

REVIEW

from scientific consultant Saira R. Yessimzhanova
Doctor of Economic Science, Professor
for the dissertation work of Soldatenko T.A. on the topic
" The impact of customer intelligence on the marketing performance of SMEs:
a practical application ",
submitted for the degree of Doctor of Philosophy (Ph.D.)
in specialty 8D04106 "Marketing."

The development of small and medium-sized enterprises (SMEs) is one of the priority areas of the economy of Kazakhstan, while they are among the most vulnerable and unstable areas of business activity. On the one hand, SMEs are characterized as adaptive and flexible; on the other hand, they are limited in resources and sensitive to ongoing external changes.

In this regard, there is a need to search for factors to increase the efficiency of SMEs, one of which may be marketing based on studying customers and creating a database about them. For this purpose and to increase the efficiency of the marketing activities of SMEs, it is advisable to use the customer intelligence concept. Research on customer methods and applications of customer intelligence will help identify the most effective methods of marketing activities, which will generally contribute to the effectiveness of SME development. Therefore, the topic of the dissertation research is relevant and modern.

In Kazakhstan, there are practically no studies devoted to customer intelligence and its impact on the development of SMEs, which increases the relevance and significance of the chosen topic of the dissertation.

During the study, the author conducted a comprehensive analysis of both theoretical, methodological, and practical issues of using customer intelligence in the activities of SMEs.

The study obtained separate theoretical and practical results to further develop the theoretical and methodological aspects of using customer intelligence at small and medium-sized businesses.

The author used various research methods; the study of theoretical sources using content analysis made it possible to identify objects for field research. The results of qualitative methods in the form of in-depth interviews and quantitative research methods in the form of a survey of respondents identified the critical areas for implementing customer intelligence in SMEs. Customer intelligence influences SME marketing activities' effectiveness based on data analysis in SmartPLS 4.

The dissertation work formulates several theoretical approaches and gives the author's interpretation of the definition of "customer intelligence", its model has been developed, and a creation strategy for application and launch in SMEs.

The dissertation offers several methodological recommendations for the justification and implementation of measures related to improving the institutional framework for using customer intelligence at small and medium-sized businesses, which will improve their sustainability.

The dissertation research proceeds from the stated goal and the tasks arising from it; the logical sequence and relationship between sections are observed in the work.

The main results of the dissertation research and conclusions on the problem under study are reflected by the author in 5 publications, including scientific publications included in the Scopus and Web databases of science – 1 (Q1, H61), in publications recommended by CQASHE MSHE RK – 3 and one article in a Russian journal recommended by the Higher Attestation Commission of the Russian Federation.

Developed by Soldatenko T.A., scientific provisions and applied recommendations are reliable, have scientific and practical significance, and are aimed at solving pressing issues in increasing the efficiency of small and medium-sized businesses.

Based on the above, it can be argued that the dissertation work of Soldatenko T.A. on the topic " The impact of customer intelligence on the marketing performance of SMEs: a practical application " meets the requirements and can be admitted to defend a Ph.D. degree in the educational program 8D04106-Marketing.

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