

Название публикации:

Formation, operation and development of local markets: A case study

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Аннотация:

The article illustrates the author's approach to the search, formalization and utilization of technical, technological and organizational factors of corporate competitiveness in local furniture markets. The analog and digital (economic-mathematical) model of the local market is introduced and described, the promising approaches to the formation of regional production circuits, taking into account the specific structure of local marketing systems, are disclosed. © 2018 International Strategic Management Association. All Rights Reserved.

Ключевые слова:

Analog model of the local market, Digital model of the local market, Local markets, Management of the development of local markets