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EVALUATION OF THE EFFECTIVENESS OF MARKETING INNOVATIONS

At the present stage of functioning of enterprises, the dynamics of their development depends on the introduction of innovations in all spheres of activity. As a result, there is an objective need for the active use of marketing activities of innovations

on the basis of a wider use of marketing tools. The versatility and variability of various methodological approaches to the assessment of marketing innovation activities of enterprises necessitates an integrated approach to determining the dynamics of innovation processes based on one of the integral criteria, in the which can be an indicator of the innovative activity of the marketing activity of the enterprise.

Therefore, it is relevant to develop methodological approaches to assessing the economic efficiency of marketing innovations and justify the choice of a strategy for innovative development of an enterprise [1-11].

In our opinion, innovation activity should be understood as intensity Innovative Activities Industrial of enterprises sentouch on the development and attraction of new technologies or improved Innovative products in the economic turnover. On the basis of traditional methods of analyzing innovation activity, it is customary to assess the development of the enterprise infrastructure in the field of R&D, as well as to determine their ability to measureqiconsolidation of innovations [1, 5, 10].

This approach is used mainly in the formation of reporting and statistical data on the state and development of innovative activities of enterprises. However, Evaluation of innovation and marketing Activity should also be used in the process of managing innovative development in the development of appropriate strategies. In this scenario, assign metrics Marketing activity will consist not only in assessing the innovative activity of the enterprise in introducing innovations, but also in analyzing its potential opportunities in the field of R&D, and in Activitiesn structural elements interrelated with this sphere for the effective implementation of the innovative development strategy Enterprise. Evaluate Marketing activity and justify the choice of the strategy of innovative development of the enterprise is offered on the basis of calculation and analysis of the system of economic indicators characterizing the possibilities of entrepreneurship Development and masteredand innovation. Based on pro Depending on the level of the current provision of the enterprise with the necessary innovative resources, it is possible to plan the implementation of an acceptable strategy for the innovative development of the enterprise.

Assessment Marketing activity of the enterprise, as an integral part of the analysis of the internal environment of the enterprise, offers conduct on based on analysis Status of activity in the field of R&D and integrated with it structural units of the enterprise [2, 9]. Depending on the level of current technological and production-economic development of the enterprise, it is possible to choose a leader's strategy in the development of fundamentally new products or a follower's strategy, that is, the introduction of improving Technologies. For such an analysis, it is necessary to use the classification of elements of the innovation infrastructure, which will provide an answer to the question of what start-up potential in the field of R&D should be considered

sufficient for the effective development of new or improving technologies [3, 6]. The defining elements of the innovation infrastructure should be considered:

- innovation-oriented structural units of the enterprise own scientific divisions, design department, chief technologist department, product quality control laboratories, new product marketing department, patent department; –
- professional staff - innovative leaders, R&D specialists, marketing specialists, planning and forecasting of customer demand;
- material and technical support of the research base, pilot installations, research, experimental and laboratory equipment; –
- own financial resources, attracted, investment, grants; –
- intellectual property inventions, trademarks, industrial designs, know-how, innovative programs and – plans-projects;
- additional sources of improving the results of innovative activity, project management experience, information department, strategic development department, partnerships with research institutions, universities. –

Evaluation Marketing activity as a component of the methodical approach to the analysis and selection for the introduction of new or improving technologies, in turn, determines the state of the internal infrastructure resources of the enterprise, which ensure the implementation of innovations. The assessment of innovation activity carried out within the framework of the analysis of the internal environment (for example, on the basis of a SWOT analysis) shows the strengths and weaknesses of the enterprise in the field of R&D and its interrelated structural elements: personnel-professional, material and technical, investment-financial and intellectual spheres. Availability of innovative and infrastructure resources, their qualitative and quantitative composition determine the choice and effectiveness of the implementation of the strategy of innovative development. They serve as a substantive basis for economic criteria that determine the current production and technological state of the enterprise and its initial investment opportunities for the implementation of the strategy of innovative development.

The totality of economic indicators of marketing activity, which determine the level of provision of an enterprise with infrastructure resources in the innovation sphere, can be based on a system of the following coefficients:

1. Coefficient of personnel engaged in the implementation of research and development.
2. Coefficient of the property of the enterprise intended for execution for research and development.
3. Coefficient of provision of the enterprise with intellectual property.
4. Utilization rate of new products.
5. Coefficient of investment support of innovation activity.

6. Innovation growth rate.

The proposed method of economic assessment of marketing activity of an industrial enterprise, based on the use of real economic indicators, is aimed at assessing the innovative resources of the enterprise, the level and dynamics of their use.

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RESEARCH INTO THE IMPACT OF MODERNISATION ON RECOVERING THE COMPETITIVENESS OF THE UKRAINIAN ECONOMY

Modernisation is a fundamental vector of reconstruction and a guarantee of restoring the competitiveness of Ukraine's economy in the face of security challenges. The modernisation of transport enterprises directs resources to the use of innovations, energy efficiency and economic results. This has a direct impact on managing innovation development and increasing the pace of intellectualisation and digitalisation of the economy.

Modern challenges and imbalances, threats not only to the global economic crisis and geopolitical restructuring, but also to individual territories and socio-political systems provoke the search for new technologies, acceleration of adaptive transformations, and a focus of management influence on preserving the integrity, resilience, and potential ability to ensure sustainable development

The innovation and cognitive paradigm, as a modern social postulate for the formation of innovative thinking, is implemented through mechanisms of organisational and economic support for modernisation principles. This forms the tools for the effective application of methods of regulating and modelling cognitive perception and the formation of consumer values. At the current stage of globalised innovation and development processes, the main goals of modernising economic systems are to sustainably increase innovation, efficiency and competitiveness (Fig. 1).

In order to implement the modernisation principles of recovering competitiveness, it is necessary to create conditions in the internal and external environment of enterprises that would ensure the effectiveness of the implementation of the system of innovation strategies.