

## Marketing Studies and Science in Lithuania

Vytautas Pranas Pranulis

Vilniaus universitetas  
Saulėtekio al. 9, LT-01513, Vilnius

*This article is a first attempt to take a panoramic sight of marketing development in Lithuanian science and society's life, as well as in the context of social policy and economic transformations. The main aim of the paper is to provide some intellectual insights for further development of marketing science and practice. Marketing theory and method application in the country experiencing dynamic changes are examined. The main stress and attention are concentrated on the problem awareness, understanding, and perception of marketing and decisions, and actions, which arise from it. Theoretical and practical aspects are analyzed.*

*The content of the article covers the analysis of marketing awareness and understanding, scientific organizational decisions, study and science methodological questions. The research is based on the overview and valuation of the situation in which marketing is relatively new and unpractised matter. Subsequently the article approaches analysis and valuation of the marketing dispersion in organizational decisions, academic familiarization and scientific research, as well as the facts of the practical utilization, trends and data.*

*Organizational questions of Marketing Department establishment and marketing specialist training in Lithuanian universities are overviewed. A paradox, that marketing specialists are trained at the universities, which barely have marketing specialists, whereas in the University, which has Marketing Department and marketing professionals specialists, are not trained. Moreover, the author presents the student survey's information, which shows a high lecturers and work quality valuation in Marketing Department of Vilnius University. This article also presents information about defended doctoral thesis under the supervision of Vilnius University Marketing Department professors. The studies of Lithuanian marketing scientists, who have cast light on certain problems of marketing science and practice in Lithuanian business and state's economic governance, are discussed in this article as well.*

*The research is based on the secondary information, systemization and analysis of the primary observation information, as well as on the expert synopsis method.*

Keywords: *marketing, studies, science, universities, business, practice, transformation, Lithuania.*

### Introduction

Lithuanian marketing science and practice are experiencing rapid and dynamic development challenges, which sometimes are delightful and genial, whereas in other cases carry uncertainty and threat. Emergence of marketing became popular in Lithuanian universities, business and governmental management practices; however it is still not always and everywhere understood and used correctly. From time to time, scandalous announcements penetrate the mass media and show the slip of administrative abilities in the State's highest authorities towards the "strong hand", together cutting abilities and possibilities of the "invisible market hand". Despite the popularity of marketing there is just a little attempt to explore causal and practical significance of marketing in market-making and business conducting process in transitional country (Pranulis, Grundey, 2007). Authors (Hd, McGrew, Goldblatt, Perraton, 2000) of the popular fundamental study of global transformations emphasize importance of coherent understanding of historical forces which are shaping the socio-political realities.

*The scientific problem* of this study is related to awareness, understanding, creative enrichment and adaptation of marketing in the distinctively and rapidly changing business environment.

*The main aim* of this paper is to provide some intellectual insights into further development of marketing science and practice.

The focus and attention is concentrated on marketing *perception* problem and the outcomes, which arise from the concrete problem solutions and actions, related to the development of marketing theory and practice in Lithuania. Since the perception is formed from how people receive and interpret events and facts, this question is closely related to their experiences and cultural values. The gathered and individually interpreted information constitutes his/her experience bank, which reflects one's cultural values, that is hisher life and motivational priorities.

*The scope of the paper* covers the awareness and understanding analysis of marketing, science organizational decisions, as well as study, science and methodical questions. The research is based on the overview and valuation of the situation in which marketing is relatively new and unpractised matter. Subsequently the article approaches analysis and valuation of the marketing dispersion in organizational decisions, academic

familiarization and scientific research, as well as the facts of the practical utilization, trends and data.

During a short period of the regained independence in Lithuania, a few researches performed and published on various marketing topics. As further information presented in this article shows a new generation of young, devoted to marketing and qualified researchers has been formed. Their researches cover diverse aspects of marketing problems. This article is a first attempt to take a panoramic sight of marketing development in Lithuanian science and society's life, as well as in the context of social policy and economic transformations.

The research is based on the secondary information, systemization and analysis of the primary information, as well as on the expert synopsis method.

### **Awareness behaviour**

Events, which occurred at the end of the twentieth century in Lithuania, forced the "strong hand" centre towards rendering the economic administration to the "invisible market hand" powers. This meant a challenge of uncertainty and untested experience for the Lithuanian society, especially its economic activity and administration.

However, the formal decisions and changes did not mean that all of the administration system, in reality, is in the disposition of the invisible market hand. Society and especially governing bodies did not have sufficient intellectual and moral preparedness yet. In academic layers, it was apprehended, that the imbedding and usage of marketing theories, methods and instruments is one of the essential conditions for business creation and successful development in the new situation. The changed conditions demanded an immediate marketing teaching and studying, however there were no qualified marketing specialists in Lithuania at that time. During the soviet era, this subject was not taught or studied in Lithuanian universities or other higher education institutions. The situation was extremely complicated and tense, the lecturers had to learn and teach marketing at the same time.

Furthermore, it was an unfavourable situation for marketing studies, since during the turmoil of the transaction period in Lithuania there was a plethora of other, more dazzling, market and customer needs' satisfying features, which matched or at least appeared as the examples and situations presented in the foreign textbooks. In the course of one marketing lecture, in about 1990's, the students have noticed: "all that is presented in the foreign textbooks is interesting and appealing, yet from the fantasy world in our conditions".

It the context of Lithuanian struggles and victories against the totalitarianism, science society from various countries has noticed the transaction to the market economy problems, and they showed understanding, benevolence and provided the necessary support. Danish, GB, Belgian, Italian, Canadian, Norwegian, Dutch, French, Finnish, Swiss, USE universities and other education and business consulting companies, from previously mentioned countries, embodied favourable possibilities for Lithuanian university lecturers, scientists and students to obtain knowledge and experience in the field of marketing. Kent

State University, USA, accepted a Dean of Commerce Faculty of Vilnius University for a month and a half internship as a shadowing Dean of Kent's University business school. At the same time, the first Vilnius University representatives graduated with an MBA diploma from Kent State and Chicago universities. One of them was the first in Lithuania to obtain Master's degree in marketing. Later he also defended his doctoral dissertation and satisfied the habilitate requirements at Vilnius University.

During the critical transaction period, benevolence and unselfishness of communication programme, between the Danish Aalborg University and Vilnius University, was of great importance, and shortly after, this communication was stretched in other Lithuanian universities as well. Throughout this programme, the authorities of Aalborg University showed great examples to Lithuanian scientists and academic leaders, how to work and gain the funding for the academic programmes, as well as the efficient way to imbibe received funding. Due to these programmes Vilnius University lecturer's and doctoral students had an opportunity to go to scientific trainings, conferences, and sometimes over ten students spent the entire semester in Aalborg University. Aalborg University professors Av Sorenson, Hs Gullestrup greatly contributed to creating Vilnius University business study programmes and improving their quality.

These exchanges of lecturers, professors and students were important and useful in some aspects. *Firstly*, it gave an opportunity to understand and partially experience how marketing is taught and studied in universities, which have experience in this field. *Secondly*, it created the possibilities to collect, accumulate and send needed marketing literature to Lithuania. *Thirdly*, it outlaid an opportunity to observe and experience the way market is functioning in economically strong countries. *Fourthly*, besides the academic knowledge and experience, it granted an opportunity to observe and analyse concrete marketing application examples within business practices. *Fifth*, it assisted in obtaining and developing scientific and pedagogical collaboration ties.

### **Organizational decisions**

The ideas of situation awareness and strive for progress in the new conditions led towards concrete organizational and structural decisions. Due to the initiative of the Dean of Vilnius University Faculty of Commerce and Vilnius University's authority decision in 1990 the department of marketing was established. Since 1990 to 2006, the head of the department was its initiator prof. V. P. Pranulis. The main scientific research field of this department was marketing theory and practice of improving internationally Lithuania's economic competitiveness. The department started organizing and pursuing master level marketing research projects. Interested organisations and companies were able to approach the department for the research of the issues at hand.

Somewhat later, in 1992, after the restructuring of Kaunas Technological University Economic Engineering Faculty, Marketing Department was created in the new

Faculty of Economics and Management, the head of the department was prof. Regina Virvilaitė until 2006.

From the beginning, Marketing Departments of Vilnius University and Kaunas Technological University carried close collaboration relationships, organized marketing conferences, yearly events and prepared teaching literature. Three scientific – practical conferences called “Marketing theories and methods in Lithuania” were organized. The first national conference took place in 1998; it had an exceptionally positive effect on unification of marketing researchers and lecturers, as well as research promotion.

The second conference took place in 1999. This time an international conference on marketing theories and methods received attention and recognition from scientists of several foreign countries, such as Great Britain, Czech republic, Denmark, Estonia, Italy, USA, Latvia, Russia, Germany, Finland. Internationally famous scientists Michael Thomas, Øyv Sorensen were keynote speakers in the preliminary meeting of this conference. The second conference was significant and valuable to the academic layers of Lithuanian marketing in respect of international recognition, as well as relationship building and development. The conference material was published in two publications: scientific journal “Economics” and “Marketing theories and methods in Lithuania”.

The third conference, once again international, took place in Kaunas, in the year 2000. The material of this conference was published in the third publication “Marketing theories and methods“. Later marketing conferences were joined with the conferences organized by Vilnius University Faculty of Economics and Kaunas Technological University Faculty of Economics and Management.

The other activity of Vilnius University and Kaunas Technological University marketing departments in 1992 – 1996 was associated with scientific methodical level endorsement of marketing lecturers and practitioners. An important role, in this activity, was given to the Business Training Methodical Consultation Centre, operating in Vilnius University Faculty of Economics. This centre organized educational marketing methodology seminars for the marketing lecturers of Lithuanian universities and colleges, as well as for specialists and leaders of some business consultation associations. The website <http://www.marketing.lt>, maintained by Business Training Methodical Consultation Centre is robustly gaining popularity.

## Marketing studies

Traditionally marketing studies include subject’s theory, as well as the studies of related subjects. Furthermore, due to the two available levels of studies (bachelor and master’s) consecutive logical succession of studies had to be ensured to facilitate avoidance of bachelor studies’ information repetition in master studies. For the solution of this possible issue in the Marketing Department of Vilnius University the provision was made to concentrate the attention on the fundamentals of marketing theory methodology, terminology, definitions, concepts, subject’s logical structure and purpose studies in bachelor studies. Whereas in Master Studies, the attention

was concentrated on practical application of marketing knowledge, methods and instruments in business.

Realization of this provision required an appropriate lecturer preparation. Especially when specific marketing subjects were taught. Therefore, Marketing Department lecturers of Vilnius University Faculty of Economics, in order to teach any specific course, such as marketing research, international marketing, timber export marketing or other similar subjects, should have good knowledge of marketing core subject. In Vilnius University practices, these provisions were not always upheld. This happened, because the lecturers from other departments started teaching these specific subjects, for instance, advertising service marketing and other subjects.

The list of taught subjects in marketing department of Vilnius University Faculty of Economics was determined by several circumstances. Firstly, the need and necessity to teach this subject in business administration programmes. Incorporation of specific concentration subjects into study programmes was sometimes stipulated by the previous experiences and preparation of Marketing Department lecturers. Their low wages did not add motivation either. There are 19 subjects taught in Marketing Department (2007): marketing, strategic marketing, marketing management, marketing research, international marketing research, marketing information, international marketing, timber export marketing, manufacturing marketing, business communication, logistics, international logistics, freight transport systems, international business organization, economic scientific research methodology, cross-cultural marketing, business culture, customer behaviour and sales management. In response to the coordination of business environment and studies with changing needs, it is necessary to adjust the list of offered subjects.

Theoretical basics, organizational and practical issues, needed for teaching marketing, preparing study programmes and specialists in Vilnius and other Lithuanian universities and colleges, are analysed and discussed in Lithuanian and foreign publications of Pranulis (1998, 2004), Pranulis, Pajuodis, Urbonavičius, Virvilaitė, (2000), Pranulis, Melnikas, Virvilaitė (2002), Pranulis, Mockaitis (2005).

Marketing subjects in study programmes are taught and studied at the level of marketing specialty or in study programmes with another specialty, as an additional discipline. Marketing specialty studies are oriented towards preparation of the qualified marketing specialists. Whereas marketing studies in other programmes are more of a broadening type, their purpose is to provide students from other specialties with certain understanding of marketing. Marketing department established in 1990 in Vilnius University shows the attitudes of then rector prof. J. Kubilius, University’s Senate, and authorities of Commerce Faculty, towards the effective flexibility and a strive to reform Lithuanian economics towards the creation of competitive market. Foreign commerce specialist training programme, created in the Commerce Faculty and managed by Marketing Department attained great success and student recognition. In 1991, after the merger of the three economic field faculties into one, the process of the study system creation started for Bachelor and Master

Studies, it lasted for few years. From the facts and situations obtained through personal observation, it can be summarized, that Economics and Management Department reorganized itself without a clear logics and strategy. The search for the solution took about two years. The test and error method was used. After the structure was put together, it was released for deliberation and destruction, since most of the departments and their workers for most cared about their own survival, rather than innovations, changes or progress. The newly created Marketing Department and marketing specialist training programme were regarded as threatening and unnecessary

competitors. Such perception and outlook brought atop formal excuses, which determined the Economic Faculty Dean's and Senate's decision to reject the petitions signed by 50 students in 2005 and 2006 for opening marketing specialist training programme at the Vilnius University Faculty of Economics. The study programme projects for this speciality formulated by marketing department were also rejected. Negative decision on opening marketing speciality in Vilnius University Faculty of Economics did not get support from the student survey results either, they showed that marketing department is in the leading position according to an overall result averages (Table 1).

**Table 1**

The results of Vilnius University Faculty of Economics bachelor studies' survey for 2007, March through April, when evaluating an academic year of 2006/2007

<i>Department</i>	<i>Analyzed indicators</i>						
	Literature sufficiency	Lecturer's degree of preparation	Lecturer's ability to interact	Keeping up with schedule	Objective grading	Usefulness of the subject	Overall course evaluation
Accounting and Auditing	8.09	7.97	8.38	9.12	9.20	8.53	8.01
Economic policy	8.01	7.54	7.98	9.31	8.43	7.39	7.43
Finance	7.80	7.36	7.75	8.85	8.52	7.69	7.20
Economic Informatics	7.13	7.04	7.79	9.21	8.36	6.30	6.95
Quantitative methods and modelling	8.76	8.23	8.17	9.35	8.35	8.32	7.12
Marketing	9.34	9.23	9.35	9.58	8.82	9.03	8.95
Economic Theory	8.85	8.82	9.07	9.45	9.27	9.20	8.81
Management	8.55	8.22	8.45	9.42	8.34	8.07	8.08
Business	7.45	7.17	7.65	8.56	7.95	6.56	6.94

As seen in the presented table, the summarized survey results show that, based on five out of seven evaluated indicators, Marketing Department is in the leading position.

Nevertheless, not in all Lithuanian universities establishment and implementation of the marketing specialist training programmes was withheld in the process of the reform. In management and business administration master studies, of Kaunas Technological University's Economics and Management Faculty, a modular system was applied, which contained a marketing module. In Kaunas Vytautas the Great University's Economics and Management Faculty master specialists are taught through realization of marketing and international commerce master programme. In Social Sciences Faculty of Klaipeda University, marketing masters are taught based on the market-making (Lithuanian "rinkodara") management programme. In Vilnius Gediminas Technical University, business administration master students as well have an opportunity to choose marketing specialization studies.

### Marketing science in Lithuania

There are two marketing science thought development trends in Lithuania. First one is an expression of marketing content and essence in Lithuanian marketing teaching

literature, and the second one is the evidence of Lithuanian scientists' work in scientific marketing publications. The conditions of the transitive period, from centralized economic system, towards market economics, firstly forced the concentration towards the preparation and publication of the Lithuanian literature, designed for marketing studies and qualification raise. The lecturers' who dedicated their time for cultivation of marketing

knowledge and practical skills did this. Therefore, it is logical that the authors of the first teaching methodology publications clustered in the Marketing Departments of Vilnius University and Kaunas Technological University. Noteworthy Lithuanian marketing teaching material was prepared by Urbonavičius (1900, 1995), Virvilaitė (1997), Pranulis (1998, 2007), Pranulis, Pajuodis, Urbonavičius, Virvilaitė (1999, 2000), Pajuodis (2005), Kuvykaitė (1998), Dikčius (2005) and other authors.

The question of definitions and terms had to be solved, with the subject content conceptions when preparing Lithuanian marketing publications. Together with the nationality boom wave, we faced previously unused and only recently proposed, by Lithuanian linguists, term "rinkodara", which is now used on theoretical and practical levels. However, only from the first look, it seems as an easy task. In everyday life, you can accustom people to call things using different terms. Nevertheless, in this case we face much more complex conceptual and linguistic

equivalence questions. Therefore, together with the teaching literature preparation the author of this article analyzed the aspects of scientific terms as well, Pranulis (1998).

The other part of marketing science development in Lithuania was constituted of scientific research. Since the

establishment of Vilnius University Marketing Department doctoral students gathered there, prepared and defended their dissertations under the supervision of the department professors. (Table 2)

**Table 2**

Defended doctoral thesis with the supervision of Vilnius University Marketing Department professors

Number	Doctorate student	Dissertation topic	Year of defence
1	Sigitas Urbonavičius	Lithuanian organization leaders' value orientation and their influence on strategic decisions	1993
2	Gediminas Rainys	Valuation and management of tangible resource usage for Lithuanian economical development	1995
3	Algis Gaižutis	Study of marketing strategies of the sawmills of Lithuania	2000
4	Ramūnas Časas	The identification and assessment of source of competitive strategy in Lithuanian market	2000
5	Dainora Grundey	Multi-modal freight in marketing logistics	2001
6	Vytautas Dikčius	Manager's influence implementing marketing concept in a company's activity	2002
7	Jolita Kurtinaitienė	Comparative analysis of marketing orientation in mobile telecommunication market	2004
8	Aušra Rūtelionė Rondamanskaitė	The Competitiveness of National Tourism Industry	2004
9	Laura Šalčiuvienė	Branding image management in the cross-cultural context	2004
10	Vilma Tamulienė	Criteria of ecological evaluation in social-ethical marketing	2005
11	Indrė Pikturnienė	Advantages of the following strategy at the initial stage of product introduction	2007
12	Živilė Vaitkūnienė	Influence of virtual and traditional focus-groups on marketing research effectiveness	2007
13	Laima Abromaitytė - Sereikienė	Lithuanian companies' moral-ethical norms of media marketing	2007 dissertation is recommended for the defence

As seen in the table presented above, during 17 years, from the establishment of Vilnius University Marketing Department, 13 doctorate students have graduated. Yet, it is significant that 12 of them are continuing their scientific pedagogical work in the sphere of marketing, Vilnius University Marketing Department employs seven of them. This shows that the department has a strong base for further progress of marketing culture dispersion and generation turnover. We can hope for better and more suitable scientific work conditions in Lithuania, Vilnius University and Faculty of Economics. Without this, it will be difficult to withhold young and talented scientists from leaving and encourage them to stay and continue their chosen scientific work in Lithuania. This danger is evident, since two of the mentioned people in the table above have already won respective contracts and started working scientific pedagogical work in the universities of Great Britain and United States.

Some of the marketing researches performed in Lithuania have highlighted specific scientific marketing problems, which arise from the context of economic transformations. Marketing terminology, definition and conception research, performed by the author of this article (Pranulis, 1998, 2007), suppose the further and wider range correlation insight between marketing macro-environment and market-making (Lithuanian "rinkodara"). Up until recently, the scientific marketing literature (Kotler, Armstrong, 2007) presents marketing environment as a discrete element in the context of marketing, which has to be understood and overviewed by marketing specialists when preparing and making marketing decisions, although they can be inadequately disposed. In reality, macro-environment elements of marketing are the factors of

market-making (Lithuanian "rinkodara"), which form the markets of various natures. The control and management decisions of these factors are conditioned formation of the market-making (Lithuanian "rinkodara") activity that is arrangement of various natures' markets and business goal attainment in it.

## Conclusions

Accumulated experience of people, who lived in the totalitarian conditions, gathered a coinciding awareness, activity and value-oriented expressions, which became a fundamental and just gradually subsiding entanglement in market making and marketing, as theoretical source and methodological measure, apprehension and assimilation process.

Considerable amount of researches on various marketing topics were published throughout a relatively short period of statehood restoration in Lithuania. A group of researchers, devoted to marketing science, successfully working, and with international notoriety, teamed up.

The research performed by Lithuanian scientists emphasized specific problems of marketing science and its application to Lithuanian businesses and state's economic governance in practice, which arise from economic transformation. The marketing term, definition and conception research implies further insights of wider nature macro-environment correlation with market making (Lithuanian "rinkodara") and marketing.

Main cluster centres for marketing field scientists are Marketing Departments of Vilnius University and Kaunas Technological University. A paradox, that marketing

specialization programmes are functional in universities, which barely have marketing specialists, whereas in Vilnius University Faculty of Economics there are no marketing specialists training programs, even though there is a successfully functional Marketing Department.

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Vytautas Pranas Pranulis

## Marketingo studijos ir mokslas Lietuvoje

### Santrauka

Straipsnyje apžvelgiama marketingo mokslo pažinimo, suvokimo, kūrybos bei sklaidos raida savito ir sparčiai kintančio konteksto šalyje. Pagrindinis akcentas ir dėmesys sutelktas į marketingo suvokimo problemą ir iš jos kylančias sprendimų ir konkrečių veiksmų, susijusių su marketingo teorijos ir praktikos raida Lietuvoje, pasekmes.

Straipsnio sandara apima marketingo pažinimo ir suvokimo, mokslo organizacinių sprendimų, studijų bei mokslo ir metodinių klausimų nagrinėjimą. Tyrimas pradamas situacijos, kurioje marketingas yra palyginti naujas ir nepatirtas dalykas, apžvalga ir vertinimu. Toliau pereinama prie marketingo sklaidos organizacinių sprendimų, akademinio pažinimo, mokslinio tyrinėjimo bei taikymo praktikoje faktų, tendencijų ir duomenų nagrinėjimo ir vertinimų.

Lietuvoje per palyginti neilgą atkurto valstybingumo laikotarpį jau atlikta nemažai įvairios marketingo tematikos tyrimų, paskelbta publikacijų. Straipsnyje pateikta informacija rodo, kad Lietuvoje jau susiformavo nauja jaunų, marketingo mokslui atsidavusių, kvalifikuotų tyrėjų karta. Jų tyrimai apima įvairius marketingo problematikos aspektus. Šis straipsnis yra pirmasis bandymas panoramiškai apžvelgti marketingo raidą Lietuvos mokslo ir visuomenės gyvenimo ir veiklos praktikoje socialinių politinių ir ekonominių transformacijų kontekste.

Tyrimas grindžiamas antrinės informacijos bei stebėjimo pirminės informacijos sisteminimo, analizavimo ir ekspertinio apibendrinimo metodais.

Dvidešimtojo amžiaus pabaigos įvykiai Lietuvoje „stiprios rankos“ centrą privertė ekonomikos tvarkymą užleisti „nematomos rinkos rankos“ galioms. Lietuvos visuomenei, o ypač su ūkiu tvarkymu ir veikla susijusiai jos daliai, tai buvo nežinomybės ir neišbandytos patirties iššūkis. Formalūs pokyčių sprendimai dar nereiškė, kad visa valdymo galia realiai jau yra nematomos rinkos dispozicijoje. Visuomenė, o ypač valdančiosios viršūnės, intelektualiai ir moraliai tam dar nebuvo pakankamai pasirėngusios. Akademinuose sluoksniuose suvokta, kad naujoje situacijoje marketingo teorijos, metodų ir priemonių įsisavinimas ir naudojimas yra viena svarbiausių verslo kūrimo ir sėkmingo plėtojimo sąlygų. Pasikeitusioje situacijoje dėstyti ir studijuoti marketingą reikėjo nedelsiant, tačiau kvalifikuotų marketingo specialistų tuo metu Lietuvoje nebuvo. Sovietmečio Lietuvos universitetuose ir kitose aukštosiose ir aukštesniosiose mokyklose šis dalykas nebuvo dėstomas ir studijuojamas. Nebuvo rinkos - nereiškė ir marketingo. Buvo labai keblī ir įtempta situacija, dėstytojams marketingą dėstyti ir jo mokytis teko tuo pat metu.

Lietuvos kovų ir laimėjimų prieš totalitarizmą kontekste daugelio šalių mokslo visuomenė atkreipė dėmesį į iškilusias perėjimo į rinkos ūkį problemas, parodė supratimą, palankumą ir teikė labai reikalingą paramą. Prasidėję dėstytojų, profesorių, studentų mainai buvo svarbūs ir naudingi keliais aspektais. *Pirma*, leido pažinti ir iš dalies patirti, kaip dėstomas ir studijuojamas marketingas šios srities patirtį ir tradicijas jau turinčiuose universitetuose. *Antra*, sudarė galimybių rinkti, kaupti ir parsisųdinti į Lietuvą tuo metu ypač trūkusios marketingo literatūros. *Trečia*, leido stebėti ir patirti „kaip funkcionuoja rinka ekonomiškai stipriose rinkos ekonomikos šalyse. *Ketvirta*, šalia akademinio pobūdžio žinių ir patirties, davė galimybių stebėti ir nagrinėti konkrečius marketingo taikymo verslo praktikoje atvejus. *Penkta*, padėjo užmegzti, plėtoti mokslinio ir pedagoginio bendradarbiavimo ryšius.

Situacijos suvokimo ir pažangos siekimo naujose sąlygose idėjos vedė konkrečių organizacinių bei struktūrinių sprendimų link. Tuomečio VU Prekybos fakulteto dekanas prof. V. P. Pranulis iniciatyva ir Vilniaus universiteto vadovybės 1990 metų sprendimu Ekonomikos fakultete buvo įkurta marketingo katedra. Nuo 1990 iki 2006 metų katedrai vadovavo jos steigimo iniciatorius prof. V.P. Pranulis. Pagrindinė šios katedros mokslo tiriamojo darbo kryptis – marketingo teorija ir praktika didinant Lietuvos ūkio tarptautinį konkurencingumą. Katedra ėmėsi organizuoti ir vykdyti marketingo tyrimų projektus magistrantų jėgomis. Besidominčioms įmonėms ir organizacijoms buvo sudarytos sąlygos kreiptis dėl juos dominančių verslo problemų tyrimo.

Kiek vėliau, 1992 metais Kauno technologijos universitete įvykdžius Inžinerinės ekonomikos fakulteto reorganizaciją, naujajame Ekonomikos ir vadybos fakultete t buvo įkurta ir Marketingo katedra, kuriai iki 2006 metų vadovavo prof. R. Virvilaitė.

Vilniaus universiteto ir Kauno technologijos universiteto marketingo katedros nuo pat pradžių palaikė glaudžius bendradarbiavimo ryšius, kartu organizuodamos marketingo konferencijas, metodinius renginius bei rengdamos mokymo literatūrą. Surengtos trys mokslinės praktinės

konferencijos „Marketingo teorijos ir metodai Lietuvoje“. Konferencijos ir kiti bendri renginiai padarė labai teigiamą marketingo tyrėjų ir dėstytojų telkiantį, vienijantį bei mokslinius tyrimus skatinantį poveikį. Šių dviejų katedrų profesorių ir docentų parengtą marketingo vadovėlių Lietuvos švietimo ir mokslo ministerija 2005 metais skelbtame konkurse pripažino geriausiu socialinių mokslų universitetams vadovėliu.

Marketingo studijos apima dalyko teorijos ir jam artimų giminingų disciplinų studijas. Be to, esant dviejų pakopų studijų sistemai, reikėjo užtikrinti nuosekliai logišką studijų tęstinumą, kuris padėtų išvengti bakalauro pakopoje jau studijuotų žinių kartojimo aukštesnėje magistro studijų pakopoje. Vilniaus universiteto Ekonomikos fakulteto Marketingo katedroje šios problemos atžvilgiu laikomasi nuostatos, kad bakalauro programos lygmenyje tikslinga daugiau susitelkti į marketingo teorinių metodinių pagrindų, terminų, apibrėžimų, sampratų, dalyko loginės struktūros, dalyko paskirties studijas, o magistrantūros pakopoje - į marketingo žinių, metodų, priemonių taikymą verslo vadybos praktikoje.

Studijų programose marketingo dalykai dėstomi ir studijuojami marketingo specialybės lygmeniu arba kitose studijų programose kaip papildoma plečiamosios paskirties disciplina. Studijos marketingo specialybės lygmeniu orientuojamos į kvalifikuoto marketingo specialisto rengimą. Tuo tarpu marketingo studijos kitų specialybių rėmuose yra daugiau plečiamojo pobūdžio, kas reiškia, kad kitų specialybių studentai įgyja tam tikrą marketingo supratimą ir žinių kiekį.

Specialistų rengimo praktikoje susiklostė paradoksali situacija, kai marketingo specialistus ėmėsi rengti ir tie universitetai, kur šios mokslo krypties atstovų beveik nėra. Tuo tarpu Vilniaus universiteto Ekonomikos fakultete, kur yra sėkmingai dirbanti Marketingo katedra, marketingo specialistai nerengiami. Šiame fakultete teigiamo sprendimo nesulaukė 2005 ir 2006 metais teikti 50 studentų pasirašyti kolektyviniai prašymai atidaryti marketingo specialistų rengimo programą. Kartu buvo atmesti ir su studentų prašymais teikti Marketingo katedros parengti šios specialybės rengimo mokymo planų projektai. Negatyviems sprendimams dėl marketingo specializacijos atidarymo Vilniaus universiteto Ekonomikos fakultete neteikia pagrindo ir 2007 metų kovo–balandžio mėnesiais atliktos studentų apklausos, vertinant dėstyto ir dėstytojų darbo kokybę, rezultatai. Šis tyrimas parodė, kad Marketingo katedra pagal visų tyrimu apimtų požymių vertinimo vidurkį užima pirmąją poziciją fakultete.

Pereinamojo laikotarpio iš centralizuotai planuotos ekonominės sistemos į rinkos ūkį sąlygos vertė pirmiausiai susitelkti į lietuviškos, skirtos marketingo studijoms ir kvalifikacijai ugdyti literatūros rengimą ir publikavimą. Tam savo laiką ir pastangas aukojo ir sutelkė marketingo žinių ir praktinių sugebėjimų ugdymui dėstytojai. Vilniaus universiteto ir Kauno technologijos universiteto Marketingo katedrų dėstytojai parengė nemažai reikšmingų ir plačiai pripažintų mokymo metodinių priemonių.

Kitą marketingo mokslo raidos Lietuvoje dalį sudarė moksliniai tyrimai. Nuo Vilniaus universiteto marketingo katedros įsteigimo joje telkėsi nemažai doktorantų, kurie, vadovaujami šios katedros profesorių, parengė ir apgynė daktaro disertacijas.

Per visą nuo Vilniaus universiteto Marketingo katedros įsteigimo 1990 metais laikotarpį, vadovaujant šios katedros profesoriams, buvo parengta 13 disertacijų apgynusių doktorantų. Tačiau ypač svarbu tai, kad 12 iš jų tęsia mokslinį pedagoginį darbą marketingo srityje, o septyni yra Vilniaus universiteto Marketingo katedros darbuotojai. Tai rodo, kad katedroje sukurtas tvirtas pagrindas tolimesnei marketingo mokslo kūrybos ir sklaidos pažangai bei kartų kaitai.

Kai kurie Lietuvoje atlikti marketingo tyrimai išryškino specifiskas, iš ekonominių transformacijų konteksto kylančias, marketingo mokslines problemas. Atliekami marketingo terminų, apibrėžimų ir sampratų tyrimai suponuoja tolimesnes platesnio pobūdžio marketingo makroaplinkos sąsajų su rinkodara išvalgas. Iki pastarojo meto marketingo mokslo literatūroje (Kotleris, Armstrongas, 2007) marketingo aplinka pateikiama kaip diskretiškas marketingo konteksto elementas, kurį marketingo specialistai turi pažinti ir į jį atsižvelgti, rengdami ir priimdami marketingo sprendimus tačiau menkai gali jais disponuoti. Realiai marketingo makroaplinkos elementai yra rinkodaros, vienokio ar kitokio pobūdžio rinką formuojantys veiksniai. Šių veiksmų kontrolė ir valdymo sprendimai jų atžvilgiu iš esmės yra rinkodaros, tai yra vienokio ar kitokio pobūdžio rinkos ir verslo tikslų siekimo joje sąlygų formavimo veikla. Marketingo makroaplinkos klausimai daugiau ar mažiau aptariami ar bent minimi praktiškai visuose marketingo vadovėliuose. Tačiau tik tiek, kiek juos reikia pažinti ir atsižvelgti rengiant marketingo priemonių derinius. Tradiciškai marketingo makroaplinkos elementų, o hipotetiškai ir rinkos formavimo klausimų ir problemų nagrinėjimas marketingo vadovėliuose paliekamas kitiems, dažniausiai ekonomikos teorijos, mokslams.

Raktažodžiai: *marketingas, studijos, mokslas, universitetai, verslas, praktika, transformacijos, Lietuva.*

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