

Marketing of innovations. Innovations in marketing



2021

University of Economics and Humanities
Bielsko-Biala, Poland

Materials of the International Scientific Internet Conference

**MARKETING OF
INNOVATIONS.
INNOVATIONS IN MARKETING**

December 2021

Editor in Chief: Sergii Illiashenko, Doctor of Economics, Professor.
University of Economics and Humanities, Bielsko-Biala, Poland

Reviewers:

Olha Prokopenko, Doctor of Economics, Professor.
Estonian Entrepreneurship University of Applied Sciences (Tallinn)
Andrii Fedorchenko, Doctor of Economics, Professor.
Kyiv National Economic University named after Vadim Hetman,
Ukraine

Marketing of innovations. Innovations in marketing (2021).
Materials of the International Scientific Internet Conference
(December, 2021). Bielsko-Biala: WSEH. [E-edition]

The topical issues of marketing of innovations and innovations in marketing, market-oriented management of innovation development, digital marketing, etc. are considered.

The materials are submitted to the author's version. The authors are responsible for the accuracy, reliability and content of the submissions.

ISBN 978-83-63649-10-4

© 2021 Authors

CONTENT

1. MARKETING OF INNOVATIONS

Бубенець І.Г. Маркетингові інновації в торговельних мережах	8
Шіашенко N., Shypulina Yu. Options of satisficing consumers' needs on the basis of innovative marketing	11
Кобелева А.В., Перерва П.Г. Методические подходы к коммерциализации интеллектуальных инноваций	12
Кобелєва А.В., Свіщова Н.С. Механізм комерціалізації інновацій	16
Олініченко К.С., Прядко О.М. Засоби просування інноваційного продукту на українському ринку	20

2. INNOVATIONS IN MARKETING

Біловодська О.А., Євсейцева О.С. Аналіз діяльності українських компаній у галузі нейромаркетингових досліджень	23
Bilotkach I. Features of institutional marketing development in Ukraine	27
Veres Somosi M., Pererva P., Tkachova N. Marketing component of Ukraine-Hungarian export-import business relations	29
Golyshva I.O. Innovation marketing tools in the system of agricultural enterprise management	32
Зозульов О.В., Царьова Т.О. Моделі товару для аналізу його конкурентоспроможності на етапі споживання. Соціальний капітал бренду	35
Касян С.Я., Іванча Ю.М. Ефективне маркетингове просування товарів ТОВ «Стиль Д»: стратегічні аспекти	38
Кобелева Т.А., Перерва П.Г. Инновационные маркетинговые стратегии ценообразования	41
Kubyshyna N.S. Economic interests of participants introduction of innovative	44

Bilotkach I., PhD in Economics,
Associate Professor, Agalia Farm enterprise
Dnipro district of Dnipropetrovsk region

FEATURES OF INSTITUTIONAL MARKETING DEVELOPMENT IN UKRAINE

The current stage of development of the economic situation in Ukraine places complex requirements on methods and management systems in enterprises in order to ensure not only the required efficiency of their development, but in some cases to ensure their existence in an open market environment.

One of the main directions of development of the management sphere is the marketing concept, the introduction of which aims to concentrate the efforts of all structural units of enterprises to obtain a product that will best meet the needs of consumers and its implementation will be cost-effective for the company and society.

The relevance of the research topic is due to global and national trends in the development of the concept of marketing in conjunction with the institutional development of society, which ultimately leads to the acceleration of scientific and technological progress, increased competition, crisis phenomena in different sectors of the national economies of the world space.

To solve the emerging problems, it is necessary to expand the institutional component of the economic development of society in the direction of marketing activities and the introduction of new instruments of market economy. Institutional marketing can be one such tool.

The aim of the study is to assess the existing and potential institutional developments in marketing, institutional constraints of marketing activities at the micro level of market economy and macro levels of economic development, affecting the effectiveness of marketing activities of the real sector of the economy.

The object of research is the system of institutional development and marketing management of the real sector of the economy of Ukraine.

Under the concept of institutional marketing, we propose to understand the system of applied scientific categories that make up the synthesis of institutional and marketing hypotheses.

In this conglomerate, marketing represents certain economic categories that are an integral part of the marketing mix (for example, product, price, place, etc.). The institutional part is represented by the corresponding requirements that are presented to the corresponding objects. At the same time, marketing actions can be aimed at meeting both the individual needs of the individual and the needs of the whole society (public goods) [1].

We believe that marketing in combination with the institutional concept can lead to positive transformations in the field of strategic planning by market processes in the economy, as well as improve the understanding of specialists of the institutional constraints of marketing categories. At the same time, marketing categories in this case act as “institutions”.

S. Pejovich, characterizes the institutional market «as a process that allows individuals to choose the rules of the game in the community. Through their voluntary interactions, individuals evaluate existing rules, determine and test the suitability of new ones» [2].

The concept of institutional marketing is based on the evolutionary foundations of institutional development. However, as a basic principle, we define the principle of socio-ethical interaction, which takes into account the social guidelines for economic development, as well as market transitions from monological foundations to dialogue, from administrative and directive measures to preliminary discussion and agreement. With the help of this principle, it ensures the achievement of greater consistency between individuals, economic agents, not only responding to the stimulating systems of institutions, but participating in their shaping mechanisms. The functions of institutional marketing can contain the functions of institutions in the economy, and the functions of marketing in market activities. At the same time, the basic institutions of marketing determine the macroenvironment of institutional marketing, and the auxiliary ones constitute its microenvironment.

Thus, the essence of institutional marketing is filled with deeper content and is a process of reconciling the capabilities of the organization, the needs of consumers and the requirements of society,

which is determined by the third participant in market relations - the state. Institutional marketing is characterized by all the features of the marketing of goods and services, therefore, the subjects of the institutional economy can fully apply the entire managerial, functional and instrumental arsenal of institutional marketing in the applied activities of the market economy.

The concept of institutional marketing determines the activities of the subjects of the institutional economy within the framework of achieving maximum consumer satisfaction of economic agents in the rules, norms and mechanisms of restrictions in market activity on the basis of the principle of purposeful interaction, which, as a result, should lead to complete socio-psychological satisfaction of the whole society.

References:

1. Zaitsev A. G. Development of the institutional environment of the marketing activity of the region: theory and practice: author. dis., Available at: <https://rsue.ru/avtoref/ZaicevAG/avtoref.pdf> (Accessed 29 November 2021).

2. Pejovich S. The Market for Institution versus the Strong Hand of the State : The Case of Eastern Europe / S. Pejovich // Economic Institutions, Market and Competition. Cheltenham, 1996. – P. 117.

Veres Somosi Mariann, Dr. in Economics, prof., Dean,
University of Miskolc, Miskolc, Hungary
Pererva Petro, doctor of Economics, Professor,
Higher School of Labour Safety Management (WSZOP), Katowice, Poland
Tkachova Nadezhda, Ph.D. in Economics, Associate Professor,
National Technical University «Kharkov Polytechnic Institute»

MARKETING COMPONENT OF UKRAINE- HUNGARIAN EXPORT-IMPORT BUSINESS RELATIONS

Marketing research of foreign trade is important both for companies pursuing an import substitution policy and for those who are building a strategy for entering new geographic markets, developing the export direction of their activities. Both import

Scientific edition

**MARKETING OF
INNOVATIONS.
INNOVATIONS IN MARKETING**

Materials of the International Scientific Internet Conference
(December, 2021)

Cover design: Daria Shypulina

University of Economics and Humanities
43-300, ul. gen. Wł. Sikorskiego 4-4c, Bielsko-Biala, Poland

