KEY ACCOUNT MANAGEMENT AS A STRATEGIC MARKETING TOOL IN THE B2B SECTOR: MODERN APPROACHES AND PROSPECTS

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In today's dynamic and competitive business environment, Key Account Management (KAM) has emerged as a crucial component of marketing strategy, particularly for B2B companies seeking to enhance client loyalty, ensure revenue stability, and achieve long-term business growth. As firms increasingly face volatile market conditions, including geopolitical instability and disruptions in supply chains, the ability to strategically manage relationships with key customers becomes essential. Recent studies highlight that KAM plays a significant role in improving both market performance and financial outcomes by enabling firms to better align with their most valuable clients [1]. Through the development of dynamic capabilities–such as organizational flexibility, formalized internal processes, and innovation orientation–companies can create customized value propositions that strengthen customer relationships and improve competitive positioning.

A comprehensive literature review of KAM practices further reveals that successful implementation relies on an integrated relationship marketing approach. This involves fostering long-term partnerships, enabling joint value creation, and adopting a client-centric mindset across the organization [2]. These strategic elements are especially relevant under turbulent conditions, where adaptive customer engagement can serve as a buffer against market shocks and uncertainty.

In the context of Ukraine, where businesses are currently operating under the ongoing pressure of hostilities and economic disruption, the relevance of KAM becomes even more pronounced. Adapting global best practices to local conditions enables enterprises to maintain operational continuity, safeguard critical revenue streams, and reinforce trust with strategic clients. Moreover, embedding KAM into broader corporate strategies contributes to greater organizational resilience and long-term sustainability. This is particularly vital for sectors such as logistics, manufacturing, and professional services, where reliable partnerships with key clients directly influence the firm's ability to survive and adapt. As a result, KAM serves not only as a mechanism for business stabilization but also as a foundation for recovery and future growth in unstable environments. Key Account Management should be viewed not only as a customer retention tactic but as a strategic tool for navigating uncertainty and achieving sustainable success in the B2B sector.

References:
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