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MARKETING FOR PRODUCTION INNOVATION

Relevance of the topic of this study is due to need to stimulate investment activity in Ukraine and investment in research and innovations. Attracting the necessary volume of investment in science and innovations is a strategic challenge, and its solution is to improve the management of R & D (research and development) organizations in Ukraine based on application of modern management concepts. Members of innovative institutions don't have sufficient mechanisms and tools to attract the necessary volume of investment in science. Under such circumstances, a marketing approach in the management of scientific organizations may become an effective factor of stimulating innovation activity in Ukraine.

The main function of marketing is creation and stimulation of demand. If the task of marketing for the production enterprise is to create products that would find a sale. The task of marketing in trade is to prevent the procurement of goods not in demand and product promotion. Then the task of marketing for innovation and scientific market, on the one hand combines the previous tasks, and the other focused on market research of innovative products, the study of the external environment of companies and analysis of customer needs.

The problem of attracting investment in science is a major in Ukraine. Investments The Ukrainian state budget funds invested into scientific researches too little - about 0,3 % of GDP in 2008 [1]. It is necessary to notice, that in terms of science financing less than 0,4 % of GDP, it ceases to carry out the economic function. Under such circumstances scientific and technical potential of the country declines and the national economy isn't able to compete with leading world economies.

Creation of an association "Research and Production Corporation" (RPC) was proposed. RPC task is to perform scientific research and innovative projects. Marketing block plays major role in the management of RPC, as it can determine the activity of its various divisions, e.g. from the initial stage of identifying priority service groups and needs of client firms to control the degree of their satisfaction. Market researches of innovations begin (search, learning, segmentation, diagnosis

with the resource base) and complete (analysis, evaluation result) the definite cycle of activity of RPC. Market researches is also required directly for RPC to attract investment in innovative projects from the firms clients. These researches should be aimed primarily at studying the demand for innovative products.

References:

1. State Committee of Statistics:

http://www.ukrstat.gov.ua/operativ/operativ2009/ni/ind_rik/ind_u/2009.html