

APPLICABLE REQUIREMENTS FOR HUMAN CAPITAL IN ESTABLISHING MARKETING LEADERSHIP

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Summary

Despite that it can be very difficult to talk about theoretical and applied requirements for establishing marketing leadership, we can find out those marketing organizational issues that could be found as interactions between the different elements of management through marketing.

Identifying and describing some basic requirements to contemporary human capital that correspond to establishment of marketing leadership, could be used as an obvious "organizational business excellence" that could be found as result of the most desired marketing management's outcomes. From this point of view, you could find out that these applicable requirements will prove to be a tool for exploring the marketing environment of any business, and to help business management for further improvement of marketing practice and respectively for establishing organizational scheme of marketing excellence.

Accordingly, the main focus of this article is given to the study of the applied aspects of marketing leadership established, used, and maintained in the leadership of human capital in business management.

Key words: marketing leadership, marketing organization, marketing's competencies

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