

Development of Marketing Science and Studies in Lithuania

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The article presents results of theoretical and empirical studies, carried out by scientists and researchers in Departments of Marketing. Considering the analysis of research works it could be stated that several problematic areas should be revealed as the majority of research works were related with them. Results, related with theoretical and empirical studies on consumer behaviour and brand management, are presented in doctoral theses and scientific publications. It has to be noted that the topics on marketing conceptions and e-business development have recently become most discussed.

The results of theoretical and empirical studies are reviewed in the article as well. The research related with the definition and perception of marketing terminology could be singled out as extremely significant and timely. Summarizing research works conducted by scientists of Marketing Departments, it is important to indicate their input while performing various international projects.

Theoretical introduction on marketing teaching, study programmes and specialist training as well as organizational and practical issues, discussed in research works of the scientists of Marketing Departments, are presented in the article. Summarizing the development of marketing studies it is revealed that scientists primarily attempted to develop and publish scientific literature, intended for marketing studies and qualification training in the Lithuanian language. Conclusions, based on study results are presented at the end of the article.

Keywords: *marketing, marketing conceptions, studies, research.*

Introduction

The formulation of marketing as a scientific concept and business orientation began in the beginning of the XX century. 19 schools on marketing theory carried out marketing research in particular areas. Their scientific results provided arguments for the adequacy of marketing and other business orientations to enterprise – consumer relationship within time context. Summarizing results of theoretical and empirical studies of foreign scientists on marketing it is possible to state that research within the area of marketing theories and conception evolution allow affirming the fact that the topic of marketing management remains relevant both theoretically and practically. On the other hand, the contribution of Lithuanian scientists into the studies of marketing theory and conception evolution has to be indicated as well. Still a lack of scientific works, summarizing achievements of scientists while developing the science and studies of marketing is observed. The problematic is-

sues identified provides a possibility to form scientific research problem with the question that analyzes what is the input of Lithuanian scientists into the evolution studies of marketing theories and conceptions in Lithuania.

The aim attempts to analyze and summarize scientific achievements while developing the science and studies of marketing in Lithuania.

Development of Marketing Science in Lithuania

Within the development of marketing science it is possible to single out two directions. The first is more related with the expression of marketing content and essence perception in Lithuanian literature on marketing. The first publications of marketing literature were intended for teaching/methodological purposes and appeared in the Department of Marketing of Kaunas University of Technology and Marketing Department of Vilnius University. Significant works in Lithuania on marketing that are used for teaching were prepared by Urbonavičius (1990, 1995), Pranulis (1998, 2007), Virvilaitė (1991, 1994, 1997, 2007), Kuvykaitė (1997, 2001), Dikčius (2005), Pranulis, Pajuodis, Urbonavičius, Virvilaitė (1999, 2000, 2008) and other authors. Research works, conducted by Pranulis have to be indicated as the questions of marketing definitions and terminology are examined there.

The second direction of marketing science development is associated with research works. The first studies were devoted to solve the problems of marketing management. Evaluating research works carried out by the researchers of the Department of Marketing it is important to emphasize that the issues related with marketing and modeling of sales strategies were examined in articles by Stravinskienė (1997), Gudonavičienė (1997), Banytė (1996, 1997), Virvilaitė (1996, 1997), Valainytė (1997), Kuvykaitė (1996, 1997) and publications of other authors. Significant research works that were completed during the year 1992-1998 are: “Formation and Management of Strategy for Development of New Technologies, Products and Services“, “Studies of Innovations in Lithuania and Development of Information Database“, “Formation of Marketing Strategy in Accommodation Services Providing Enterprises“, “Investigation of Effectiveness of Tourism Marketing Solutions in Lithuanian Market“.

One of the essential prerequisites for successful marketing research and studies is good understanding of marketing theory, recognition of methods and appropriate their interpretation. This factor determined the direction of the first practical conference on marketing in the country that was organized in Lithuania in 1998. The conference under the title “Marketing Theories and Methods in Lithuania”

was organized by scientists of the departments of Marketing from Vilnius University and Kaunas University of Technology. The name of the conference clearly expressed its thematic directions and the aim as well as efforts and attention of participants drawn to the analysis of marketing theories and methods within the context of Lithuanian situation that were examined and evaluated on the basis of two aspects. First of all, carrying out research and studies it was attempted not only to get a better understanding of the content of theories and methods but what kind of research and how these research works combine, evaluate and interpret those theories and methods. The results of the following research works are reflected in scientific publications: "Vision and Mission – the Principle Stages of Marketing Strategy Formation" by Gatautis; "Business Philosophy: Conceptions and Orientations" by Dikčius; and "New Attitude to Marketing" by Paškevičius. The second aspect of research tackles the problems of implementing marketing theories and methods. Publications of Banytė "Behavioral Research of Hotel Customers", Butkutė (now known as Stravinskienė) "Forecasting System", Dovalienė "Factors, Determining the Specifics of Applying Marketing Decisions in Tourism Business" and other publications are closer to the second aspect.

In 1999 the second and already international scientific conference under the title "Marketing Theories and Methods in Lithuania" was organized. Issues related with theoretical and methodological questions, based on the interpretation of theoretical literature and conceptions were predominant in the conference. The article of Banytė "Segmentation of Hotel Services Market: the Analysis of Globalization Influence" provides the analysis of segmentation features, characteristic to the market of hotel services as well as their application peculiarities. Questions, connected with the application of marketing conception in practice, are reflected in the article of Dikčius. Publication of Gaižutis "The Application of Added Value Concept for Strategic Decision Making in Marketing Oriented Companies" is devoted to deepen one knowledge about the nature of marketing activity and its application in the practice of business management while solving problems of organizational activity. The article examines the role of value added concept within the process of marketing implementation and the way it could be used in strategic planning. Kuvykaitė, in her article, describes marketing decisions within different stages of enterprise activity internationalization processes. Besides, it has to be emphasized that publications of the second conference present the results of empirical studies based on the primary information. Such empirical studies could be observed in the articles of Auruškevičienė ("The Typology of the Strategy Preparation Ways for Enterprises in Economic Transformations Conditions") and Alijošienė ("Strategic Alliances as an Attractive Form of International Business Management").

The third international and annual practical conference "Marketing Theories and Methods", contrarily like the first two, dwelt on theoretical and practical issues of marketing faced not only in Lithuania but outside its boundaries. It is possible to state that a part of publications was devoted to the studies of marketing theories and concepts. Results of theoretical research of this type are reflected in Pranulis article "Marketing in the Context of Modernity and Po-

stmodernity", Tamulienė, Urbanskienė and Kazlauskienė article "Review of Schools of Marketing Thought", Urbanskienė and Aleliūnaitė "The Models of Marketing Theory Structure and It's Analysis" and Pajuodis article "Trade Marketing: Concepts, Evolution and Elements". The results while applying marketing theories and methods in practice are indicated in the following publications of Dapkus, Gatautis "Electronics Commerce Implementation in Industrial Companies Achieving Competitive Advantages"; Melnikas "The Baltic Region: the Prospects of Market Development"; Bučiūnienė, Šliburytė "Joint Stock Company "Lietuvos Telekomas" Consumer Awareness of Provided Intelligent Network Services"; Urbonavičius, Ivanauskas "Marketing Consultations Evolution in Lithuania".

The scientists of the Department of Marketing were active participants not only of various conferences in Lithuania but international conferences, organized in other countries as well. The results of theoretical and empirical studies in marketing are revealed in the articles of Virvilaitė and Šliburytė "Preparation of Marketing Strategy in an Industrial Company", Virvilaitė and Banytė "Theoretical and Practical Aspects of Segmentation of Lithuanian Hotel Market", Virvilaitė and Rodomanskaitė (now referred to as Rūtelionė) "Lithuanian Tourism Development Problems and Perspectives while Integrating to European Market" and other articles, published as proceedings of international conferences.

In addition to this, research works, conducted in Lithuania, highlighted specific marketing research problems, characteristic to periods of economic transformations. Such problems were discussed by Virvilaitė, Pranulis and Melnikas in "Marketing Theory and Methods in the States of the Transitional Economy: The Case of Lithuania"; Virvilaitė and Šalčiuvienė "Lithuanian Cultural Origins and Transformation of Cultural Values while Transformation to Market Economics".

Prepared and awarded doctoral theses that reflected results of theoretical and empirical studies within Lithuanian context were a significant input while developing the science of marketing. This would be doctoral theses by:

- Banytė under the title "Behaviour of Hotel Service Consumers",
- Šliurytė - "Evaluation of Competitive Environment of Economic Entities",
- Butkutė (now known as Stravinskienė) - "System of Sales Forecasting in Industrial Enterprises: the Aspect of Management",
- Gatautis - "The Factor of E-Commerce While Forming Competitive Advantages",
- Rodomanskaitė - now known as Rūtelionė) "Competitiveness of Tourism Industry in the Country",
- Gaižutis - "Study of Marketing Strategies of the Sawmills of Lithuania",
- Časas - "The Identification and Assessment of Source of Competitive Strategy in Lithuanian Market",
- Grundey - "Multi-modal Freight in Marketing Logistics",
- Dikčius - "Manager's Influence Implementing Marketing Concept in a Company's Activity",
- Kurtinaitienė - "Comparative Analysis of Marketing Orientation in Mobile Telecommunication Market".

Summarizing the research works conducted during the first decade it is possible to state that first of all they were designed to deepen once knowledge about the content of theories and methods as well as in the area of their evaluation, interpretation and implementation problems within the context of Lithuanian situation. Still increasing fragmentation of the market and constantly rising consumer requirements for quality, the increasing impact of information communication technologies for the creation of different products and service provision promoted the development of new marketing concepts. Within the context of dynamic market, marketing theory evolves and usefulness of the majority of concepts that reflected principles of traditional marketing decreased. This could be proved by results of empirical studies according which consumers not necessarily prefer offers of the highest quality as well as not necessarily purchase a product of the lowest price. The attitude that consumer's choice depends on the value, created by an offer of the enterprise becomes more prevailing in research studies. Evaluating constantly changing object of marketing discussions it was observed that innovative questions of marketing theory development were analyzed in the works of Lithuanian scientists from the perspective of consumer value. Assessing the object shift and the role of consumer value within the research and the contemporary marketing theory, the scientific activity of the Department of Marketing expanded following the directions mentioned below:

- Solutions of defining, creating and transferring consumer value,
- Consumer relationship and brand management as a basis for the creation of consumer value,
- Solutions of enterprise image management while creating consumer value,
- Solutions of international marketing from the perspective of consumer value,
- The role of information communication technologies for value creation.

The results of theoretical and empirical research works allow stating that consumer value was examined seeking to find out how consumer's perceived value influences his behaviour while making a decision to purchase. The results of studies conducted within the context mentioned above are reflected in the article of Banytė, Paunksnienė and Rūtelionė under the title „Peculiarities of Consumer Perception in the Aspect of Marketing to Women” that identified elements, characteristic to the process of consumer perception as well as their expression within the marketing to women. The results of the study on the relationship of consumer attitude and especially its emotional constituent with the brand were presented in the publication “Relationship of Consumer Attitude and Brand: Emotional Aspect” by Banytė, Jokšaitė and Virvilaitė. Antecedents of consumer loyalty and their expression in service sector were examined in the article of Palaima, Auruškevičienė and Banytė under the title “The Antecedents of Consumer Loyalty in the Parcel Delivery Services Industry”. The results of theoretical study on the conception of consumer value were indicated in scientific publications by Banytė, Gadeikienė, Matulionienė, Šalčiuvienė, Kuvykaitė and other authors.

Considering the results of theoretical and empirical research

works, completed by scientists, it is possible to claim that the development of value based business concept made prerequisites for the appearance of a new marketing conception defined as relationship marketing. Responding to constant market changes, the necessity to collaborate, establish long lasting relationship and achieve a competitive advantage via individualized relationship with consumers becomes obvious. The significance of long lasting relationship both for consumers and companies is emphasized in the literature on marketing; however, the attempt to achieve this aim determines ambiguous, sometimes even contradictory theoretical explanations of relationship concept. Evaluating research carried out by Lithuanian scientists it could be noted that the core dimensions of relationship concept are examined in the article “The Concept of Relationship in Marketing theory: definitions and theoretical approach” by Damkuvienė and Virvilaitė. The construct of relationship and quality and its modeling decisions in service industries are discussed in the article “Modeling Relationship Quality in the Parcel Delivery Services Market” by Palaima and Auruškevičienė and the results of their studies are presented in the publication, mentioned before. The works of Dovalienė, Gadeikienė and Piligriminė seek to reveal forms for developing relationship with consumers in service providing industries. These works attempt to analyze consumer satisfaction as an antecedent of long-lasting relationship between consumers and service providers and define the importance of confidence determinants as the basis for long-lasting relationship with service providers. The results of empirical and theoretical studies are revealed in the publication “Customer Satisfaction and its Importance for Long-term Relationship with Service Provider: the case of odontology services”.

Issues related with the methodology for the development of consumer value are often analyzed in scientific literature from the perspective of brand image and its value. The results of theoretical and empirical studies investigating the formation of brand image and the relationship of brand identity and image are displayed in the article “Brand Image Formation” by Janonis and, Virvilaitė as well as in the publication “Relationship of Brand Identity and Image” by Janonis, Dovalienė and Virvilaitė. The problematic aspect related with the research on brand value is tackled in the article “Integrated Model of Brand Valuation” by such co-authors Jucaitytė and Virvilaitė. The authors of the article completed theoretical analysis of economic, psychographic and consumer behavior based models used for value measurement and prepared an integrated model to measure brand value that was tested empirically.

The research works carried out allow stating that brand and value, created by it, do not guarantee a long-term competitive advantage of the company. Such processes need to be managed when conveying brand identity and forming its image with different target groups. And this is inevitably related with the sphere of solutions for managing company's image. The topic of image management was elaborated analyzing various aspects where one of them was methodologically public relations based as a means for image formation. The article of Kazokienė and Stravinskienė under the title “Decision-Planning in Public Relations: Practice of Lithuanian Companies” defines the consistency of planning public relations theoretically and

on the basis of empirical research the levels of planning public relations in Lithuanian companies are indicated. The analysis of solutions for image management shows that the development of consumer value needs innovative attitude to integrated marketing communications. The scientific publication of researchers Radzevičiūtė and Šliburytė under the title “Conceptual Dualism of Integrated Marketing Communications” reveals this aspect. The work of Junokaitė, Alijošienė and Gudonavičė is intended to examine the efficiency of creative advertising. The results of the research are reflected in the article “The Solutions of Celebrity Endorsers Selection for Advertising Products”.

The analysis of possibilities to provide consumer value is also significant when a company seeks to expand its activity in the global market. Aiming to identify the expression peculiarities of value based marketing concept of a company, expanding its activity in the global market, the issues on standardization and adaptation of marketing solutions are examined. Results of research works carried out within the context are reflected in the article “Identification of Key Success Factors in Free Economic Zone Development in Lithuania” by Auruškevičienė, Šalčiuvienė, Kuvykaitė and Žily. In addition to this, the article presents the results of the research on possibilities for the development of free economic zones (LEZ) in Lithuania. The research indicated the fact that the adaptation of international marketing solutions is based on the provision of increased value to a consumer. In order to achieve this aim the concept of psychological distance has to be employed. The studies of enterprise activity internationalization from the perspective of psychological distance, conducted by Virvilaitė, Šeinauskienė and Matulionienė disclosed different attitudes of scientists to the concept of psychological distance. The results of the study revealed that psychological distance is composed of cultural, structural (legal and administrative system) and language differences. Moreover, the study of export dynamics of the EU countries displayed the fact that today psychological distance limits internationalization processes less as export to the most psychologically distant countries is rapidly increasing in comparison to psychologically close places. Thus, an assumption that with the increase of psychological distance between countries the need for adaptation of international marketing solution increases is made. The results of the study mentioned are presented in the publication “Internalization of Company Activity: the conception of psychological distance”. Cultural constituent of psychological distance manifests during negotiations with foreign partners. This is confirmed by the study on the expression of cross-cultural differences conducted by researchers Banytė and Mieželienė. The results of theoretical and empirical studies are indicated in the article “Expression of Cross-cultural Differences in Negotiations: the case of negotiation activity of Lithuanian tourism agencies”.

The studies of solutions to convey value to consumers disclose the priorities of using information communication technologies. The evaluation of the development of information communication technologies for value creation within the activity of economic entities is significant from the perspective of various aspects such as local, regional, national, European and global. The research, completed by Seppä, Damaskopoulos and Gatautis presents the assessment of e-business policy in Europe. The results of the

research are reflected in the scientific publication “Evolution of E-business Policy in Europe: from Technology Push to Digital Business Ecosystems, Innovation Partnerships, and Living Labs”. It has to be emphasized that the application of information communication technologies within the activity of companies determines the development of e-business that is stimulated or limited by political, economic and social factors. Seeking to reveal barriers of e-business development in small and medium enterprises in Lithuania the study of Gatautis was carried out and the results of the study are delivered in the article “Barriers of E-business Development in SMEs: Lithuanian Case”. Theoretical and empirical studies of the area showed that the development of information communication technologies impacts the activity of the government as well. They help while changing the government itself transforming the relationship of power and responsibility among all participant parties such as service providers and industries, state and private sectors, government and a citizen. Besides, information communication technologies improve the quality of services provided by e-governments and encourage the appearance of new phenomena such as virtual society or other. Results of such studies are reflected in the articles “The Development of E-Government Services in the Region of Ignalina Nuclear Power Plant” by Vilkauskaitė, Gatautis and Mažeika; “Assessing E-government Services Quality” by Gatautis and Damaskopoulos; and “Developing Virtual Communities in Transition Economies” by Damaskopoulos and Gatautis.

The results of theoretical and empirical studies, conducted by researchers of the Department of Marketing were published not only in the publication of scientific and research works “Engineering Economics” but as proceedings of international conferences. Moreover, it has to be stressed that scientists of Marketing Departments in Vilnius University and Kaunas University of Technology are active participants in scientific conference “Economics and Management”, organized by the Faculty of Economics and Management in Kaunas University of Technology. Still the biggest contribution into the development of marketing science in Lithuania is reflected by doctoral theses awarded and doctoral theses that are currently prepared. They are:

- “Brand Image Management in a Cross-cultural context” by Šalčiuvienė,
- “Peculiarities of Relationship Marketing while Developing the Market of Theatre Products” by Dovalienė,
- “Criteria of Ecological Evaluation in Social-Ethical Marketing” by Tamulienė,
- “Company’s Marketing Culture and Peculiarities of its Expression” by Žostautienė,
- “Peculiarities of Consumer Behaviour in Lithuania: the Context of Product Consumption” by Stankevičienė,
- “Grounding of Multi-dimensional Marketing Information System: the Conception and Model” by Krikščiūnienė,
- “Advantages of the Following Strategy at the Initial Stage of Product Introduction” by Pikturnienė,
- “Influence of Virtual and Traditional Focus-Groups Marketing Research Effectiveness” by Vaitkūnienė,

- “Creative Advertising Strategy: Interaction Aspects between Advertising Agencies and Advertisement Providers“ by Vasiliauskaitė,
- “Positioning of Chain Stores: Theoretical, Methodological and Practical Aspects“ by Ivanauskas,
- “Lithuanian Companies’ Moral-Ethical Norms of Media Marketing” by Sereikienė.

It should be marked that not all doctoral theses that deal with marketing issues are enumerated in this article and the number of awarded theses is bigger.

The value of the research works conducted is confirmed by reviews of scientific works prepared and presented for the procedure of granting the degree of Doctor Habilitatus. These would be reviews: “The Impact of Information Communication Technologies Development for the Activity of Economic Subjects” by Gatautis, “Peculiarities of Enterprise Activity under Transformation Conditions” by Urbonavičius and “The Impact of Information Era Transformation into Relationship Era for Management of Consumer Loyalty” by Auruškevičienė.

Summarizing the work of the scientists of the Marketing Departments, their input while carrying out various international projects should be noted, mentioning their participation in the Sixth Framework Programme (FP6), EUREKA programme for European Research, Development and Cooperation and COST programme for European Cooperation in the field of Scientific and Technical Research. Gatautis carried out three FP6 projects (FP6 Reorient FP6 – 513567 “Implementation of Change in the European Railway System“, “FP6 GENESIS IST-027867. Enterprise Application Interoperability via Internet Integration for SMEs, Governmental Organizations and Intermediaries in the New European Union“ and “FP6 eVISION IST-028067 A New Vision for the participation of European Construction SMEs in the future e-Business scenario“) and two projects of the European Commission special action programme (“Supporting best practice exchange of e-business policies for SMEs” 05/2005. UNEXC – University e-Business Research Centres - an exchange of best practice“; “eParticipation” 2006/C 176/14. LEX-IS: Supporting Public Debate on Legislation among Parliaments, Citizens and Businesses in the European Union“). Researchers Banytė and Virvilaitė participated in EUREKA Umbrellas LOGCHAIN and EUREKA Umbrellas LOGCHAIN+ projects “Building of Advanced Freight Chains and Logistics Technology“; EUREKA Umbrellas LOGCHAIN PolCorridor E-2727 project “PolCorridor-Creating Europe’s Most Advanced Freight Transport Corridor“. Milašius and Virvilaitė participated in EUREKA Umbrellas LOGCHAIN RAIL GAUGE CHANGE, E-2353 project “Economics study about investment in an automatic rail gauge change system within PAN-CORRIDOR 1“. Virvilaitė, Gatautis, Banytė and Snieška conducted and participated in COST A17 project “Small and medium enterprises economics development and regional convergence in Europe“and COST A18 “Comparing the dynamics of violence within European Countries“ project. The results of scientific research works of the projects were published as proceedings of international conferences and symposiums. Scientists (Urbonavičius, Pranulis, Dikčius, Gaižutis and other) of Marketing Department

from Vilnius University take an active part in international projects as well.

The researchers of Marketing Department actively participate in research programmes funded by Kaunas University of Technology as there were 11 research projects carried out. Currently researcher Banytė conducts such projects as “New Marketing Conceptions and Methods: the Aspect of Consumer Value” and “The Concept of Consumer Value in Marketing Theory and its Application Possibilities”.

The research activity of the Department of Marketing is enhanced by the fact that Virvilaitė is a member of editorial board of the international research journal “The Innovative Marketing“; Gatautis is a member of editorial board of journal “Journal of Theoretical and Applied Electronic Commerce Research“ and a member of scientific committee of scientific journals “Electronic Commerce Research“, “International Journal of Electronic Business“, Kuvykaitė a secretary of scientific journal “Engineering Economics“. In addition to this Virvilaitė, Gatautis, Banytė and Kuvykaitė are experts of the Centre for Study Quality Assessment in Higher Education in Lithuania.

Marketing Study Programmes

The Department of Marketing participates while training Bachelors and Masters of two study programmes such as Economics and Management and Business Administration. The department is responsible for two specializations of marketing (Study Programme of Economics) and marketing management (Study Programme of Management) of undergraduate and graduate programmes. The Department of Marketing also participates within the study process of the postgraduate level (doctoral studies) in the area of economics and management and administration. The list of subjects delivered by the Department of Marketing includes 15 courses such as Marketing, Marketing Research, E-commerce, E-business, Product Management, Pricing, Distribution Channel Management, Marketing Communication Management, Market Analysis, Service Marketing, Trade Marketing, Public Relation Management, Social Marketing, Marketing in Business to Business Market, Marketing in Virtual Environment taught in Bachelor programme. The following study modules (courses): Strategic Marketing Management, Competitive Marketing, Consumer Behavior, International Marketing, Global Marketing, Advertising Concepts and Methods, Newest Marketing Conceptions, Relationship Marketing, Cross-culture Marketing, Public Marketing, Marketing logistics, Supply logistics and E-commerce Management are taught for Master students. One course under the title “The Newest Marketing Theories and Conceptions” is delivered for postgraduates. Marketing Department in Vilnius University possesses 19 subjects. The subjects of the Department of Marketing are delivered in other faculties of Kaunas University of Technology. It should be noted that the Department of Marketing prepared a programme for Master’s Studies of Management in the English Language that is designed to specialize in the area of marketing management. Courses of the programme are delivered for students who participate and come to study according to SOCRATES/ ERASMUS or other student exchange programmes. Following SOCRATES/ERASMUS exchange programmes, teaching

staff of the Department of Marketing (Gatautis and Šliburytė) deliver classes in other foreign universities. Teachers from Belgium, Great Britain, Italy and France also come to teach students as well.

Pedagogical competence of the teaching staff of the Department of Marketing is constantly developed while participating in courses and seminars for qualification increase both in Lithuania and foreign countries. It has to be emphasized that the teachers of the Department of Marketing have been participating in LEONARDO DA VINCI programme, funded by the European Union, for ten years. There were 11 projects carried out following the programme where 3 of them were pilot projects and other 8 were mobility projects. At the moment there are two Lifelong Learning Programme Leonardo da Vinci (Transfer of Innovation) projects “Vocational Orientated Culture and Language” – VOCAL“ and “Reference System for Facilitators of Learning – RESYFAC“ carried out. Besides, the members of the Department of Marketing took part in SOKRATES GRUNDTVIG programme conducting a project “EQUAL: Evaluation and Quality Assurance in Adult Learning“. Participating in the projects, mentioned above, the teachers of the department developed pedagogical competence in universities, education centres and business companies in Italy, Greece, Iceland, Great Britain, Spain, Finland, Germany, Portugal and other countries.

The teachers of the Marketing Departments of Vilnius University and Kaunas University of Technology were the first to prepare and publish coursebooks, training material and other handbooks in Lithuania. The first works of scientific literature in Lithuanian were Principles of Marketing (1990, 1995) and Apie sudėtingus dalykus – paprastai (transl. About complex things in a simple way) by Urbonavičius, Marketingas (transl. Marketing) by Virvilaitė and Urbanskienė (1991), Marketingas (transl. Marketing), Marketingo tyrimai (transl. Marketing Studies) by Virvilaitė (1994, 1997). The first coursebook in Lithuanian was titled as Marketing and was published in 1999. The authors of the coursebook were Pranulis, Pajuodis, Urbonavičius and Virvilaitė. In 2000 the second edition of the book appeared and in 2008 the third edition with practical examples from Lithuania realia was published. Kuvykaitė prepared and published two coursebooks entitled Tarptautinis Marketingas (transl. International Marketing) and Gaminio marketingas (transl. Product Marketing) (1998, 2001). Pranulis published Marketingo tyrimai (transl. Marketing Investigations) and Marketingo tyrimai: teorija ir praktika (transl. Marketing Investigations: theory and practice) (1998, 2007), Dikčius also published a book Marketingo tyrimai: teorija ir praktika (transl. Marketing Investigations: theory and practice) (2005). 10 books for training and teaching and other 7 methodical books on marketing were prepared and published in the Department of Marketing. They are Marketingo sprendimai nekomercinėje veikloje (transl. Marketing Decisions in Non-Commercial Activity) (2007) by Rūtelionė, Reklamos procedūra (transl. Advertising Procedure) (2001) by Šliburytė, Vartotojų elgsena tarpkultūriniam kontekste (transl. Consumer Behaviour Within Cross-Cultural Context) (2007) by Banytė, Gadeikienė and other.

Summarizing it could be said that the teachers of the Departments of Marketing from Kaunas University of te-

chnology and Vilnius University made significant contributions into the development of marketing study programmes in Lithuania.

Conclusions

Having completed the analysis of marketing science and studies, it is possible to provide the following conclusions:

Two directions could be identified within the development of marketing science. The first one is more related with the expression of marketing content within marketing literature in Lithuanian used for teaching; the second one is connected with scientific research works the results of which were announced in Lithuanian and foreign publications. It should be noted that the research works were carried out while participating in international projects.

The studies completed and conducted by the researchers of the Departments of Marketing revealed the fact that the first research works were devoted to the perception of marketing theory, recognition of methods and their appropriate interpretation within Lithuanian context. The results of the research works were presented in scientific and practical conferences under the title “Marketing Theories and Methods in Lithuania” that were organized for the first time. The results of empirical studies that were based on primary sources and information were presented in those conferences as well.

More rapid processes of globalization, constantly changing marketing environment, increasing and more fastidious consumer needs stimulated the appearance of new marketing conceptions. Within this context, innovative questions of marketing theory development were examined applying the aspect of consumer value. Summarizing the research work conducted by the researchers of the department, it could be noted that scientific research activity was developed taking the following directions: solutions of defining, creating and transferring consumer value; consumer relationship and brand management as a basis for developing consumer value; solutions of enterprise image management while creating consumer value; solutions of international marketing: consumer aspect; and the role of information communication technologies for value creation. The results of the research works were presented in foreign and Lithuanian publications.

Awarded doctoral theses make a significant contribution into the development of marketing science. It should be noted that topics of doctoral theses are various and issues that are analyzed in these entail all areas of marketing management. Besides, the importance of research works carried out is confirmed by reviews of research works that were prepared for habilitatus procedures by Gatautis, Urbonavičius and Auruškevičienė.

Reviewing research works of the departments it has to be stated that the researchers made an important input while carrying out various international projects by participating in the Sixth Framework Programme, EUREKA – European Programme for Research Development and Cooperation, COST programme for European Cooperation in the field of Scientific and Technical Research and research programmes, funded by Kaunas University of Technology. Summarizing the development of marketing study pro-

grammes it should be emphasized that the Department of Marketing of Kaunas University of Technology participates while training Bachelors and Masters of two study programmes (Economics; Management and business administration) and is responsible for two specializations: marketing (study programme of economics) and marketing management (study programme of management). Besides, the Department of Marketing prepared Master's programme, delivered in the English Language that is intended for students, specializing in marketing management.

Preparation and publications of coursebooks in Lithuanian should be marked as a significant contribution into the development of marketing studies. The teachers of the Departments of Marketing were the first to prepare and publish coursebooks, teaching books and other methodical books on marketing.

Pedagogical competence of the academic and teaching staff of the Marketing Departments is constantly developed while participating in courses and seminars in foreign countries and Lithuania as well as carrying out various LEONARDO DA VINCI study and educational projects of the European Union.

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Marketingo mokslo ir studijų plėtra Lietuvoje

Santrauka

Marketingą kaip mokslinę koncepciją ir verslo orientaciją pradėta formuoti XX a. pradžioje. Konkrečios marketingo mokslo tyrimų sritys buvo vykdomos devyniolikoje marketingo minties mokyklų. Jų mokslo rezultatai argumentavo marketingo ir kitų verslo orientacijų adekvatumą įmonių–vartotojų santykiams laiko kontekste. Apibendrinus užsienio šalių marketingo mokslininkų teorinių ir empirinių tyrimų rezultatus, konstatuojama, kad iš marketingo teorijų ir koncepcijų evoliucijos studijų galima spręsti apie marketingo valdymo tematikos aktualumą. Kita vertus, būtina pažymėti Lietuvos mokslininkų indėlį į marketingo teorijų ir koncepcijų evoliucijos studijas. Tačiau stokojama mokslinių darbų, apibendrinančių mokslininkų pasiekimus plėtojant marketingo mokslą ir studijas Lietuvoje. Probleminė situacija suteikia galimybę suformuluoti mokslinę problemą klausimu: Koks Lietuvos mokslininkų indėlis į marketingo teorijų ir koncepcijų evoliucijos studijas Lietuvoje?

Straipsnio tikslas – išanalizuoti ir apibendrinti mokslininkų pasiekimus, plėtojant marketingo mokslą ir studijas Lietuvoje.

Marketingo mokslo raidoje galima išskirti dvi kryptis. Pirmoji kryptis yra daugiau susijusi su marketingo turinio ir esmės sampratos išraiška lietuviškoje marketingo mokslo literatūroje. Pirmąsias marketingo mokslo metodinio pobūdžio publikacijas parengė Kauno technologijos universiteto ir Vilniaus universiteto Marketingo katedrų dėstytojai. Antroji marketingo mokslo raidos kryptis susijusi su moksliniais tyrimais. Pirmieji moksliniai tyrimai buvo skirti marketingo valdymo problemoms spręsti.

Viena iš esminių marketingo sėkmingų tyrinėjimo prielaidų yra geras marketingo teorijos supratimas ir metodų pažinimas bei tinkamas interpretavimas. Ši aplinkybė nulėmė pirmosios marketingo konferencijos kryptingumą. Pirmoji respublikinė mokslinė praktinė konferencija „Marketingo teorijos ir metodai Lietuvoje“ įvyko 1998 m. Ją suorganizavo Vilniaus universiteto ir Kauno technologijos universiteto Marketingo katedrų mokslininkai. Šios konferencijos pavadinimas aiškiai išreiškė jos tematinį kryptingumą ir tikslą, jos dalyvių pastangas ir dėmesį sutelkiant į marketingo teorijų ir metodų nagrinėjimą Lietuvos situacijos kontekste. 1999 m. surengta antroji, jau tarptautinė, mokslinė praktinė konferencija „Marketingo teorijos ir metodai Lietuvoje“. Šioje konferencijoje daugiausia dominavo teorinių ir metodinių klausimų tematika, paremta teorinės literatūros bei koncepcijų interpretacija. Kita vertus, pažymėtina tai, kad antrosios konferencijos moksliniuose straipsniuose pateikiami pirmine informacija paremtų empirinių tyrimų rezultatai. Trečius metus iš eilės organizuotoje tarptautinėje mokslinėje praktinėje konferencijoje „Marketingo teorijos ir metodai“, priešingai nei ankstesnėse, buvo nagrinėjama marketingo teorinių ir metodinių klausimų problematika ne tik Lietuvoje, bet ir už jos ribų. Pažymėtina tai, kad dalis straipsnių skirta marketingo teorijos ir koncepcijų studijoms bei jų praktiniam taikymui.

Plėtojant marketingo mokslą, Marketingo katedros mokslininkai aktyviai dalyvavo ne tik Lietuvoje, bet ir tarptautinėse, kitose užsienio šalyse organizuotose mokslinėse konferencijose.

Apibendrinant pirmajame dešimtmetyje atliktus mokslinius tyrimus, galima teigti, jog pirmiausia buvo gilinamasi į pačių teorijų ir metodų turinį, jų vertinimą bei jų diegimo problemas Lietuvos situacijos kontekste. Tačiau didėjantis rinkos fragmentiškumas, nuolat augantys vartotojų reikalavimai kokybei, informacinio ryšio technologijų įtakos augimas, kuriant daugelį prekių kūrime bei teikiant paslaugas, skatino naujų marketingo koncepcijų plėtotę. Dinamiškos rinkos kontekste neišvengiamai evoliucionuoja marketingo teorija, o daugumos koncepcijų, kurios atspindėjo tradicinio marketingo principus, rezultatyvumas mažėja. Apie tai liudija empirinių tyrimų rezultatai, pagal kuriuos vartotojas ne visada pirmenybę teikia aukščiausios kokybės pasiūlymui, kaip ir nebūtinai perka žemiausios kainos prekę. Vis dažniau mokslinėse studijose įsivyrąja nuomonė, kad vartotojo pasirinkimas priklauso nuo to, kokią vertę jam teikia įmonės pasiūlymas. Įvertinant besikeičiantį marketingo diskusijų objektą, Lietuvos mokslininkų darbuose inovatyvūs marketingo teorijos plėtos klausimai analizuojami vertės vartotojui aspektu. Įvertinant vertės vartotojui tyrimų objekto kaitą ir vaidmenį šiuolaikinėje marketingo teorijoje, Marketingo katedros mokslinė veikia plėtojama šiomis kryptimis:

- vertės vartotojui apibrėžimo, kūrimo ir perdavimo sprendimai;
- santykių su vartotojais ir prekių ženklų valdymas kaip vertės vartotojui kūrimo pagrindas;
- įmonės įvaizdžio valdymo sprendimai, kuriant vertę vartotojui;
- tarptautinio marketingo sprendimai vertės vartotojui aspektu;
- informacinių ryšio technologijų vaidmuo vertės kūrimo.

Apžvelgti marketingo katedros mokslininkų teorinių ir empirinių tyrimų rezultatai publikuoti ne tik mokslo darbų leidinyje „Inžinerinė ekonomika“, bet ir tarptautinių konferencijų medžiagoje. Kita vertus, pažymėtina tai, kad Vilniaus universiteto ir Kauno technologijos universiteto Marketingo katedrų mokslininkai aktyviai dalyvauja KTU Ekonomikos ir vadybos fakultete organizuotose „Ekonomika ir vadyba“ mokslinėse konferencijose.

Svarus indėlis plėtojant marketingo mokslą – parengtos ir apgintos pirmosios daktaro disertacijos, kuriose atsispindėjo teorinių ir empirinių tyrimų rezultatai Lietuvos situacijos kontekste.

Atliktų mokslinių tyrimų vertę patvirtina parengtos habilitacijos procedūrai teikiamų mokslo darbų apžvalgos: R. Gataučio „Informacinių komunikacinių technologijų plėtos poveikis ekonomikos subjektų veiklai“, S. Urbonavičiaus „Įmonių veiklos ypatumai transformacijų sąlygomis“, V. Auruškevičienės „Informacijos eros transformacijos į santykių erą poveikis vartotojų lojalumo valdymui“ bei įvykusios habilitacijos procedūros.

Apibendrinant Marketingo katedrų mokslininkų darbus, būtina pažymėti jų svarų indėlį vykdant tarptautinius projektus: Europos Sąjungos 6-osios bendrosios programos, EUREKA – Europos tyrimų plėtos ir bendradarbiavimo programos, COST – Europos bendradarbiavimo mokslo ir techninių tyrimų srityje programos. Taip pat Marketingo katedros mokslininkai aktyviai dalyvauja ir Kauno technologijos universiteto finansuojamose mokslo programose.

Marketingo katedra dalyvauja rengiant dviejų studijų kryptių – ekonomikos bei vadybos ir verslo administravimo – bakalaurus ir magistrus. Tiek pagrindinėse, tiek magistrantūros studijose katedra kuruoja dvi specializacijas: ekonomikos studijų programoje – marketingas, vadybos studijų programoje – marketingo vadyba. Katedra taip pat dalyvauja

trečiosios pakopos, t.y. doktorantūros studijose (ekonomikos bei vadybos ir administravimo mokslo kryptyse). Marketingo katedros sąrašė yra 15 dėstomų studijų modulių pagrindinėse studijose. Magistrantūros studijose dėstoma 13 studijų modulių, o doktorantūros – vienas. Pažymėtina tai, kad Marketingo katedra yra parengusi magistro studijų programą anglų kalba, skirtą Marketingo vadybos specializavimosi srities studijoms. Šios studijų programos modulius katedros dėstytojai skaito pagal SOCRATES/ERAZMUS ir kitas mainų programas atvykstantiems užsienio studentams. Pagal SOCRATES/ERAZMUS mainų programą Marketingo katedros dėstytojai skaito paskaitas užsienio šalių universitetuose. Taip pat katedroje lankosi ir skaito paskaitas studentams užsienio dėstytojai iš Belgijos, Italijos, Didžiosios Britanijos, Prancūzijos.

Katedros dėstytojų pedagoginė kompetencija ugdoma periodiškai dalyvaujant kvalifikacijos kėlimo kursuose bei seminaruose Lietuvoje ir užsienyje. Pažymėtina tai, kad jau dešimt metų Marketingo katedros

dėstytojai aktyviai dalyvauja Europos Sąjungos LEONARDO DA VINCI studijų ir švietimo programoje. Pagal šią programą įvykdyta 11 projektų, iš kurių trys yra pilotiniai ir aštuoni mobilumo. Šiuo metu katedroje vykdomi du Leonardo da Vinci mokymosi visą gyvenimą programos naujų perkėlimo projektai.

Vykdam šiuos projektus, katedros dėstytojai ugdė pedagoginę kompetenciją Italijos, Graikijos, Islandijos, Didžiosios Britanijos, Ispanijos, Suomijos, Vokietijos, Portugalijos ir kitų šalių universitetuose, mokymo centruose bei verslo įmonėse.

Kauno technologijos universiteto ir Vilniaus Marketingo katedros dėstytojai pirmieji Lietuvoje parengė ir išleido marketingo vadovėlius, mokamąsias knygas bei kitas metodines priemones.

Apibendrinant galima teigti, jog Kauno technologijos universiteto ir Vilniaus universiteto Marketingo katedrų dėstytojai įnešė svarų indėlį plėtojant marketingo mokslą ir studijas Lietuvoje.

Raktažodžiai: *marketingas, marketingo koncepcijos, studijos, moksliniai tyrimai.*

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