

often accompanied by a solution to reduce these emotions. Negative emotions such as fear or anxiety can trigger stronger reactions due to the brain's natural tendency to focus on threats. Social safety campaigns, for example, can use this technique to draw attention to problems by providing a positive solution.

Anger is used sparingly in emotional advertising, but it is definitely a way to get people's attention. By sharing realistic situations that are upsetting or unacceptable, advertisers can make a point. Negative images and stories that are then turned into action items can get consumers to make choices about their buying habits [3]. For example, the WWF (World Wildlife Fund), which shows the negative consequences of environmental issues.

Emotions are a powerful tool in the hands of marketers. Understanding how emotions influence consumer behaviour allows you to create more effective advertising campaigns and build stronger brands and stronger connections with your audience.

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JAPANESE EXPERIENCE IN COMMERCIALIZING INNOVATIONS

Japan's experience in the commercialization of innovations is a

unique example of a combination of advanced technologies, government support and a corporate culture focused on long-term development. This experience is especially valuable to study, as Japan has successfully transformed scientific developments into commercial products that have changed the global market.

The key aspects of the commercialization of innovations in Japan are proposed to be reduced to the following provisions.

1. Government support and strategic planning:

- National innovation programs: Japan is actively developing and implementing innovation development strategies, such as Society 5.0, a concept aimed at integrating artificial intelligence, robotics and the Internet of Things technologies;

- investment in R&D: the state finances a significant part of scientific research through programs to support universities and the private sector.

2. University-Industry Collaboration:

- University innovation centers: organizations such as the University of Tokyo Edge Capital (UTEK) help commercialize research by creating startups or selling licenses;

- Consortia: joint projects between corporations and scientific institutions, such as projects to develop hydrogen energy technologies.

3. Corporate governance culture:

- Japanese companies adhere to *the KAIZEN* (continuous improvement) philosophy and long-term strategies, which promotes innovation.

- Focus on high-quality products: Companies such as Toyota, Sony, and Panasonic invest in developing technologies that provide market leadership.

4. Technology transfer:

- Japan actively uses mechanisms for the transfer of technologies from academia to industry, including patenting, licensing and the creation of joint ventures. Case in point: Sony's development of compact discs (CDs) in collaboration with Philips was the result of a successful technology transfer.

5. Flexibility for small and medium-sized businesses:

- SMEs play a key role in the supply chains of innovative products. Example: robotics companies are actively innovating in medical

equipment.

Successful examples of innovation commercialization in Japan. Toyota: Development of hybrid cars (Toyota Prius), which have become the global standard for environmentally friendly vehicles. Sony: Introduction of MiniDisc, PlayStation and other revolutionary products. Hitachi: Innovations in rail technology and infrastructure.

Key lessons from Japan's experience:

- Integration of science and business: enhanced cooperation between research institutes and corporations;
- export orientation: creation of products that are in demand in international markets;
- Investing in long-term projects: Japanese companies are willing to take risks for future gains.

The Japanese experience of commercializing innovations can be useful to other countries seeking to develop an innovative economy.

The report examines in detail the prerequisites and reasons for Japan's successful innovation. The main areas that contribute to the innovative development of the country are determined: R&D, the creation of technopolises and technology parks, ensuring working conditions for employees, and quality management. Indicators confirming the results achieved are given. Prospects for the development of innovative technologies in the Land of the Rising Sun are forecasted.

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SELF-MARKETING AS AN INNOVATIVE ASPECT OF PERSONAL DEVELOPMENT

The growth of the level of competition, the growing threat of frequent stress due to the tension that occurs in most organizations, the need to manage oneself, as well as the transformation of the employee's creative potential into the most valuable capital of any