

MARKETING IN THE SPHERE OF INNOVATIVE DEVELOPMENT

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Abstract: *the article, the role of marketing in management of innovative development of the enterprise is considered. Determining the specifics of the application of the marketing and technical approach to the innovation activity of the enterprise allowed substantiating the need for conducting marketing research at different stages of innovation. Innovative marketing is the concept of marketing, according to which the organization must continuously improve the products and methods of marketing. The logic of business development requires increasing the profitability of production and expanding the range. This is not the only tool for achieving these goals, but it is very important. Because of successful introduction of a new product to the market, the company usually either expands its product line, or fixes a new product category.*

Keywords: *innovative marketing, innovative economy, creative marketing and innovative marketing.*

МАРКЕТИНГ В СФЕРЕ ИННОВАЦИОННОГО РАЗВИТИЯ

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Аннотация: *в статье рассмотрена роль маркетинга в управлении инновационным развитием предприятия. Определение особенностей применения маркетингового и технического подхода к инновационной деятельности предприятия позволило обосновать необходимость проведения маркетинговых исследований на разных этапах осуществления инноваций. Инновационный маркетинг - концепция маркетинга, согласно которой организация должна непрерывно совершенствовать продукты и методы маркетинга. Логика развития бизнеса требует повышения рентабельности производства и расширения ассортимента. Обе эти цели или одну из них можно достичь, разрабатывая новые продукты. Это не единственный инструмент для достижения указанных целей, но очень важный. В результате успешного вывода на рынок нового продукта компания обычно либо расширяет свою продуктовую линейку, либо закрепляет за собой новую товарную категорию.*

Ключевые слова: *инновационный маркетинг, инновационная экономика, творческий маркетинг и инновационный маркетинг.*

With the development of market organizations is becoming increasingly difficult to meet the rapidly growing needs of society for products and services that meet the highest requirements sufficient for the consumer's utility. Durable goods become "disposable" because of a sharp reduction in the period of their obsolescence, repair and care for them now, as a rule, more expensive than a simple replacement with a new product. Distribution channels for goods and services are located in a small number of distributors, which can affect both producers and consumers.

In such conditions, innovation in marketing is a guarantee of successful development of the organization. They are aimed at greater satisfaction of consumers' needs and opening new markets to grow sales.

The relevance of this topic is that it is the development and implementation of innovative marketing techniques that is an effective method of maintaining high positions in the market and increasing the competitiveness of the firm.

A species is a collection that unites various innovations within the same group. The group is an aggregate uniting innovation within one of the main areas of the company's marketing activities. If innovation is an opportunity to enhance the competitiveness of an enterprise, the factors are phenomena and processes that facilitate the transformation of opportunities into reality. Considering the trends of the modern Russian economy,

it is worth noting the course on innovative development. In conditions of stable macroeconomic indicators, new prospects for serious players in the European and world markets are opening up. Every innovation begins with the development of creative goods. Using a creative approach to marketing leaves a mark on the products created, giving it unique characteristics [1, с. 413].

When performing the research function of marketing, science becomes a productive force, focused on innovation. The ultimate goal, obtained because of marketing research and information analysis, is the identification of trends and models of the company's strategic development and assessment of its place in the market [3, с. 29].

A marketing strategy involves various improvements in products or services. For organizations in which production has a short life cycle, rapid and proactive marketing activities are required to ensure a high degree of compatibility during operations associated with the introduction of new production. Consumers find it difficult to accept new developments that determine their needs. Because of this, it is not immediately, it turns out, to organize a normal process of communication with potential consumers. Scientists have established that at the stage of virtual consumption of innovations there is a preparatory process to actual consumption. In addition to the psychological barriers to the perception of innovative products, traditional barriers arise. There are examples of promotion of innovations in the market: free distribution of samples, updating of the base product, attraction of potential users to the development of new products [2, с. 663].

Marketing activities within the framework of innovative development depend on the stage of development. The non-standard nature and novelty of innovative products complicates the search for areas of their application. The sensitivity of these features of innovation marketing is important for developing a strategy for the commercialization of new products.

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