The role of innovative marketing in ensuring the competitiveness and economic security of the enterprise

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Abstract

In modern conditions the role of innovation as a leading tool for ensuring the competitiveness of the enterprise and its products is constantly growing. Enterprises are looking for new ways to ensure economic security in the market, so it was decided to consider and describe the role of innovative marketing strategy in the management of an enterprise engaged in innovative activities. Innovation marketing contributes to the identification of the real, future and new market opportunities and research into customer needs. Properly constructed scheme for concept of innovative marketing implementation in the enterprise and it execute allows the company to rise to a higher level, especially in a market where innovation can be a commodity. The role and place of marketing in the innovation sphere is analyzed in the article. Peculiarities of using the marketing approach to innovative activity of enterprises are revealed. The marketing of innovations complex is considered and described. The main stages of its introduction are given. In constantly changing economic conditions, the use of traditional methods does not always give decisive advantages to enterprises. That is why it is necessary to try new approaches and apply innovation marketing to reasonable reorganization. This is the relevance of this paper.

Keywords: innovation, innovation marketing, complex of innovation marketing, competitiveness, enterprise.

Introduction

In the context of globalization and constant changes taking place in the world market the basis for the competitiveness of the enterprise is constant innovation. Their presence provides a competitive advantage and helps to take a stable place in the market. This situation allows innovation to become a factor in enterprise development. The increased degree of business uncertainty that arises from constant change requires adaptive action by organizations. Failure to meet these challenges causes decline and hinders innovation. On the other hand, companies that do not conduct such activities are also at risk. This is the connection with marketing, the service of which is aimed at studying market conditions, identifying threats, analyzing them, as well as finding opportunities to innovate that would meet the company's strategies and realize its real potential in relevant market segments.

Continuous implementation of innovations is the only way to maintain a high rate of development of the organization, its competitiveness in the market, as well as the profitability level. The issue of new product development and innovation is an important element of the organization's strategic plan. The implementation of innovation strategies
requires certain changes in the organizational structure of the enterprise and its marketing orientation. In itself, innovation marketing is the basis of market research and a set of tools for finding a competitive strategy of the company, because in addition to knowledge of the theoretical basis of marketing and awareness of the world economy, new approaches and advanced methods are needed.

**Material and methods**

The application of innovations and the introduction of constant innovation is the key to the company’s success in times of constant change in the global economic market. Under such conditions, company to develop and increase its competitiveness needs to implement innovations and marketing activities that will help meet existing demand and commercialize these innovations. Scientists such as J. Schumpert, F. Kotler and P. Drucker spoke about this in the last century.

The concept of "innovation" is derived from Latin word "innovatio", which translates as "update" or "change". Thus, this concept was introduced by the economist of Austrian origin J. Schumpeter in the early twentieth century. In his work «Theory of economic development» (1911), the author considered the issue of innovation, as well as considered the innovation process, where he identified the main provisions of the theory of innovation. Schumpeter’s research was the impulse for subsequent work by other foreign and local authors. So, in the literature you can find many definitions of innovation. For example, M. Huchek (1995) interprets innovation as changes in technology, organizational technology, ecology, economics, as well as in the social life of the enterprise.

Many local and foreign authors have studied the impact of innovation on the state of the enterprise, as well as the use of innovative marketing, including Starytska O., Starutskyi T. (2014), Shevchuk A. (2014), Illiashenko N. (2011), Hengsberger A. (2019).

**Results and discussion**

In a general sense the essence of innovation processes is a set of progressive changes that arise and contribute to the qualitative development of society through the development of new production methods, development of new raw materials sources, development production of new products, market innovation and restructuring of management methods.

Effective implementation of innovations creates the basis for significant benefits for the business unit in the most competitive industries. Enterprises achieve competitive advantages using both new technologies and those that need continuous improvement, therefore constant innovation. Thus, the ability to systematically develop, update and change in economic activity based on the absorption of innovations is a factor of the competitiveness and economic security of the enterprise.

One of the main roles in ensuring the success of the market activity of an enterprise that uses innovative activities is played by marketing. Marketing of innovations makes it possible to identify market opportunities and threats, identify areas of innovation that will help realize the potential of the enterprise and avoid or prevent adverse tendencies. Innovative marketing and marketing innovations should be considered together as innovative marketing (Iliashenko N. S., 2011). Thus, the category of "innovative marketing" should be understood as the concept of doing business, which involves the creation of improved or new products (products, technologies, services, management solutions), as well as the use of improved or fundamentally new - innovative - tools, forms and methods of marketing to meet more effectively the needs of both consumers and producers (Ilyashenko N. S., 2011).

Innovation marketing has a very comprehensive role. These include the famous 4P, market research and strategic task. 4P is the marketing mix for marketing products. Four levers are available for this purpose: product design, pricing policy, communication and the type of distribution and...
sales (Hengsberger A., 2019). Taking into account the essence of innovative marketing, its components and methods, we can identify the following scheme and specify the objectives for such activities. (Fig.1).

![Diagram of Innovation Marketing]

**Figure 1 – The objectives of Innovation Marketing activities**

The concept of innovative marketing can reach a point where the interests of producers, consumers and society as a whole meet. Today, the goods and services that exist in the market do not fully meet the demands of society, so we need new ones - innovative, in the production of which these needs will be taken into account. It also should be noted that in order to promote the importance of innovation for society, companies must convey this idea to a wide range of consumers. The best way to achieve this is marketing communications tools. Spreading such innovations, it is necessary to use new and sometimes non-traditional methods and tools of communication policy. The production and dissemination of innovations needed by consumers brings large profits to producers, which is the purpose of introducing economic activity. It is advisable to decide on changes in the organizational structure of management as a result of the decision to move the company to the concept of innovative marketing. The implementation of this concept involves intensifying marketing research and stimulating creative and scientific staff. Thus, the concept of innovative marketing involves the development and implementation of new methods for conducting research, as well as new methods of motivating employees (Shevchuk, 2014).

The concept of innovative marketing is already actively used by companies seeking to become leaders in their field. Data on the world’s 50 most innovative companies in 2021 were collected by Fast Company. The top ten most innovative companies in the world include companies such as: Moderna, Pfizer, Shopify, SpaceX, SpringHill Company, Epic Games, Netflix, Tock, Microsoft, Graphics. All of them are leaders among other companies in a certain industry, and all of them actively produce innovative products, services or technologies, as well as use innovative approaches to the implementation of the marketing complex. This is a clear example of the fact that all the most famous companies in the world have made a rapid breakthrough in their activities through daily innovation guided by the concept of innovative marketing.

In many countries, the marketing concept of the company’s development has been important for decades. The complex of innovative marketing includes the development of innovation strategy, market analysis and operational marketing, where the most important types of innovative marketing are strategic and operational components. The main goal of strategic innovation marketing is to develop a strategy for introducing innovations to the market. The basis of strategic marketing
research is the analysis of market conditions, development of market segments, organization and formation of demand, modeling of consumer behavior. An important element of marketing strategy is the study and forecasting of demand for a new product, based on a thorough study of consumer perception of innovation. Another component is operational innovation marketing. This is the final stage of the marketing system, where specific forms of implementation of innovative marketing concepts are developed. Operational marketing is aimed at maximizing profits and sales, maintaining the company's reputation, increasing market share (Starytska O.P., Starystkiy T.M., 2014). Operational marketing management at the enterprise includes:

- drawing up a marketing plan that structures the course of further action;
- preparation of financial documents;
- control of marketing activities of the enterprise (control of annual plans; control of profitability and efficiency; strategic control).

Acting in the field of innovative marketing, enterprises need to take into account the perception of new products by consumers. The company must have a plan for the time during which the company will maintain an innovative product on the market and when to decide to close the project or continue to improve. According to the analytical work, as well as the existing theoretical basis, we can name the following stages of the process of perception of the buyer of a new product:

1. Initial awareness (the consumer does not have enough information about innovations).
2. Product recognition (consumer begins to show interest in innovation).
3. Identification of a new product (the consumer equates innovation to their existing needs).
4. Evaluation of the possibilities of using innovation (the consumer decides on the approbation of the innovation).
5. Approbation of the innovation (the consumer receives the necessary information about the innovation and faces the opportunity to purchase / use it).
6. Making a decision to acquire or invest in innovation.

So, summarizing all the above, we propose a scheme for implementing the concept of innovative marketing complex in the enterprise, which is presented in the Figure 2.

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**Figure 2 – Scheme of introduction of a complex of innovative marketing at the enterprise**

DECISION MAKING

CREATING A PROJECT MANAGEMENT STRUCTURE

- Activation of marketing research
- Encouraging creative and scientific activities involved staff

DETERMINATION OF STRATEGIC DIRECTIONS OF ENTERPRISE ACTIVITY

DEVELOPMENT AND IMPLEMENTATION OF INNOVATIVE PROJECTS

- Strategic Innovative Marketing
  - Analysis of market conditions
  - Demand formation
  - Modeling the behavior of market participants
- Operational Innovation Marketing
  - Implementation of measures to maximize profits and production volumes
  - Implementation of measures to maintain the company's reputation,
  - Implementation of measures to increase market share
The complex of marketing innovations at the enterprise includes a wide range of activities. This process includes essentially different, but united by one purpose actions. This set of tools, methods and actions is a process of implementing a set of innovative marketing.

Thus, in generalized form, the essence of innovative marketing can be defined as a systematic activity to develop and promote new products, services and technologies to meet the needs and demands of consumers in a more efficient way by increasing the capacity of the enterprise, finding new directions and means of its use in order to ensure the conditions of long-term survival of the enterprise in a competitive market and the development of this enterprise in the same market.

Conclusions

Based on the previous study, the relationship between the categories of "marketing" and "innovation" was analyzed. Having the obtained data, it was proposed to define the categories of "innovative marketing". Based on the study of approaches to the order and content of the interaction of marketing and innovation a complex of innovative marketing is described. It is substantiated that innovative marketing is a separate concept that can be adopted by the enterprise. According to this concept the creation of improved or fundamentally new products and use in the process of its creation and dissemination of improved or new innovative tools, forms and methods of marketing that would more effectively satisfy needs of consumers and producers. This is due to the fact that a lot of businesses are turning to more technological and innovative forms. The number of innovative developments is constantly growing and innovative marketing acts as a transfer of this innovations between the enterprise and the consumer. As practice shows, the innovative companies in the vast majority become leaders in their fields.

References


