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MARKETING IN THE PROCESS OF ADVANCED DEVELOPMENT MANAGING

In modern conditions of transformation of technological ways it is necessary to form for the enterprises the prerequisites of advanced growth which would allow to strengthen their competitive advantages and to develop effectively in the long run..

According to [1], all prerequisites are divided into internal and external. One of the internal prerequisites is the complexity of innovation. It involves a combination of different types of innovation. In most cases, innovative enterprises form competitiveness strategies through unique products, technologies and processes (as opposed to cheap labor and available resources). However, they also need constant generation and implementation of marketing and organizational innovations. According to Eurostat [2], in recent years EU countries have introduced non-technological (marketing and organizational) innovations to almost the same extent as technological ones. Based on this ratio, it is proposed to determine the level of complexity of innovation (R_{comp}) as the share of non-technological innovations in their totality. Next, experts give the value obtained on a scale from 0 to 1. It is preferable when the value of R_{comp} is close to 0.5.

The importance of marketing in the process of managing advanced development is also evidenced by the fact that one of the strategic directions of scientific and technological development in modern conditions is the emphasis on marketing innovations. Recently, the share of marketing and organizational innovations has increased significantly. After all, consumer needs are growing and their nature is changing. Therefore, companies must constantly find new ways to promote their products and build loyalty to their products. And it is marketing innovations that allow them not only to hold their positions, but also to stay ahead of competitors. For example, Google, working on Android google, decided not to hire developers, but simply made the platform open, which allowed any programmer to create their own

applications. This transition to "self-service" allowed them to significantly increase sales. Successful examples include: Foursquare, a social network that has introduced new ways to reward loyalty; Hindustan Unilever, which has achieved increased demand for goods by building an extensive wholesale and retail system; cosmetics company Estee Lauder, which introduced gift delivery in addition to the purchase, free distribution of product samples and free testing of cosmetics and perfumes; the Marriott hotel chain, which has introduced innovative concepts of hotel rooms and venues for various events. These marketing innovations have allowed companies to make a sharp jump in the ranking of innovative companies in the world. But the biggest success was the company Salesforce.com, whose activities are dedicated to the development and sale of marketing innovations. The main product of the company is the CRM-system of the same name, which allows you to quickly find new customers and manage relationships with them. In 2017, the company took first place in the list of the most innovative companies in the world.

Thus, we can conclude that the role of marketing is constantly growing in the context of advanced development. After all, a wide value chain, which covers various stages, such as production, marketing, distribution, design, etc., gives the company more opportunities to obtain additional capital.

References:

1. Illiashenko N.S., Nagornyi Ye.I., Shipulina Yu.S.. Prerequisites for the success of the strategies of the advancing innovation acceleration of industrial enterprises of Ukraine. *Prognostication and planning of economic development: microeconomic and macroeconomic levels : col. monograph* / edited by J. Zukovskis, K. Shaposhnykov. Lithuania : Publishing House «Baltija Publishing», 2019. Vol. 2. P. 636–651.

2. <https://ec.europa.eu/eurostat/home?>