

# MARKETING DEVELOPMENT IN FINLAND AND UKRAINE: COMPARATIVE ANALYSIS

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## **Abstract**

MARKETING DEVELOPMENT IN FINLAND AND UKRAINE: COMPARATIVE ANALYSIS Abstract: Marketing theory and practice evolve through a combination of evolutionary processes and revolutionary changes, often linked to radical socio-economic shifts. This study takes a historical perspective, delving into the development of marketing in Finland and Ukraine. By incorporating empirical data, it aims to delineate the distinct stages each country has undergone in its marketing evolution. Furthermore, the study introduces an innovative methodological approach to identify and analyze trends in marketing formation. This study not only aims to trace the historical development of marketing in Finland and Ukraine but also pioneers a methodological approach that enriches our understanding of the intricate processes shaping marketing evolution. Through a blend of empirical data and innovative analysis, it endeavors to contribute valuable insights to the dynamic field of marketing scholarship and practice. Keywords: marketing, marketing development, periodization criteria

**Subject Areas:** *Cross-cultural and International Marketing, Theory and Philosophy of Marketing*

**Track:** Marketing Strategy & Theory