



RS Global  
Journals

Scholarly Publisher  
RS Global Sp. z O.O.  
ISNI: 0000 0004 8495 2390

Dolna 17, Warsaw, Poland 00-773  
Tel: +48 226 0 227 03  
Email: editorial\_office@rsglobal.pl

<b>JOURNAL</b>	International Journal of Innovative Technologies in Economy
<b>p-ISSN</b>	2412-8368
<b>e-ISSN</b>	2414-1305
<b>PUBLISHER</b>	RS Global Sp. z O.O., Poland
<b>ARTICLE TITLE</b>	SELECTION OF INDICATORS OF QUALITY MANAGEMENT SYSTEM AND MARKETING ANALYSIS OF MANAGEMENT OF NON-MANUFACTURING ENTERPRISES
<b>AUTHOR(S)</b>	Chinara Kochariyeva
<b>ARTICLE INFO</b>	Chinara Kochariyeva. (2022) Selection of Indicators of Quality Management System and Marketing Analysis of Management of Non-Manufacturing Enterprises. International Journal of Innovative Technologies in Economy. 1(37). doi: 10.31435/rsglobal_ijite/30032022/7787
<b>DOI</b>	<a href="https://doi.org/10.31435/rsglobal_ijite/30032022/7787">https://doi.org/10.31435/rsglobal_ijite/30032022/7787</a>
<b>RECEIVED</b>	12 January 2022
<b>ACCEPTED</b>	04 March 2022
<b>PUBLISHED</b>	10 March 2022
<b>LICENSE</b>	 This work is licensed under a <b>Creative Commons Attribution 4.0 International License</b> .

© The author(s) 2022. This publication is an open access article.

# SELECTION OF INDICATORS OF QUALITY MANAGEMENT SYSTEM AND MARKETING ANALYSIS OF MANAGEMENT OF NON-MANUFACTURING ENTERPRISES

*Chinara Kochariyeva, PhD student, Odlar Yurdu University, Baku, Azerbaijan*

DOI: [https://doi.org/10.31435/rsglobal\\_ijite/30032022/7787](https://doi.org/10.31435/rsglobal_ijite/30032022/7787)

---

## ARTICLE INFO

**Received** 12 January 2022

**Accepted** 04 March 2022

**Published** 10 March 2022

---

## KEYWORDS

Marketing, non-manufacturing, management, enterprise, trade.

## ABSTRACT

In contrast to the study of marketing management in manufacturing enterprises, great attention is paid to the quality management system in non-manufacturing enterprises (trade and paid services, tourism and catering, transport and construction), taking into account the marketing approach. As an integral part of the management system of the enterprise, its system of marketing activities, from the point of view of quality management, requires the same approaches to the organization of the process as the system itself. Because if the same requirements are not applied to the quality management in each element of the system, it is difficult to organize a completely quality management process. Therefore, when analyzing marketing activities from the point of view of the quality of management, it is necessary to study the second approach. The first approach involves studying the marketing process as an integral part of enterprise quality management. The second approach envisages the study of the quality of the management of the marketing process itself, guided by the principles, methods, functions and approaches to the quality management of the enterprise as a whole. By studying quality management in the context of marketing activities, it can be defined as a system of methods, tools and types of activities aimed at meeting the quality requirements and expectations of the process itself and its products. For this reason, it is possible to note the quality management of the process itself and the quality management of the product of the process.

---

**Citation:** Chinara Kochariyeva. (2022) Selection of Indicators of Quality Management System and Marketing Analysis of Management of Non-Manufacturing Enterprises. *International Journal of Innovative Technologies in Economy*. 1(37). doi: 10.31435/rsglobal\_ijite/30032022/7787

---

**Copyright:** © 2022 Chinara Kochariyeva. This is an open-access article distributed under the terms of the **Creative Commons Attribution License (CC BY)**. The use, distribution or reproduction in other forums is permitted, provided the original author(s) or licensor are credited and that the original publication in this journal is cited, in accordance with accepted academic practice. No use, distribution or reproduction is permitted which does not comply with these terms.

---

**Introduction.** A quality management system for the marketing process is needed to ensure that the implementation of each sub-process within the process is guaranteed to meet the needs of all stakeholders.

The following main processes of quality assurance of the management system (including the marketing management system) in non-manufacturing enterprises can be noted.

1. Process quality forecasting - identification of the specific composition of quality standards that must be observed during the implementation of the process and the methods necessary to meet the requirements of these standards.

2. Quality implementation of the planned measures.

3. Fulfillment of commitments made to ensure the quality of the process in the course of activities.

4. Accurate record of the quality of the implementation of the process - a planned and systematic control over the re-enactment of the process and the implementation of commitments to ensure quality.

In addition, quality planning is a key and integrated process that guides all activities. It envisages a concrete study of the measures and work required to ensure the quality of the process

---

based on the selection of concepts, standards and norms (it is expedient and possible to use them for a particular process).

Practice shows that the quality management system is based on two approaches, a process and a systematic approach.

**A. Systematic approach.**

- The study of this type of management within the enterprise, as a relatively specialized unit-system with specific characteristics. The system consists of elements and subsystems that interact and interact with each other.

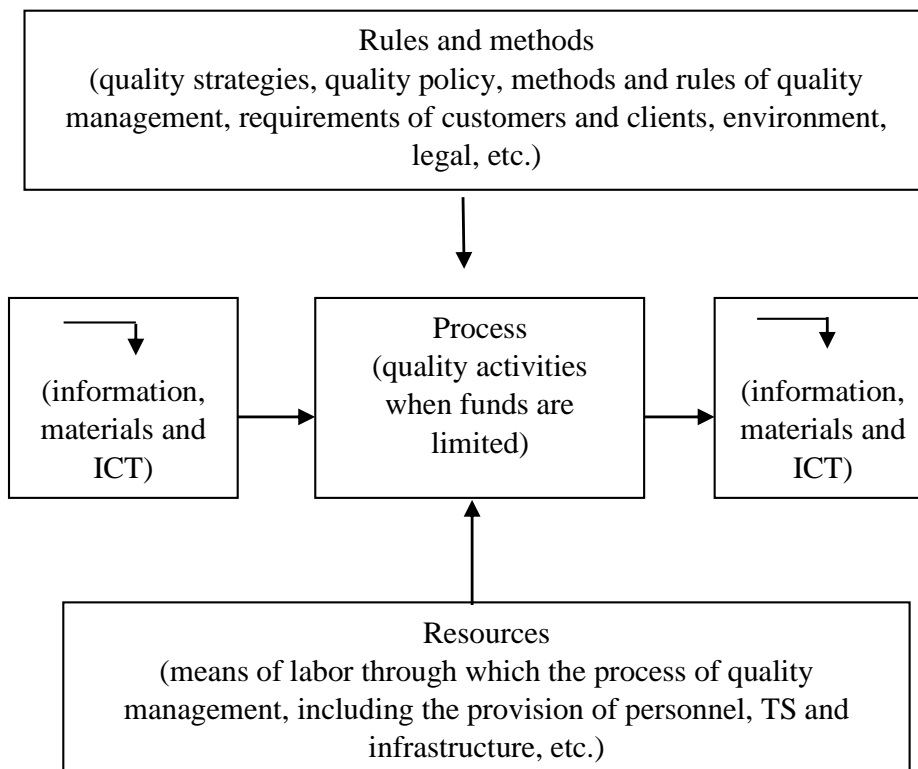
- Objectives of the internal and external environment and each subsystem, sub-goals, strategies to achieve goals, etc. research of the quality management system as an open multi-purpose system with certain boundaries of interconnected subsystems of management. In this case, a change in one of the elements of any subsystem causes changes in other elements and subsystems.

- In-depth study of not only the interacting and interacting elements of the system, its internal and external environment, but also new synergistic features with new qualities.

- Aggregate study of the parameters and indicators of the system's performance in the development. This requires the study of internal coordination, self-regulation, self-organization, forecasting and planning, coordination, decision-making and other processes.

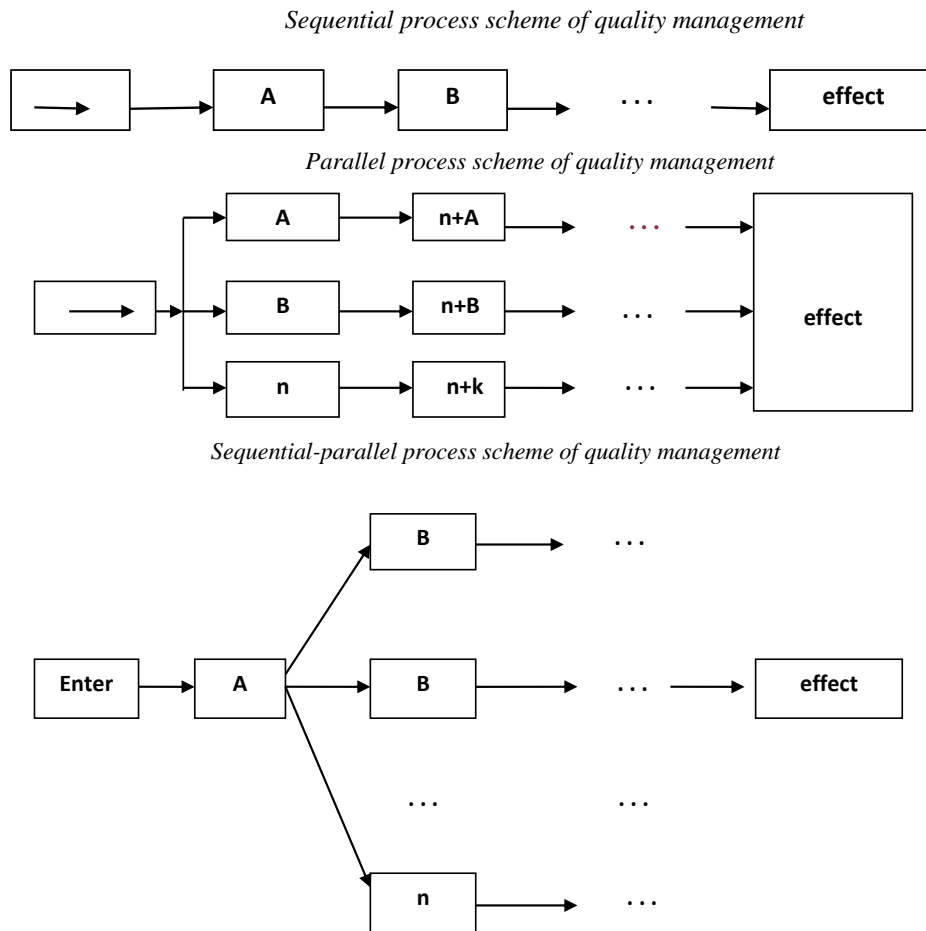
**B. Process approach.**

- Management activities include a set of interrelated activities and the overall performance of general management functions (see Figure 1).



*Fig. 1. Components of the quality management process*

The process approach to the quality management system takes place in a sequential, parallel and sequential manner (see Figure 2).



*Fig. 2. Step-by-step process diagram of quality management*

It should be noted that the positive side of the process approach is the continuity of interconnected management. Here:

- achieving a synergistic effect of the result in the field of quality;
- more complete fulfillment of quality requirements;
- Improving quality management processes.

At the same time, it is necessary to note the following problematic issues that arise during the application of the process approach in non-manufacturing enterprises.

- What can be considered as a methodological basis when applying the process approach?
- How can you identify which processes need to be identified and documented?
- How can processes be described and their interrelationships identified?
- How to evaluate the efficiency of processes, etc.

The number of processes required for research depends on the type and type of activity of the enterprise, but in general it includes the following.

- Identify the processes necessary for the implementation of the management system and their application within the enterprise.
- Identify the sequence and interrelationships of these processes.
- Identify the criteria and methods necessary to ensure efficient operation and management of these processes.
- Ensuring the availability of resources and information for operational protection and process monitoring.
- Monitor, measure and analyze these processes.
- Briefly describe measures to achieve effective results and continuously improve these processes.

Quality system in the field of marketing:

- providing the marketing function with all necessary resources and necessary conditions;
- development of measures to prevent threats in marketing;

- management of all conditions and factors in marketing;
- Improving marketing.

The main requirements for quality management marketing include:

1. Determine the demand for the service.
2. Accurately determine market demand and sales area.
3. Accurately identify consumer requirements based on regular diagnostics of commercial contracts, agreements or market needs.
4. Constantly provide information on all customer requirements within the enterprise.
5. The marketing function should provide the enterprise with a detailed official report or guidance on the requirements for services.
6. The marketing function should apply a feedback system and control over the information obtained on a regular basis.

Process quality management requires a systematic approach. In modern practice, the implementation of this approach is carried out in the form of the creation of standardized systems of quality management.

The main component of the quality management system is the standard of the enterprise for the organization and implementation of marketing activities. It is based on the regulations on marketing services, job descriptions and technological instructions of specialists involved in the marketing process, etc. is being developed.

A standard is a normative document adopted by an authoritative body, based on an agreement, characterized by the absence of objections from the majority of stakeholders on important issues of standardization.

The establishment of a standard for any enterprise is based on two principles (specialization and detail).

Specialization means the inclusion in the standard of the enterprise only of the provisions related to the activities of the process in this enterprise and related to the realities of this enterprise. An enterprise standard must include a description and classification of the processes in the enterprise.

Organizational structures and staff of the process are also subject to specialization. The enterprise standard may specify standard project roles, but also define the structure and principles of process governing bodies.

Detailing is the degree of detail of explanations or instructions that indicate how, in what sequence, in what timeframe, and using what templates it is possible to perform certain actions in the management process.

In order to study the quality of management, it is necessary to determine the indicators of marketing analysis in non-manufacturing enterprises. Let's start with commercial enterprises and enterprises providing paid services. But before selecting their indicators, let's note what the management of the trade organization means.

The management of a modern trading organization represents a complex mechanism, the implementation of which requires in-depth knowledge and practical experience. It is a field of professional activity that combines and coordinates the various aspects of the work of the members of the organization in order to achieve sustainable competitive advantages and high efficiency. The management of a commercial enterprise has characteristics conditioned by the role of the industry in the system of socio-economic relations and the specifics of trade and technological processes.

The nature of trade management is related to its ability to ensure the supply of goods in the right place and at the right time. Commercial activity always requires direct contact with buyers. Working with people limits the possibilities of mechanization and automation of labor, requires creative approach. Its effectiveness is determined in many ways by the personal qualities of the trading staff, their special knowledge. This knowledge is the knowledge of the behavioral characteristics of the individual, the field of understanding and shaping the attitude of customers to the goods offered, the forms and methods of its acquisition. The sum of these blocks determines the loyalty of the production market to business.

The business has more information about what the consumer prefers. This requires the introduction of new forms of organization, control and coordination of work by trade organizations of all links in the chain of goods. Such an approach allows the creation of a supply of goods that is attractive to the buyer.

In addition to information on the demand for individual goods, this field also contains information on the individual consumption characteristics of the supply of goods required by the market. The specific direction of trade management is to work with commodity producers to create new goods in order to better meet the needs of target markets. The source of the competitive advantage of a trading business is its ability to provide ease of shopping. Leading companies in the field are devoting a lot of resources to solve this problem. The specific task of service management is to create a sustainable competitive advantage in this area.

Table 1 shows the main indicators of trade enterprises of the republic.

As can be seen, the main indicators of trade enterprises are growing dynamically in the period covering 2017-2021. In particular, the number of these enterprises ranged from 23,240 to 31,129; number of stores - from 60114 to 66155; retail trade turnover - 19.6 billion 35.3 billion manat increased to AZN.

Table 1. About commercial enterprises

	2017	2018	2019	2020	2021
Number of enterprises	23240	24890	25937	27873	31124
Number of markets and fairs for goods and food	126	124	123	122	129
Number of stalls in markets and fairs	37661	36887	36375	36096	38098
Number of individual entrepreneurs	176327	191610	201151	199255	201121
Number of stores	60114	61772	61015	61102	66155
Commercial area, thousand m2	3207,0	3365,0	3299,2	3385,4	3927,5
Number of kiosks	5847	5898	4145	3940	4028
Retail trade turnover, bln. man.	19,6	22,0	25,7	30,2	35,3
Index	109,9	110,0	110,9	101,5	102,5

As for the main indicators of paid services provided to the population, we can note that they are given in detail in Table № 2.20. Their analysis for 2015-2020 has shown significant progress in this area. Thus, the turnover of paid services provided to the population in the period under review amounted to 5.3 billion. 7.8 billion manat manat. In particular, respectively:

- for legal entities - 4.0 billion. 5.7 billion manat up to manat;
- services per person - from 589.0 to 810.3 manat;
- Turnover of household services - 662.0 mln. manat 896.5 mln. up to manat;
- including legal entities - 88.0 mln. manat to 127.4 mln. up to manat;
- services per capita - increased from 73.1 manat to 93.0 manat.

Table 2. Key indicators of paid services provided to the population

	2015	2016	2017	2018	2019	2020
Cost of paid services provided to the population, thousand manats	5 332 371,2	5 828 068,4	6 527 282,2	7 016 435,7	7 462 765,2	7 809 755,9
from him:						
on legal entities	4 096 066,2	4 407 965,0	4 879 757,7	5 172 420,9	5 440 609,7	5 677 375,6
Physical volume indices for paid services, as a percentage of the previous year	107,8	108,0	108,2	107,2	105,1	98,9
from him:						
on legal entities	106,3	106,3	107,0	105,7	103,9	98,6
Cost of paid services per capita, man.	589,0	635,2	702,1	745,2	783,1	810,3
Domestic services in the total cost of paid services provided to the population, thousand manats	662 015,8	705 375,2	763 164,5	809 696,7	863 114,6	896 486,8
from him:						
on legal entities	88 016,0	97 025,3	108 257,4	116 535,1	126 567,0	127 421,0
Physical volume indices for household services, compared to the previous year,	106,7	104,9	107,0	104,1	106,5	99,8
in percent						
from him:	112,7	108,5	110,4	105,6	108,5	96,6
on legal entities	73,1	76,9	82,1	86,0	90,6	93,0

As for the enterprises of tourism and public catering, we can note that during the period under study, they also underwent positive changes. In particular, the number of travel agencies and tour operators increased from 141 to 272 in 2015-2019, and the number of employees increased from 1541 to 1838.

Thus, the selection of indicators for research and marketing analysis of the quality system of management of non-manufacturing enterprises showed the following key points.

- The need to identify key components of the quality management process.
- Compilation of a step-by-step sequence of the process block diagram of quality management.
- Improving the quality of management indicators of all enterprises in the non-manufacturing sector (trade, paid services, catering, tourism, transport and construction) (which allows for better marketing analysis of enterprises in the above areas).

## REFERENCES

1. Назарова М.С. Совершенствование маркетинговой стратегии в интегрированных агропромышленных формированиях. Авт.канд.дис. Минск: ИСИ НАН. Беларусь. 2017, - 31 с.
2. Назаров А. Управление продажами. СПб.: Питер. 2017, - 379 с.
3. Ahmad Valiyev, Rahib Imamguluyev, Ilkin Gahramanov, Staff Selection with a Fuzzy Analytical Hierarchy Process in the Tourism Sector, January 2022, In book: 11th International Conference on Theory and Application of Soft Computing, Computing with Words and Perceptions and Artificial Intelligence - ICSCCW-2021, DOI: 10.1007/978-3-030-92127-9\_59
4. Березин И.С. Практика исследования рынков. - М.: Бератор-Пресс, 2003.
5. Шальгина Н.П. и др. Развитие стратегического маркетинга в системе менеджмента организации // Вестник БГНИУ, №2, 2015.
6. Ефимов О.Н. Экономика предприятия: учебное пособие/ Ефимов О.Н. — Саратов: Вузовское образование, 2014.— 732 с.
7. Данилова И.А., Нуриева Р.Н. Социология и психология управления: учебное пособие. – М.: Финансы и статистика, 2009. – 287с.
8. Aşurov A.S. Marketingin kommunikasiya sistemi. Bakı: İqtisad Universiteti. 2008, -180 s.
9. Harazneh I. Motivational factors for educational tourism: An empirical test // Management & Marketing.Challenges for the Knowledge Society, Vol. 13, No. 1, pp.796-811
10. Mang F., Uysal M. Effects of Gender Differences on Perceptions of Destination Attributes, Motivations, and Travel Values: An Examination of a Nature-Based Resort Destination // Journal of Sustainable Tourism, 2008, 16(4):445-466
11. Маркетинг рынка потребителей туристских услуг. Retrieved from [https://ozlib.com/829322/turizm/marketing\\_rynka\\_potrebiteley\\_turistskih\\_uslug](https://ozlib.com/829322/turizm/marketing_rynka_potrebiteley_turistskih_uslug)
12. What is hospitality and tourism marketing? Retrieved from <https://www.amara-marketing.com/travel-blog/what-is-hospitality-and-tourism-marketing>
13. Rahib Imamguluyev, Elvin Balakishiyev, Nihad Agakishiev. Improving the Mechanism of Using the Price Factor in the Effective Regulation of Agricultural Production on the Basis of Fuzzy Logic, December 2020, International Journal of Innovative Technologies in Economy. DOI: 10.31435/rsglobal\_ijite/30122020/7325
14. Rahib Imamguluyev, Tural Suleymanli, Niyar Umarova, Evaluation of the Effectiveness of Integration Processes in Production Enterprises Based on the Fuzzy Logic Model, 14th International Conference on Theory and Application of Fuzzy Systems and Soft Computing – ICAFS-2020, DOI: 10.1007/978-3-030-64058-3\_17
15. Вязикова Г.В., Яне И.С. К вопросу об оценке маркетинговой деятельности предприятий // Вестник ОГУ, № 8(169), 2014, с. 218-222