

Cherevko O.
I.V. Bagrova, research supervisor
Alfred Nobel University
of Economics and Law

THE ROLE OF MARKETING IN THE INNOVATIVE DEVELOPMENT OF THE ENTERPRISE

The crisis of the national economic system continued throughout 2008-2009. The result of the crisis was the decline in production in all branches of industry of the Ukrainian economy. Statistical data for 9 months in 2010 show improvement in economic performance.

The total recovery of the national economic system depends on the effectiveness of innovation processes. In the post-crisis period the task of research is search for approaches to optimize the innovation process at the microeconomic and macroeconomic levels.

Today the choice of innovative development is very important for Ukrainian companies. The effectiveness of the company innovation process defines its market competitiveness.

The innovation process can and should happen at various levels within the organization as no organization can depend solely upon innovation occurring at one level only. Successful organizations have an innovation process working its way through all levels of the organization. The result of the innovation process is to increase the value of goods for consumers.

There are the main levels of innovation process: redesign of industry value chain; redesign of business; redesign of processes; improvement of subprocesses; new product development.

The key performance indicator of innovation activity in the new product development is a completion of the innovation cycle. Completion of the innovation cycle is expressed in the successful breeding of innovation to the market.

In such circumstances, marketing plays a key role in the new-product process by identifying and evaluating new-product ideas and working with R&D and others in every stage of development [1].

The complex of marketing of innovative products (innovation marketing) includes:

1. Infusing Customer Input into New Product Planning;
2. Marketing Orientation and Setting Innovation Strategy;
3. Forecasting the Adoption and Diffusion of Innovations;
4. Launching Innovations into the market place the development of innovation strategy, market analysis and operational marketing.

There are strategic innovation marketing and operational innovation marketing.

The goal of the innovation strategic marketing is to develop a strategy for the penetration of innovations to the market. Basis for strategic marketing innovation is the strategic marketing research. Strategic marketing research is an analysis of market conditions and the subsequent development of market segments, the organization and the formation of demand, modeling the behavior of the buyer. So, strategic innovative marketing defined market segmentation, positioning of goods. The key point of marketing strategy is to research and forecasting demand for new product based on a thorough study of consumer perceptions of innovation. During the strategic research director of the innovation project should identify: what products, what quality and how consumers will be offered. Therefore, strategic innovation marketing focuses on the close contact of workers of marketing and sociological services company with a customer (surveys, telephone interviewing, representatives samples, etc.) [2].

Innovative strategic marketing includes the following steps:

- analysis of the needs of consumers;
- search for new product ideas based on data analysis;
- determination the attractiveness of different market segments and the choice of one or more segments (target market) for innovation development;
- assessing the ability of small and medium enterprises to compete in the market. The assessment determined by the competitive advantages of a innovation products;
- the choice of innovation development strategy.

Innovation development strategy - the main direction of innovative strategic marketing activity, following which the organization strives to achieve the chosen goals. On selected target markets may use different types of innovation strategies

The second component of an innovative marketing is an operational innovative marketing. At the stage of operational innovative marketing specific forms of implementation of the chosen innovation strategy are developed [2].

Operational innovative marketing is aimed at maximizing profits and sales, maintaining the company's reputation, increased market share. It is closely related to the concept of "components of marketing ("marketing mix" or "4P"), which are operational options, decisions in the process of marketing management in the enterprise.

Thus the role of innovative marketing in the innovative development of the enterprise is to ensure completion of the innovation process. Completeness of the innovation process is expressed in bringing innovative products to market.

The main goal of innovative marketing is effective management of an innovative portfolio of enterprise. Effective management is expressed in the choice of the optimum ratio of innovative and traditional products in the assortment. Optimization of product mix and determine the proportion of innovative products provide a competitive advantage for the company in the market place.

References:

1. Marketing Management, Canadian Twelfth Edition, Philip Kotler, Kevin Lane Keller, and Peggy H. Cunningham.
2. <http://www.dist-cons.ru/modules/innova/section3.html>