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## ОБҐРУНТУВАННЯ ПОНЯТІЙНО-КАТЕГОРІАЛЬНОГО АПАРАТУ СИМБІОЗУ ЕКОНОМІКИ ВРАЖЕНЬ І СТРАТЕГУВАННЯ

### SUBSTANTIATION OF THE CONCEPTUAL AND CATEGORICAL APPARATUS OF THE SYMBIOSIS OF THE EXPERIENCE ECONOMY AND STRATEGIZING

Ястремська О. О. Обґрунтування понятійно-  
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*The relevance of the article is determined by the need for further development of theoretical support for models of economic relations, which have recently been significantly changing and transforming: from the constant, predictable, defined SPOD-world to the changing, unknown and unclear VUCA-world, fragile, disturbing nonlinear BANI-world, turbulent and chaotic DEST-world, which requires the search for new theories, models and methods of their research which would allow economic entities to adapt to such changes and ensure the success of their activities. One of the promising models for the development of economic relations in the international space is the experience economy, in the context of which the activities of enterprises can ensure the process of strategizing. Therefore, the purpose of the article is to improve and develop the composition of the conceptual and categorical apparatus, and to determine the directions for further research on the experience economy and strategy in their symbiosis based on modeling the relationships between them using modern methods adequate to the subject and object of research. The main research methods used are bibliometric, content analysis and VOSviewer v.1.6.10 software. Based on the analysis of publications in the international scientometric databases Scopus and Web of Science for the period from 1971 to 2024, the main articles on the issues of experience economy and strategizing, the concepts used in them, their geographical and chronological focus were identified, network maps were built, on the basis of which clusters of basic concepts, their intra-cluster and external cluster relationships were identified, the composition of the conceptual and categorical apparatus was substantiated and directions for further research on the model of experience economy and strategizing were identified. The practical value of the obtained results lies in the first substantiation of the conceptual and categorical apparatus of the experience economy and strategizing in their symbiosis, which should be used to form the conceptual, methodological and methodological support of the experience economy, which will be used by enterprises to formulate and implement strategies for their successful life in today's unstable economic conditions.*

**Keywords:** experience economy; strategizing; strategy; concepts; economic relations; international scientometric databases Scopus and Web of Science; clusters; network maps; directions for further research.

Актуальність статті зумовлюється необхідністю подальшого розвитку теоретичного забезпечення моделей економічних відносин, які останнім часом суттєво змінюються, трансформуються: з постійного, передбачуваного, визначеного SPOD-світу, у мінливий, невідомий і неясний VUCA-світ, крижкий, тривожний нелінійний BANI-світ, турбулентний та хаотичний DEST-світ, що вимагає пошуку нових теорій, моделей, методів їх дослідження, які б дозволяли пристосовуватися суб'єктам господарювання до таких змін й забезпечувати успішність своєї життєдіяльності. Однією з перспективних моделей розвитку економічних відносин у міжнародному просторі є економіка вражень, діяльність підприємств в умовах функціонування якої може забезпечувати процес стратегування. Тому мета статті полягає в удосконаленні та розвитку складу понятійно-категоріального апарату, визначенні напрямів подальших досліджень економіки вражень та стратегування у їх симбіозі на основі моделювання взаємозв'язків між ними сучасними, адекватними предмету й об'єкту дослідження, методами. Основними методами дослідження є бібліометричний, контент-аналіз та програмне забезпечення VOSviewer v.1.6.10. Їх використання дозволило отримати такі результати. На основі аналізу публікацій у міжнародних наукометричних базах даних Scopus та Web of Science за період з 1971 до 2024 року виявлено основні статті за проблематикою економіки вражень та стратегування, використані в них поняття, їх географічну і хронологічну спрямованість; побудовано мережеві мапи, на основі яких виявлено кластери основних понять, їх внутрішньо кластерні і зовнішньо кластерні взаємозв'язки; обґрунтовано склад понятійно-категоріального апарату та визначено напрями подальших досліджень моделі економіки вражень та стратегування. Практична цінність отриманих результатів полягає у вперше обґрунтованому понятійно-категоріальному апараті економіки вражень та стратегування у їх симбіозі, який доцільно використовувати для формування концептуального, методологічного та методичного забезпечення економіки вражень, яке будуть використовувати підприємства для формування і реалізації стратегій своєї успішної життєдіяльності в сучасних нестабільних умовах господарювання.

**Ключові слова:** економіка вражень, стратегування, стратегія, поняття, економічні відносини, міжнародні наукометричні бази даних Scopus та Web of Science, кластери, мережеві мапи, напрями подальших досліджень.

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## Statement of the problem

The current economic environment in the world and in Ukraine is characterized by complexity and unpredictability. This is due to both military actions and the instability of global economic relations. New types of risks are emerging that require the use of the latest economic models at the macro- and microeconomic levels to ensure the success of enterprises, taking into account factors that have not previously been manifested, applying improved theoretical support to expand the understanding of classical and fill the newest concepts and categories with clarified content, reducing the time for developing proposals to intensify the course of economic relations, etc. All this is due to the evolving transformation of the external environment of enterprises, which is recognized by scientists and practitioners, for example (After VUCA, the transformation to a BANI world, 2021), (BANI: A new framework to make sense of a chaotic world, 2022), Koshchii O., Koretska N., & Vasylyk N., (2023). The economic world is changing, models and methods that were effective in the SPOD-world (stable, expected, simple and defined) do not work effectively, which creates an objective need for further research on the theory and methodology of the economic basis for the development of enterprises in modern conditions. Since the world is making a transition from the SPOD-world model to the models: VUCA (with such characteristics as variability, uncertainty, confusion, ambiguity); BANI (brittleness, fragility, weakness, concern, anxiety, nonlinearity, incomprehensibility, inunderstandability); DEST (disorder, chaos, self-centeredness, information silence, turbulence) Chalyuk Y. O. (2022). It is this transformation of the economic world that requires clarification of models of its development, methods and processes. In terms of economic models, one of the most promising is the experience economy, during which enterprises are able to increase added value and profit at a faster pace due to the activation of effective demand of consumers who are ready to buy products that can bring them more vivid impressions and new pleasures. Regarding the processes of functioning of such economic model, it is advisable to pay increased attention to the development of strategic management of business entities and transform it to a modern vision, transforming and using it as a strategy process, which, by improving the sequence and essence of the stages of strategy formation, is able to adapt to new conditions and risk factors of the external environment through the use of foresight, attractiveness, brands and reputation. Thus, the relevance of the study of the basic theoretical concepts of the experience economy and strategy in symbiosis will allow to improve and develop the theoretical and methodological basis of economic relations of enterprises' life, considering the peculiarities of the development of global economic trends and changes in global economic relations.

Literature review. Regarding the study of the experience economy model, it is worth noting scientific publications B.J. Pine, & J.H. Gilmore (1999, 2020, 2021), which initiated profound changes in the understanding of this economic model and defined impressions as the fourth stage of the process of selling products or providing services, building a value chain from raw materials to impressions, noting that impressions are of the greatest value and contribute the largest share to the price of products or services. Therefore, to increase profits, enterprises should focus on shaping the impressions of consumers and partners about the results and opportunities of their activities. F. Kotler (2019) emphasized the need to fill the 4P model and others with new content for the successful functioning of enterprises in the experience economy. The largest number of publications on the experience economy can be distinguished in the fields of tourism, hotel and restaurant business, and cultural creative industries, since it is the impression of the activities of these enterprises that plays a decisive role in the purchase of products and services. Domestic authors have published theses on the complexities of perception and, most importantly, the use of the experience economy. In his research, (Petrychenko P., 2014) emphasizes the importance of creating satisfaction among consumers to encourage them to take active steps to purchase products to increase the profit of enterprises. The emergence and practical use of the experience economy model for the life of enterprises were considered by Chubukova O. Y., & Yarenko A. V. (2016), emphasizing that in modern conditions it is difficult to perceive relations in which satisfaction is considered, although they are given increased attention and undoubted preference. To comprehensively use the advantages of the experience economy model, it is necessary to take them into account when forming a system of strategies for the life of enterprises, based on their attractiveness, reputation, brands, communications, values of consumers and partners, memorability and content of impressions, involvement of consumers and partners in the processes of providing services and manufacturing products. The importance of reputation according to the experience economy model was pointed out by Chameroy F., Salgado S., de Barnier V., & Chaney D. (2024) in the context of digitalization of economic relations as one of the latest trends in their development, since trust in enterprises and their products is based on reputational signals from the manufacturer's virtual platform and trust beliefs that a digital platform can provide them. Thus, the benefits of the experience economy can be realized in the process of sound strategizing, which is characterized using the latest economic tools for strategy formation.

As recognized by the scientific community, the study of the strategy process was initiated by Williamson O.E. (1991), who considered strategy as everything related to the process of developing and implementing a strategy for business entities and generally identified strategy with planning. The chronological sequence of the study of strategizing is presented in the article Iastremska O.O. (2023). It is noted that scientists have mainly studied certain aspects of strategizing that are related to the economic level of the object of its consideration: macroeconomic (Sytnyk N.S., & Shushkova Y.V. (2019), Banar O.V., & Petrenko N.O. (2021), mesoeconomic Chemeris V.A. & Kazmir L.P. (2018), microeconomic Gurochkina V.V. (2020). However, the

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proposals of these authors practically do not differ in terms of the composition of the stages of strategizing and the essence of actions. It is advisable to focus on the analysis of the monograph Vyshnevskiy O.S. (2018), in which strategizing is presented in the psychological aspect from the standpoint of introversion and extroversion of strategic management subjects, which is important in the context of the experience economy. The author also notes that strategizing is aimed at solving universal problems in the epistemological and axiological aspects. Such a presentation of strategizing allows expanding its boundaries to recognize its paradigmatic importance in explaining and expanding the understanding of the experience economy as a new model of economic relations.

In recent years, research on strategy has also maintained a diverse focus, which can be explained by its complexity and difficulty. The publications of recent years are mainly based on the prevailing trends in the development of economic relations. For example, the authors Asmussen, C. G., Foss, K., Foss, N. J., & Klein, P. G. (2022) note the importance of taking into account both efficiency (savings from strategy implementation), the negotiation process, and market power, i.e. the influence of the external environment on the formation of a global strategy, which will expand the set of its ideas and forecasts. In other words, the authors propose to coordinate the capabilities of the internal and external environment of enterprises on the basis of negotiations, which should take into account the impressions of both environments. Since the current trend in the development of economic relations is globalization and European integration, which contribute to the pooling of capital, Wadström P. (2022) draws attention to the involvement of specialists of different levels and professional orientation in the process of strategizing to join forces in a multicommercial company based on the possibility of coordinating strategy throughout the firm and expanding ownership of the final product of strategy. One of the latest major trends in the course of economic processes is digitalization, which is taken into account in the publication Carlsson, L. (2023), which proposes to accelerate industrial digitalization through affective collectivism, affective individualism and structural framing. The paper analyzes the importance of the cognitive aspects of employees and their emotional connections, which is important in the process of building the experience economy.

Thus, the focus in most publications on multidirectional separate aspects of strategizing without taking into account the peculiarities of the existing prevailing economic models of development of the world economy and economic relations requires an in-depth analysis of the results of publication activity in the international scientific space to clarify the conceptual and categorical apparatus of modern models of the economy in general and the experience economy in particular, as one of the most promising.

#### **The purpose of the research**

Therefore, the purpose of this article is to improve and develop the composition of the conceptual and categorical apparatus, and to determine the directions for further research on the experience economy and strategy in their symbiosis based on modeling the relationships between them using modern methods adequate to the subject and object of research. The object of the study is the experience economy and strategizing of its development as a complex socio-economic model of the current state of world economic relations. The subject of the study is the concepts, categories, interrelationships between them regarding the model of the experience economy and strategizing the life of business entities in the process of its development in the international space.

#### **Presentation of the main research material**

The following methods of analyzing scientific publication activity were used to define the main concepts and categories of the experience economy model and strategy as a process of its development. The bibliometric analysis allowed, by analyzing the publications presented in international scientometric databases (Scopus and Web of Science) in the dynamics, to determine: the main relevant concepts that explain the interrelationships of the experience economy model and the process of strategizing at enterprises that have adopted this model of economic relations as the main one for the development of their life; to improve the conceptual and categorical apparatus of these two components of today's economic world; to assess the priority of scientific research areas in the context of the experience economy and strategizing; to determine the thematic focus for each research area and in their symbiosis. Bibliometric analysis is a fairly common method of researching large amounts of scientific data Yaremko H., Voloshyn M., Bilyk O., Drapaliuk H., & Say I. (2023), which allowed to identify evolutionary features and identify new directions both in the context of the experience economy and strategizing as a process of managing it in a strategic perspective. The information base of the study was formed by scientific publications indexed in the scientometric databases Scopus and Web of Science. The search for scientific publications in international scientometric databases was carried out using such key terms as experience economy, strategizing, strategic management in the titles, abstracts and keywords of articles for the period from 1970 to 2024, i.e. for 54 years. The total sample of the study was limited to publications of the "article" type. The second main method used was content analysis, which allowed us to systematize publications by year, geography, and authors. The use of these methods made it possible to process a large database and identify the main concepts and trends in the attention of scholars to the phenomena under study and their conceptual and categorical apparatus. The analysis of the selected data was carried out using the software VOSviewer v.1.6.10, which is a software tool for building and visualizing maps of bibliometric networks (VOSviewer v.1.6.10 - Visualizing scientific landscapes, 2019). The use of VOSviewer v.1.6.10 made it possible to create network maps of the relationships between main concepts and categories used by researchers in articles from the Scopus and Web of Science databases. To visualize the constructed network maps of the relationships between selected concepts, the rule of circle size and distance between them was used, which interprets the frequency of use of the concept and distance as the closeness of the

relationship, the smaller it is, the stronger the relationship is Vasylieva T., Us Y., Liuliev O., & Pimonenko T. (2020). Using the VOSviewer v.1.6.10 software, the selected concepts are grouped into clusters, according to which the concepts and categories of the experience economy model and the strategy process in symbiosis are analyzed. It was their simultaneous study that made it possible to clarify the composition of the conceptual and categorical apparatus of the model of the experience economy and the process of strategizing its development, to identify priority areas for further research on modern economic relations, their processes, and the development of strategies as realistic trajectories in today's complex conditions of transformation of economic relations.

*Results and Discussion.* To substantiate the conceptual and categorical apparatus of the experience economy and the process of strategizing its development, the following studies were carried out.

The article analyzes the publication activity in the international scientific economic space according to the data of the international scientometric databases Scopus and Web of Science using bibliometric and content analyzes. One of the key aspects of bibliometric analysis is the selection of root concepts for the research topic and the identification of the results of their search in the Scopus and Web of Science databases, as shown in Table 1.

**Table 1. Search root concepts and the number of publications on them in the dynamics in scientometric databases Scopus and Web of Science**

Search root concepts and their combinations	Years of publishing activity	Number of publications in international scientometric databases	
		Scopus	Web of Science
«experience economie»	1998-2024	940	672
«strategic management»	1971-2024	358839	13191
«strategizing»	1982-2024	14752	1588
«strategic» AND «management»	1971-2024	1246490	76081
«experience» AND «economy»	1970-2024	701409	34848
«experience economy» OR «strategic management»	1971-2024	359713	13860
«strategizing» OR «experience economy»	1982-2024	15690	2263

*Source: developed by the author*

According to Table 1, most of the publications in scientometric databases are indexed in the general area of strategic management. For a deeper study of the experience economy model and the process of strategizing, a search query in Scopus and Web of Science was carried out using the key concepts of "strategizing" and "experience economy" using the quotation mark (") tool, combined with the OR conjunction.

The structure of publications on the research topic by field of knowledge in the Scopus database is quite extensive and can be presented as follows: business, management and accounting – 31.5%; social sciences – 19.0%; economics, econometrics and finance – 7.3%; computer sciences – 5.6%, engineering – 5.4%; other – 31.2%. In the Web of Science database, the structure of publications by field of knowledge is somewhat different: management – 22.9%; business – 16.4%; economics – 9.5%; hospitality, entertainment, tourism – 11.2%; ecology – 5.2%; economics – 4.9%; education and research – 4.2%; other – 25.7%. This discrepancy can be explained by the fact that the Scopus database contains more in-depth and extensive articles, and that management issues, which include the concept and process of strategizing, were of greater interest to both scholars and practitioners in related fields, not only economic, in order to highlight their own achievements and find new ideas for developing their research. The higher proportion of economics publications in Web of Science can be explained by their practical focus on implementing management solutions for business development. In general, the sectoral diversity of publications in both scientometric databases indicates the complexity and complexity of the phenomena under study and their interdisciplinarity.

Based on the results of the bibliometric analysis, 10601 publications indexed in the Scopus scientometric database and 1755 in the Web of Science scientometric database were selected in the context of research on the experience economy and strategy.

The oldest article on the experience economy in Scopus and Web of Science is a work (Pine BJ, Gilmore JH, 1998), in which the authors emphasized that creating experiences is the highest value in the economic offer and proposed 5 design principles that contribute to the creation of memorable experiences. This article is the most cited in the field of experience economy (3163 references in the Scopus database and 2478 references in the Web of Science database).

One of the most recent publications for 2024 at the time of the study in the field of the experience economy in the Scopus database is an article (Nor Azazi NA et al., 2024), which examines the impact of the development of higher education institutions in the country on the experience economy in the modern urban economy, especially in the service sector, and in the Web of Science database is an article (Roy A., Sundbo J., 2024), which is devoted to deepening the issues of entering the experience economy. The publication on entering the experience economy confirms the growing popularity of this model of economic relations, its recognition and practical value for the development and renewal of economic relations, and the search for areas of practical use of economic instruments that could bring the economy to new areas of transformation.

The oldest article in the Scopus database in the field of "strategizing" is the article Cavanaugh DE (1985), which focuses on personal strategizing, presents approaches and tactics to improve performance. The most recent publication in the field of "strategizing" in the Scopus database is an article Akpahou R. (2024), which is devoted to strategizing in the energy sector and its use to predict the situation with the most problematic sector of the

economy – the energy sector by 2050. This confirms the relevance of applying the strategy process in the most problematic sectors of the economy today.

In turn, the oldest article in the Web of Science database in the field of "strategy" is a 1982 article Taura D.J. (1982), which is devoted to the use of strategy to achieve success in economic activity by most countries and enterprises in the 80s of the twentieth century. And the most recent publication on strategy is an article Degraeveld D., & Tun CHM (2024), which explores the problems of corporate governance of the company, the challenges faced by owners and managers due to the transformation of the external environment, which is becoming more fragile and unpredictable. In other words, it reveals the problems faced by Burma Drinx Group (BDG), a large family-owned conglomerate in Myanmar, which operates in several industries, but is most present in the production of soft drinks, led by its flagship company Burma Drinx Company (BDC) in an "unfriendly" business environment, as well as in the turbulent political and economic context of a transforming and increasingly unpredictable external environment, which requires the use of new models of economic relations, one of which is the experience economy. These facts confirm the focus of publications in scientometric databases on addressing pressing economic issues of international importance and the gradual integration of experience economy and strategy issues for their joint research and resolution.

It is worth noting that publication activity in the areas of strategy and experience economy tends to grow. In 1982-1992, the number of articles on strategy in the context of the experience economy in the Scopus database did not exceed 10 articles per year and since 1992, the next 20 years have seen a gradual increase in the number of publications (up to 319 publications per year in 2012). The peak of publication activity corresponds to the period from 2012 to 2024, in 2023 the number of publications increased to 1369 publications per year. In the Web of Science database, the first publication in this area was indexed in 1985, the number of publications gradually increased and reached its maximum in 2023 – 203 publications per year. Therefore, to continue research, it is advisable to focus on publications since 1998, when the authors' scientific interest in this topic stabilized and gradually began to increase.

Table 2 shows the ranking of scientific publications by the number of citations in the Scopus and Web of Science databases.

**Table 2. Ranking of scientific publications by the number of citations in scientometric databases Scopus and Web of Science**

Title	Author	Source	Year	Number of citations	
				Scopus	Web of Science
Dynamic capabilities and strategic management	Teece DJ, Pisano G, Shuen A.	Strategic Management Journal. 18(7). Pp. 509-533	1997	19060	15245
Welcome to the experience economy.	Pine BJ, Gilmore JH	Harvard Business Review. 76(4). Pp. 97	1998	3163	2486
Strategizing throughout the organization: Managing role conflict in strategic renewal	Floyd SW, Lane PJ	Academy of Management Review. 25(1). Pp. 154-177	2000	971	797
Building dynamic capabilities for digital transformation: An ongoing process of strategic renewal	Warner KSR, Wager M.	Long Range Planning. 52 (3). Pp. 326-349.	2019	940	742
Nobody's watching? Subtle cues affect generosity in an anonymous economic game	Haley KJ, Fessler DMT	Evolution and Human Behavior. 26(3). Pp. 245-256	2005	794	702

*Source: developed by the author*

According to Table 2, the most cited publication in the Scopus and Web of Science databases is the article Teece DJ, Pisano G., & Shuen A. (1997) (19060 citations in the Scopus database and 15245 citations in the Web of Science), which is devoted to the concept of dynamic capabilities and the formation of competitive advantages of the firm, the proposals of which can be attributed both to the model of the experience economy and to the process of strategizing business entities. The second most cited article is Pine B.J., & Gilmore J. H. (1998), which directly proposes the use of the experience economy model for the first time and reveals its features and principles of application. Such increased scientific interest in the article on the experience economy indicates that researchers are interested in information about impressions, building economic relations on their basis, which would contribute to the success of business development on a new conceptual basis.

The most cited articles on strategizing in the experience economy indexed in the Scopus and Web of Science databases are devoted to: shaping the competitive advantages of a firm; developing a competitive strategy in the experience economy; mitigating strategic role conflict; studying the activities of companies in traditional industries that are developing dynamic opportunities for digital transformation and building a reputation.

The geographical focus of the articles of scientists with high publication activity on strategy in the context of the experience economy showed that the largest number of works on this topic was published by scientists from the United States (2257 publications in Scopus; 574 publications in Web of Science), the United Kingdom (1774 and 262 publications, respectively); China (891 and 240 publications). Such a number of publications from developed countries indicates their interest in the functioning of the experience economy model and strategy as the main process of ensuring its development and the implementation of proposals to ensure the formation of impressions for the growth of added value and profits of enterprises that this model of economy provides in the course of its functioning. Only 108 publications from Ukraine are indexed in the Scopus scientometric database in





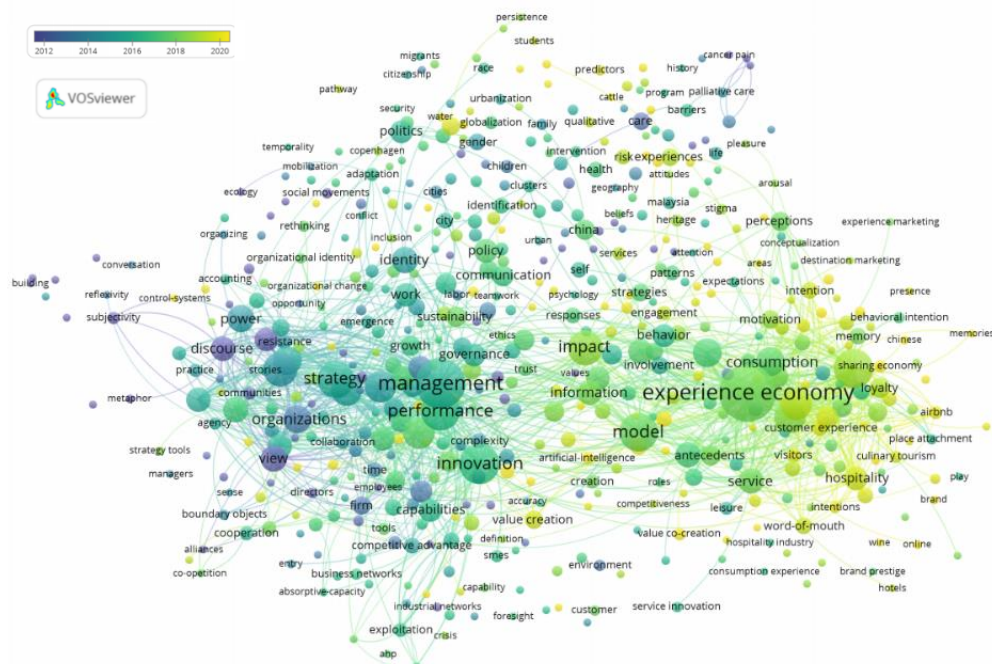








The chronological representation of publications by root words on the network map on the experience economy and strategizing its development is marked in different colors from blue to yellow and is shown in Fig. 5. According to this map, it can be stated that the intensive development of research on the experience economy and strategizing took place in 2014-2018 (blue interconnections). During this period, most publications focused on management, strategy formation, improving the efficiency of business entities' management, ensuring competitive advantages, performance (interactive participation of consumers and partners in the process of creating products or providing services), communications, stories (stories about a product or enterprise that will interest consumers or partners), discourse, resistance (sustainability), innovation and interest in foresight. That is, during this period despite the advantages of management and strategic management, concepts that bring researchers closer to the problems of the experience economy began to be used. In the next period from 2018 to 2024 (yellow root concepts and relationships), there was a shift in research activity and its publication from the management of strategy formation and implementation (strategic management) to research in the field of the experience economy, with an emphasis on the concepts of consumption, virtual reality, models, social networks, creativity, impression formation, impression risk, loyalty, brand, reputation behavior, experience, perception, there is a growing interest in the formation of strategies, antecedents (previous events on which the future depends), i.e. forecasting, which emphasizes the importance of strategizing in its current sense. In other words, research is gradually moving from the area of actual reality (offline) to additional, i.e. virtual reality (online), behavior, impressions, reputation, brand within the experience economy.



**Fig. 5. Network map of connections between the root concepts in chronological order (created by the author since Scopus and Web of Science databases using VOSviewer). Source: developed by the author**

On the basis of generalization of the identified trends in the importance and frequency of use of concepts in international publications on the experience economy and strategizing its development, geographical focus of research, clustering of the most priority concepts used by internal (in clusters) and external (between clusters) interrelations, chronological trends in the use of concepts and research areas, the composition of the main terms of the conceptual and categorical apparatus that should be used in modern research is substantiated.

Paying due respect to the predecessors of research in the field of experience economy and strategy, as well as recognizing their achievements, it should be noted that previous studies have a specific focus on solving individual issues of both experience economy and strategy, i.e. these phenomena were not considered in conjunction and no attempt was made to substantiate their conceptual and categorical apparatus. In the present article these phenomena are considered comprehensively, in their interconnection in the context of the concepts used, their presentation, development, geographical and chronological focus of research, internal and external clustering. This complexity distinguishes the presented research results from those of their predecessors. The article for the first time substantiates the conceptual and categorical apparatus and directions of modern research on the economy of impressions and strategizing in symbiosis, which is a significant achievement of research on modern economic models of development of international economic relations and can be used as a theoretical contribution to the development of economic theory, business economics theory and management theory.

### Conclusions and prospects for further research

Thus, the study deepened the theoretical foundations of the experience economy model as a promising model for the development of economic relations and the process of strategizing in the international scientific space using the methods of bibliometric analysis, content analysis and VOSviewer v.1.6.10 software. The analysis

showed an increase in the number of publications in the world devoted to these two modern phenomena. Based on the bibliometric analysis of 10601 publications indexed in Scopus and 1755 in Web of Science, 9 clusters of research and concepts used were identified that characterize the key areas of scientific research in the context of the experience economy and strategy. The leaders in terms of the number of publications indexed in Scopus and Web of Science containing the concepts of "strategizing" and "experience economy" are the United States, the United Kingdom and China, which confirms their importance for the successful functioning of the world's most developed economies and the need and feasibility of their use and dissemination to improve economic models in other developing countries. Ukrainian researchers are lagging behind in this regard, and it is advisable for them to intensify their research on the experience economy and strategizing and their implementation for the revival of Ukraine's economy in the postwar period.

The results of the bibliometric analysis by chronological dimension show that the intensive development of scientific research on the experience economy and strategizing took place in 2014-2018. At the initial stages of the study researchers focused on strategy formation, improving the efficiency of firm management, ensuring competitive advantages and introducing innovations. In recent years (2018-2024) there has been an increase in research in the field of impression economics, strategy, social media, virtual reality, reputation, brand, impressions, satisfaction, communications, behavior, consumer and partner satisfaction. Based on the analysis of the main publications on the issues of experience economy and strategy, the composition of the conceptual and categorical apparatus of research on experience economy and strategy in symbiosis is substantiated, which includes the following concepts: experience economy, strategy, strategy, management, strategic management, development, influence, rational and emotional impressions, experience, satisfaction, behavior, brand, reputation, social networks, augmented (virtual) reality, social orientation, innovation, creativity, forsyth, organization, information, communication, transformation, digitalization.

Areas for further research include presenting definitions of the selected concepts and developing a methodology for strategizing the life of enterprises in the context of the experience economy.

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