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## **ASSESSMENT OF COMMERCIAL PROSPECTIVITY OF INNOVATIVE PROJECTS**

Assessing the commercial viability of innovative projects is an important step in promoting knowledge-intensive developments on the market. A reliable assessment of market prospects for innovation indicates to technology developers a critical way to promote developments in domestic and foreign markets for technological exchange. The organization and conduct of examinations, implemented in various forms, provide professional assessment of the situation and effective management decisions, but the issues of comprehensive assessment of technology for market purposes in open publications are devoted to very few publications. Assessment methods developed by domestic and foreign consulting organizations are often not available for public use, and sometimes even have a trade mark.

In the modern sense, the examination of technology commercialization projects is carried out in the form of substantive, qualitative or quantitative assessment of the object intended for use in management decisions. The variety of application methods makes the tools used in practice quite flexible. In practice, there are tasks (such as the problem of efficient technology transfer), which are often more complex than those solved using traditional approaches. Therefore, it is important for managers who carry out the process of technology transfer and organize the examination of transferred technologies to be able to creatively and professionally approach the choice of effective and reliable:

- principles of organization and conduct of examinations;
- methods of obtaining, analyzing and processing expert information;
- methods of examinations.

At present, there are a large number of methodological approaches and tools for examination of projects of commercialization of

intellectual property and intellectual-innovative technologies at different stages of their development - from assessing the prospects of commercialization of R&D results and analysis of the stage of the project to analysis of commercialization objects of intellectual property or intellectual and innovative technologies by investors and strategic partners. Expertise of projects of commercialization of intellectual technologies allows to solve a number of extremely important for the developer (owner) of objects of intellectual property and intellectual-innovative technologies of questions which have strategic value for his enterprise. In particular, they should include:

- determination of the level of commercial potential and prospects of transfer (commercialization) of intellectual property and intellectual-innovative technologies;

- determining the level of social significance and importance for society (industry, region, company or group of people) of specific intellectual technologies;

- construction of a hierarchical rating of intellectual and innovative technologies available at this enterprise;

- determining the stage at which the project is commercializing the results of intellectual activity in terms of attractiveness to potential investors and consumers;

- justification of the order of implementation of projects for the commercialization of intellectual property, as the financial capabilities of the enterprise, as a rule, are limited;

- development of a scenario of negotiations with investors, to which the developers of intellectual property and intellectual-innovative technologies will apply in order to attract funding;

- development of effective actions of the developer in order to increase the chances of the results of intellectual activity to attract investment funds for the implementation of the commercialization project;

- assessment of socio-economic efficiency of intellectual and technological activities of the enterprise as a whole, and in individual areas (projects) of its activities;

- motivating and stimulating the creative activity of employees of the enterprise to create objects of intellectual property and intellectual and innovative technologies;

- increase the efficiency of specialized divisions of the enterprise, in particular, the center of technology transfer and commercialization.

In the general case, the examination procedure of the project of commercialization of intelligent technologies is often carried out in two stages. At the stage of self-analysis, the researcher, developer, initiator of the project of transfer of intellectual and innovative technologies formulate their own view on the possibility (perspective) of commercialization of intellectual and innovative technologies. Usually, this wording is in the form of:

a) answers to questionnaires that allow to specify the scientific and technological side of intellectual and innovative technologies, its consumer properties;

b) identification of possible areas of its application, the range of potential consumers, the market segment in which the positioning of intellectual and innovative technologies can be carried out;

c) values of cost characteristics of intellectual products: own costs for its creation and possible distribution, consumer costs for its use, the range of prices acceptable to the developer (owner), etc .;

c) other aspects that affect the possibility of commercial use of the results of innovative development.

At the stage of independent expertise, the transfer opportunities of intellectual and innovative technologies are assessed, for which external (independent) experts specializing in certain issues of commercialization of intellectual technologies are involved. Their task is to prepare an expert opinion on the potential for commercialization of an innovative project. In the process of the second stage of the examination the possible ways and directions of commercial use of the results of intellectual activity are worked out in detail. Based on the results of this stage, a positive or negative conclusion is drawn about the potential for commercialization of intelligent technology, and further steps for successful commercialization can be suggested. Thus, based on the results of the examination, recommendations are developed on further actions for the practical implementation of the technology commercialization project.

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## **COMMUNICATION AND ANALYTICAL SUPPORT OF MARKETING**

Today, business activity in Ukraine is becoming more dynamic - to perform its activities, the company's management must make relevant and rapid management decisions. Today there is a direct correlation between the quality and efficiency of management decisions and informational marketing system of the enterprise – due to its performance management can get a vision and data of the market, its position on market, the actions of competitors, consumer behavior, etc. Provision of marketing information management is carried out at the enterprise with the help of marketing information system, which is designed to collect, process, generate and disseminate marketing information.

Now we can clearly say that the number of Internet users is increasing every year. In general, we can see the dynamics of change in the share of Ukrainians who use the Internet - since 2010 for 10 years the number of Internet users has increased almost threefold (up