p.)
Analytical constituent	
1	Index of fitness of fixed productive assets (I f.p.a.)
2	Index of material returns (I m.r.)
3	Index of part of charges on sale in complete expenditures (I p.c.e.)
Motivational constituent	
1	Index of part of labour remuneration in complete expenditures (I p.l.f.)
2	Index of labour remuneration fund (I l.r.f.)
3	Index of labour productivity (I l.p.)
Resultant component	
1	Index of net profit from products' realization (I p.p.r.)
2	Index of products profitability (I p.p.)
3	Index of product's volume realization in natural indexes (I v.r.)

The index of singular index are calculated according to the formula:

$$Index = \frac{\text{Index current year}}{\text{Index previous year}} \quad (1)$$

IV. Estimation of complex index of component of marketing price policy efficiency of enterprise on the basis of single indexes it is suggested to count according with the application of geometric average to the following formulas:

index of informative constituent (I_i):

$$I_i = \sqrt[3]{I_{p.m.} * I_{p.s.} * I_{p.s.p.}} \quad (2)$$

Other constituents are calculated analogically.

V. Determination of every constituent importance by expert way at the estimation of integral index of marketing price policy efficiency of the enterprise.

The integral index of marketing price policy efficiency ($Imppe$) it is suggested to count according to the formula:

$$Imppe = \alpha \cdot I_i + \beta \cdot I_a + \gamma \cdot I_m + \delta \cdot I_r \quad (3)$$

where I_i , I_a , I_m , I_r – accordingly constituents (informative, analytical, motivational and resulting) of marketing price policy efficiency of the enterprise; α – is importance of informative constituent; β – is importance of analytical constituent; γ – is importance of motivational constituent; δ – is importance of resultant constituent.

Importance of every component estimation of integral index of marketing price policy efficiency of the enterprise was determined by the way of expert issues of specialists on questions of marketing activity of the enterprise on the basis of questionnaire.

Generalization of questionnaire results in relation to determination of importance of every component estimation of integral index of marketing price policy efficiency of enterprise is shown below:

$$Imppe = 0.33 \cdot I_i + 0.28 \cdot I_a + 0.15 \cdot I_m + 0.24 \cdot I_r. \quad (4)$$

VI. Construction of matrix “Profitability of enterprise’s activity is the integral index of marketing price policy efficiency”.

The matrix offers “Profitability of enterprise’s activity is the integral index of marketing price policy efficiency” (Fig. 1).

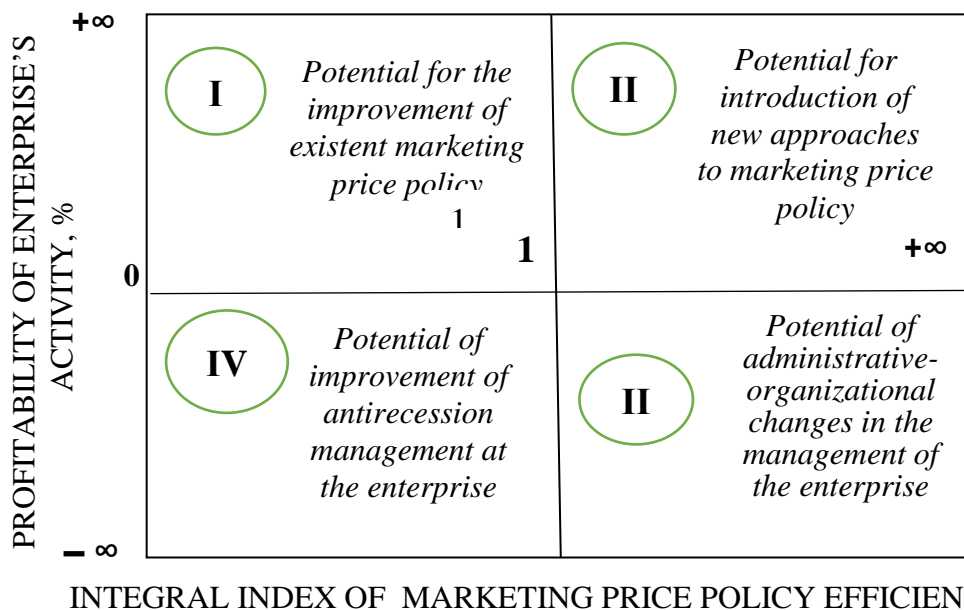


Fig. 1. Matrix “Profitability of activity is the integral index of marketing price policy efficiency”

With the help of matrix according to the square (I, II, III, IV) the potential for further marketing price policy and economic activity of the enterprise is elected:

- the square I is low integral index of marketing price policy efficiency, it is less than 1 and profitability of enterprise’s activity is more than 0 testifies that enterprise it is needed to pay attention to the improvement of existent marketing price policy due to the careful study of weak points, search of backlogs for improving pricing methods on products, reorganization of marketing department, strengthening of new workforce on pricing issues;

- the square II is high integral index of marketing price policy efficiency ≥ 1 and profitability of enterprise activity of more than 0 testifies that the enterprise supports the high level of economic efficiency of activity due to events introduction in relation to the cost cutting on products’ production and realization and new methodologies of pricing on products improvement, including, price on new products. It is needed to improve some events in relation to maintenance the high level of marketing policy efficiency due to price control;

- the square III is high integral indexes of marketing price policy efficiency ≥ 1 and unprofitable cost of effectiveness of activity ≤ 0 testifies the ineffective general management and necessity of organizationally administrative changes bringing for the improvement of economic situation at the enterprise. For the owners of the enterprise, it is a signal to control the work of guidance and realization of administrative audit of all activity of the enterprise with the aim of exposure of unprofitableness reasons;

- the square IV is low integral index of marketing price policy efficiency is less than 1 and unprofitable cost effectiveness of activity ≤ 0 testifies the acceptance of

administrative decisions and events on antirecession management for prevention of the enterprise's bankruptcy threat.

3. Research results

For approbation of this research there was selected the enterprise of meat-processing industry of Ukraine PJSC "Koziatynskyi meat-packing plant" (Vinnytsia region), it is modern enterprise with front-rank technologies of production of meat and sausage products. The basic shareholder of the enterprise is company "OSI International Holding GmbH" (Germany). The assortment of PJSC "Koziatynskyi meat-packing plant" products makes over 50 names of ready-to-cook foods and more than 60 names of sausage products. The system of safety food products in obedience to the requirements of ISO 22000:2005 and system of ecological management in accordance with the requirements of international standard of ISO 14001:2004 is inculcated and certificated at the enterprise (Site PJSC "Koziatynskyi meat-packing plant", 2018). Analysis of basic economic indicators of profitability of PJSC "Koziatynskyi meat-packing plant" during 2010–2017 testifies the achievement of high results and economic stability of the enterprise (Fig. 2).

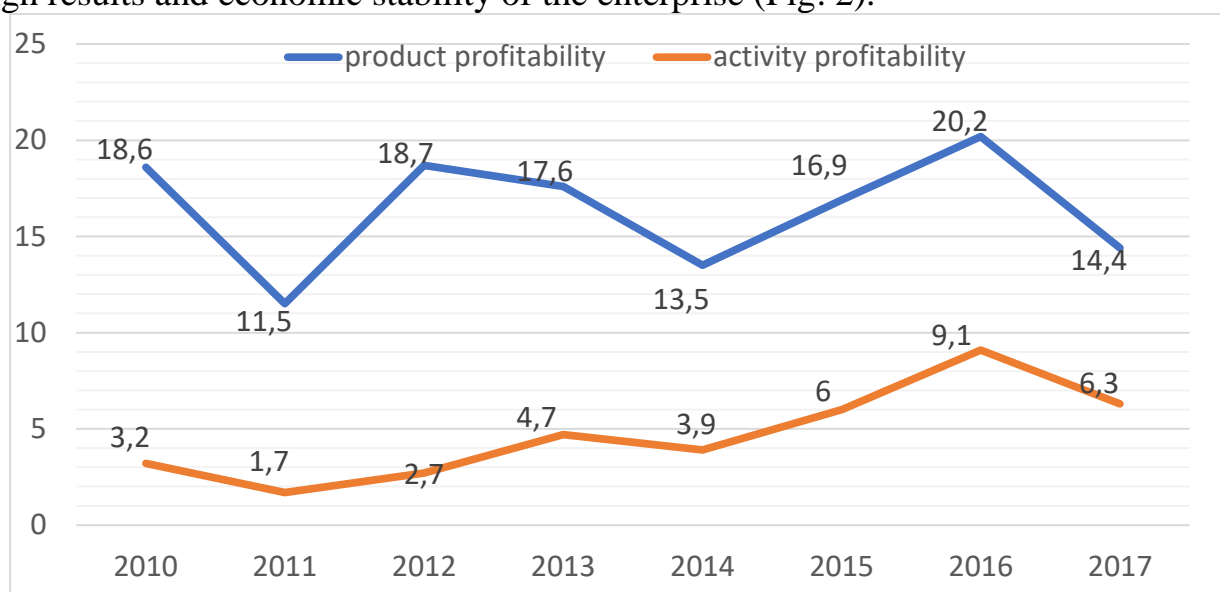


Fig. 2. Indexes of profitability of PJSC "Koziatynskyi meat-packing plant" during 2010–2017, %

At the same time, the issues of improvement of marketing price policy of PJSC "Koziatynskyi meat-packing plant" remains actual in different directions and requires permanent control from the side of guidance in relation to maintenance of high level of products competitiveness of price factor.

Approbation of given methodology of PJSC "Koziatynskyi meat-packing plant" is carried out on the actual values of indexes during the period of 2001–2017 is shown in the table 2.

Table 2. Indexes of PJSC “Koziatynskiy meat-packing plant” during 2001–2017

Years	Informative constituent			Analytical constituent			Motivational constituent			Resultant component		
	Index of purchase price on raw material	Index of wholesale average price on sausage products	Index of products social part in assortment	Index of suitability of fixed productive assets	Index of material returns	Index of part of charges on sales in complete charges	Index of part of labour remuneration in complete expenditure	Index of labour remuneration fund	Index of labour productivity	Index of net profit from products' realization	Index of products profitability	Index of product's volume realization in natural indexes
1	2	3	4	5	6	7	8	9	10	11	12	13
2001	1.69	1.08	1.10	1.01	1.07	1.30	1.02	1.18	0.95	0.97	0.81	0.96
2002	0.80	0.96	0.99	0.91	1.05	0.79	0.78	1.24	0.93	0.93	1.00	0.95
2003	0.85	1.12	0.96	1.44	1.00	1.32	1.90	1.74	0.92	0.90	1.80	0.65
2004	1.61	1.16	0.98	1.02	1.04	0.96	1.26	0.83	0.74	0.67	0.96	0.87
2005	1.37	1.08	0.99	0.95	1.05	1.25	1.09	1.01	1.29	0.91	1.29	0.68
2006	0.89	1.03	1.03	1.06	1.12	1.53	1.68	2.05	1.22	1.34	2.42	0.98
2007	1.05	1.26	0.94	1.19	0.81	1.25	0.86	1.39	1.22	1.38	0.81	0.96
2008	1.62	1.20	0.65	1.05	1.15	0.99	0.69	1.29	1.92	0.89	0.90	0.71
2009	0.96	1.08	1.14	1.00	1.04	3.01	1.38	1.06	1.21	1.24	1.23	0.84
2010	1.01	1.19	1.18	0.99	1.02	0.92	0.85	1.02	1.42	1.25	1.19	1.12
2011	1.19	1.04	1.05	0.99	1.04	0.58	0.59	1.42	1.59	2.20	0.61	0.99
2012	1.03	1.25	1.04	0.96	0.94	0.86	1.13	1.12	1.12	1.20	1.62	0.74
2013	1.06	0.99	0.85	0.94	1.03	1.48	1.80	0.96	0.58	0.57	0.94	0.99
2014	1.31	0.95	1.09	0.96	0.90	0.58	0.96	1.09	1.12	1.14	0.76	1.24
2015	1.48	1.14	1.11	1.02	1.01	0.64	0.84	1.34	0.65	1.64	1.25	1.21
2016	0.97	1.10	0.95	1.16	1.09	0.98	1.06	1.29	1.23	1.26	1.19	1.20
2017	1.29	1.34	1.02	1.05	1.09	0.74	0.96	1.45	1.46	1.46	0.71	1.22

Source for calculation (Official Sites: «PJSC “Koziatynskiy meat-packing plant”, Databases of enterprises, Statistics of Vinnytsia region)

The data from the table 2 characterize the work of the PJSC “Koziatynskiy meat-packing plant during 2001–2017 by the types of activities (productive, marketing, financial, labour) that have influence on marketing price policy of enterprise.

The estimation of marketing price policy efficiency of PJSC “Koziatynskiy meat-packing plant” is shown in the table 3.

Table 3. The estimation of marketing price policy efficiency of PJSC “Koziatynskyi meat-packing plant

Years	Component estimations of marketing price policy efficiency				Integral index of efficiency
	Informative	Analytical	Motivational	Resultant	
2001	1.26	1.12	1.04	0.91	1.10
2002	0.91	0.91	0.96	0.96	0.92
2003	0.97	1.24	1.45	1.02	1.13
2004	1.22	1.0	0.92	0.82	1.02
2005	1.13	1.07	1.12	0.92	1.06
2006	0.98	1.22	1.61	1.47	1.25
2007	1.07	1.06	1.13	1.02	1.06
2008	1.08	1.06	1.19	0.82	1.04
2009	1.06	1.46	1.21	1.08	1.20
2010	1.12	0.97	1.07	1.18	1.08
2011	1.09	0.84	1.10	1.10	1.01
2012	1.10	0.92	1.12	1.13	1.06
2013	0.96	1.13	1.0	0.81	0.98
2014	1.10	0.79	1.05	1.02	0.98
2015	1.23	0.87	1.23	1.35	1.21
2016	1.0	1.07	1.19	1.21	1.10
2017	1.21	0.95	1.27	1.08	1.12

The got results testify that PJSC “Koziatynskyi meat-packing plant” pays much attention to marketing price policy forming. Thus, integral index of marketing price policy efficiency for the period of 2001–2017 more than 1 (except 2002, when this index folds was 0.92, 2013 – 0.98 and 2014 – 0.98), that confirms its high level. Let’s define the matrix from actual data of PJSC “Koziatynskyi meat-packing plant” (Fig. 3).

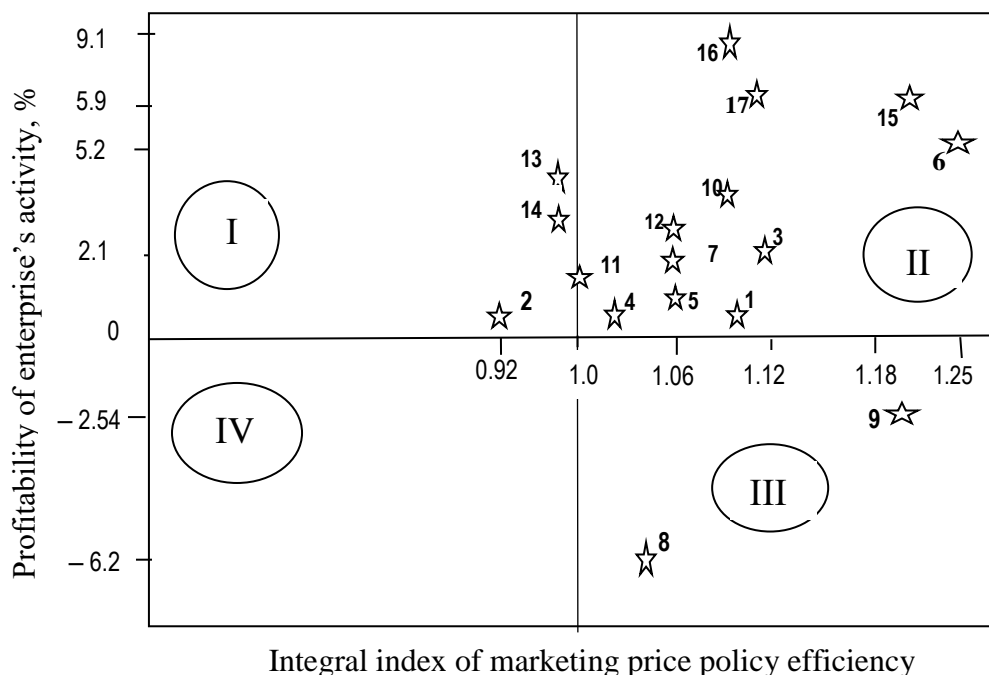


Fig. 3. Matrix of PJSC ”Koziatynskyi meat-packing plant” data

In the square I there are the following years: 2002 is marked on the table as (2) that 2013 is (13), 2014 is (14), when miscalculations took place at planning of products' assortment and sale decisions that were represented on the decline of goods' production and efficiency of marketing price politics volumes.

In the square II are the following years: 2001 – (1), 2003 – (3), 2004 – (4), 2005 – (5), 2006 – (6) 2007 – (7), 2010 – (10), 2011 – (11), 2012 – (12), 2015 – (15), 2016 – (16), 2017 – (17) when stable price policy, policy of sale and general economic policy of the enterprise, came true.

In the square III are the following years: 2008 – (8) and 2009 – (9), when country's financial crisis is affected on economic policy of the enterprise (depreciation of hryvnya, problem with bank credits, and increase of financial charges and others like that).

In general plan during the period 2001–2017, PJSC “Koziatynskyi meat-packing plant” shows high marketing price politics efficiency that confirms stability of the existent state and prospect for further development of the enterprise.

4. Conclusions

1. The analysis of essence of category “efficiency” testifies to existence of basic approaches: resource, connected with the use of resources; expense is on the basis of all charges on production and products realization; having special purpose, as forming and achievement of enterprise' aims; alternative cost that determines the value of resource at different alternative possibilities of application. The complexity of approaches application of efficiency gives an opportunity to get rid from defects and offer indexes for determination of price policy efficiency of the enterprise of certain branch specific.

2. With the aim of ground of indexes of marketing price policy efficiency of the enterprise the generalized factors of influence on the processes of enterprises pricing of meat processing and the aims of marketing price politics, that assist increasing of its efficiency are formed.

3. The methodical approach to the estimation of marketing price policy efficiency of the enterprise on the basis of integral index efficiency calculation after constituents (informative, analytical, motivational, resulted) and their ponderability and their values that is determined by the expert questioning method of specialists industry on marketing department is given.

4. The high level of unprofitableness of enterprises' activity of meat processing industry at the level of 40% for 2017 needs concentrating of attention on the control of activity efficiency in intercommunication with price policy efficiency on the basis of analysis realization offered with the matrix "Profitability of enterprise activity is the integral index of marketing price policy efficiency".

5. Approbation of methodology on PJSC “Koziatynskyi meat-packing plant” on actual materials during the period 2001–2017 testifies that only integral index of marketing price policy efficiency was less than 1 only for 3 years (2002, 2013, 2014).

Formed matrix “Profitability of enterprise activity is the integral index of marketing price policy efficiency” testifies that only financial problems took place during 2 years (2008, 2009), when the anticrisis events of the enterprises were accepted by guidance. In the general plan of PJSC “Koziatynskiy meat-packing plant” shows the high level of marketing price policy efficiency and efficiency of activity that testifies to present potential for the marketing price policy improvement and further stable economic development of the enterprise.

6. With the aim of existing efficiency increase, marketing price policy, to our opinion, marketing department of PJSC “Koziatynskiy meat-packing plant” must be strengthened to the work of price controlling. In addition, it is needed to pay attention to its functions: giving information to the functional departments about the state and changes in legislation amendments in pricing; analysis of operating prices efficiency; analysis of products competitiveness on prices; collection of information for introduction of given events and obligations of every department in relation to the cost cutting on products’ production and realization; development of suggestions for planning products’ assortment in price cut; calculation of wholesale-vacation prices on the prepared products and inward production prices on raw material and passing products; determination optimally of eventual price for products realization.

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MĖSOS PERDIRBIMO ĮMONIŲ PREKYBOS RINKODAROS KAINŲ POLITIKOS EFEKTYVUMO ĮVERTINIMAS

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Santrauka

Kainų konkurencijai tarp šalies mėsos perdirbimo šakos įmonių reikalauja nuolatinio rinkodaros kainodaros politikos efektyvumo didinimo. Tyrimo tikslas – įvertinti rinkodaros kainodaros politikos efektyvumą ir nustatyti jos sąryšį su įmonių veiklos efektyvumu, siekiant tolesnio rinkodaros kainodaros politikos tobulinimo mėsos perdirbimo šakos įmonėse. Tyrimo metodika: statistinė įmonių veiklos analizė, ekspertų (įmonių vadovų ir specialistų) apklausa, matricų sudarymas. Tyrimo rezultatai: pasiūlyta metodinė prieiga įmonės rinkodaros kainodaros politikos efektyvumui vertinti, remiantis integruotu rodikliu suformuota matrica, parodanti sąryšį tarp rinkodaros kainodaros politikos efektyvumo ir įmonės veiklos efektyvumo rinkodaros kainodaros politikos potencialui vystyti ir įmonės veiklos rezultatų kontrolei sustiprinti.

Raktiniai žodžiai: efektyvumas, rinkodaros kainų politika, bendrasis indeksas, matrica, vertinimas.

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