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INNOVATION DEVELOPMENT IN INTERRELATION WITH MARKETING

Transformation processes occurring at the present stage in Ukraine's economy associated with the formation of innovation development model, which is directly based on the receipt of new scientific results and technological implementation into production, providing real GDP increase is mainly due to production and sale of high-tech products. Therefore, in performing tasks of dynamic economic growth primary role to innovation development, innovation and innovative activities in general, able to provide continuous updates technical and technological base of production, development and production of new competitive products and efficient penetration of global markets for goods and services.

Research on the theoretical and practical aspects of implementing an innovation subject of many works of domestic and foreign scientists as V. Landyk, I. Pavlenko, N. Kubyshyna, N. Chukhrai, Volkov, S. Illyashenko, E. Boyko, B. Twiss, B. Shapiro, I. Ansoff, Schumpeter, M. Porter, R. Foster et al. However, despite the relevance of innovation, essentially its activation has not happened yet. One of the main reasons for this situation is the lack of broad methodological support for evaluation of investment companies, developing innovative business plan development and efficient management of the innovation process, innovation. So the question arises broader definition of the content and structure innovation. Thus, for the successful management of innovation necessary to examine the innovative development and need to learn to distinguish them from the existing variations in product and manufacturing processes.

Given the results of modern research, avoiding duplication of concepts to fully disclose ingredients innovation, identified as follows: research, technology and production, marketing, personnel, logistical, financial, information and process (see Fig.1).

Based on the analysis of scientific publications, we can say that the foundation of the marketing component of innovation is the ability to aggregate marketing system to ensure the competitiveness of enterprises in implementing innovation.

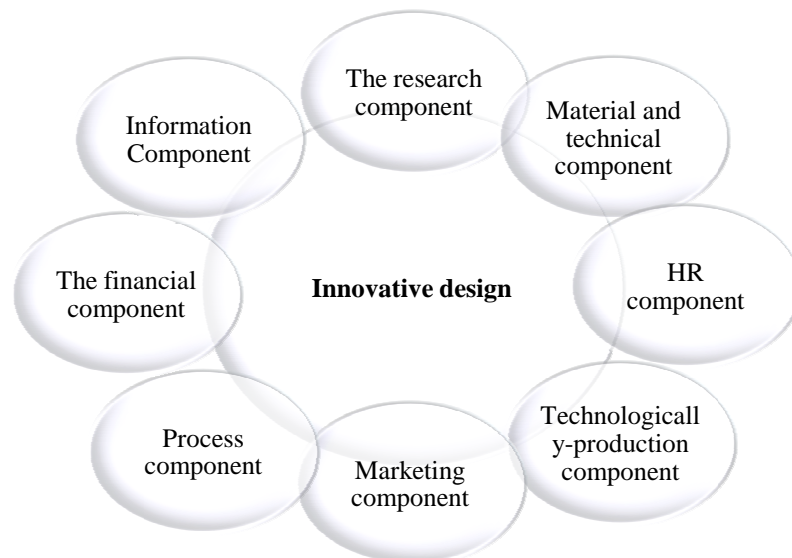


Fig.1. Parts of "innovative design"

The marketing component of innovation is a measure of readiness to enterprise, its marketing service promptly and efficiently perform marketing functions, to solve the problem outlined. The level marketing component of innovation is closely linked to the level of marketing activity of the company, availability information marketing system, effective organizational structure, training of specialists in marketing, development degree marketing tools and using them to solve problems that defined the main objective of the enterprise, the level of marketing communications and image of departments and the entire enterprise in interaction with market players. Marketing innovation component determined by the strength of influence on consumer market a new product. The purpose of the marketing component of innovation can be considered the formation of the market of potential consumers innovative products that provide playback of demand for goods.

Synergy of high tech and professional marketing is the key to creating and promoting innovation. Summarizing we note that an innovative design in interrelation with marketing involves the commercialization and further introduction to more value (profits, ahead of the competition, leadership, significant improvement, quality advantage, creativity, progress).