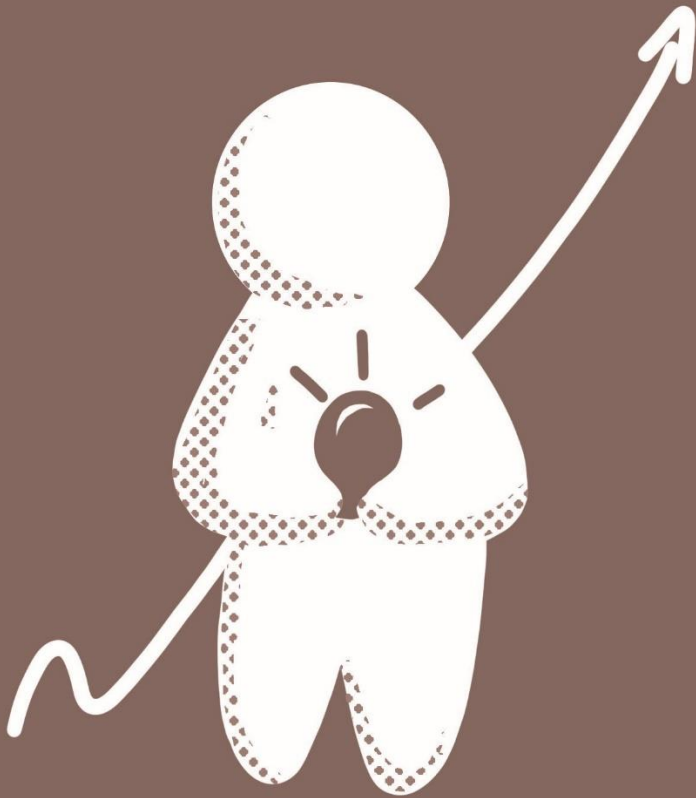


Marketing of innovations. Innovations in marketing



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University of Economics and Humanities
Bielsko-Biala, Poland

Materials of the International Scientific Internet Conference

**MARKETING OF
INNOVATIONS.
INNOVATIONS IN MARKETING**

December 2024

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

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CONTENT

1. MARKETING OF INNOVATIONS

Illiashenko S.M., Ron Ya.O. Innovative marketing: essence and structure	12
Maslak O., Maslak M., Yakovenko Ya. The Renault Logan case: a testament to frugal innovation and adaptive marketing in a globalized economy	15
Paniaiev V. Marketing innovative technologies in the formation of competitive advantages of trading enterprises ...	17
Shumkova O. Ethics of innovation marketing: challenges and social responsibility	19

2. INNOVATIONS IN MARKETING

Bilovodska O., Fedorko D. Effectiveness of company's internal communications: methodological approach to evaluating	23
Bilokur R. Principles of management of marketing activities of agricultural enterprises	26
Fedorchenko A.V., Yevtushenko N.O. Benchmarking as a type of marketing research: world experience	28
Golovnina O.G., Denysenko M.P., Lyubchenko A.O. Marketing of values of the Volkswagen AG Group	31
Gurova D.D., Gavrysh I.O. The role of positive and negative emotions in advertising and branding	33
Ievsieiev A.S. Japanese experience in commercializing innovations	35
Illiashenko N.S., Korol S.V., Fedirko A.M. Self-marketing as an innovative aspect of personal development	37
Karpenko N.V., Ivannikova M.M., Ivannikov R.V. The role of hr marketing in building a company's brand	40
Kasian S., Shebanov O., Hanina A. The main communication strategies in McDonald's marketing in fast food market	43

Komarnytskyy I.M., Komarnytska H.O. System of indicators and criteria for evaluating the effectiveness of marketing of resort towns	47
Kushnir T.M. Formation of ethical marketing decisions	50
Larina Y.S., Troyachenko V.R. The impact of emotional marketing on consumer decision-making in the cosmetics and perfumery industry	52
Malchyk M.V., Sozoniuk T.V. Reflexive methods as innovations in the marketing activities of it-enterprises	55
Masalab O.V. Formation of demand for innovations by means of event marketing	58
Miroshnychenko A., Zozulov O. Marketing mix models for legal services.....	60
Ponomarov V.D. Economic evaluation of marketing innovations of the enterprise	64
Yakubenko V.V., Gavrysh I.O. Adaptation of marketing strategies in conditions of the increasing social alienation ...	67
Yakymyshyn L., Fedoruk Y., Kuradovets Y. Globalizations or localization strategic choice for effective supply chain management	70
Булаценко К.В., Юдіна Н.В. Інноваційний підхід до брендів	73
Василів О.І., Коневич С.П., Устенко А.О. Стратегії формування впізнаваності та лояльності до бренда в умовах конкурентного ринку	77
Гутарева Ю.В., Барвенко В.О. Маркетингові стратегії для залучення туристів із покоління Z	80
Даценко В.В. Застосування дизайн мислення як одного з інноваційних методів у маркетингу	84
Захарченко В.І., Лавров В.С. Обґрунтування інструментів захисту бізнесу і контроль над ним у межах проведення заходів конкурентної розвідки	86
Косенко О.П., Косенко С.А. Формування комплексу маркетингу для школи танців	89
Крутогорський Я.В., Ткачова Д.Е. Інноваційні інструменти маркетингу	91

Мірошник М.В., Вайцюс О.В. Сучасні тенденції розвитку маркетингу	94
Михайленко А.О., Охріменко Д.В., Гавриш Ю.О. Емоційний маркетинг як інструмент впливу на почуття споживачів	98
Олініченко К.С., Буряковський Д.О., Сисосєва В.А. Просування мобільного застосунку підприємства методами PR	101
Пестун І.В., Мнушко З.М., Бабічева Г.С., Жадько С.В. Маркетингові дослідження онлайн поведінки споживачів лікарських засобів	104
Подолян О.О. Активи бренду роботодавця: взаємодія з працівниками компанії	109
Савчик А.В., Зозульов О.В. Реалізація Scale up проєктів на основі концепції холістичного маркетингу	113
Шипуліна Ю.С., Божков Д.С. Уточнення сутності поняття «маркетингові ризики»	116

3. MANAGING INNOVATIVE DEVELOPMENT ON THE BASIS OF MARKETING

Chernyshenko O.I. Problems of accounting for the costs of innovation production and ways to solve them	119
Iliashenko N.S., Yashenko Yu.V. Marketing support for improving the activities of small enterprises	121
Kasian S., Shebanov O., Lyman A. Company strategic marketing activities in the confectionery markets of Ukraine and EU	124
Makarenko N. Marketing assessment of market prospects of craft products	128
Moroz K., Pererva P.G. Innovative forms of financial assistance to Ukraine	131
Pererva O.P. Marketing support for the competitiveness of innovations	134
Polinkevych O.M. Economic-social value marketing solutions for enterprises	136

Shchebetova A.O., Pererva P.G. Financial and economic support of innovation activity	139
Алексійвський Є.О., Волошин К.М., Рогуля О.Ю. Розробка та реалізація інноваційної стратегії фармацевтичного підприємства	141
Бабика В.О. Маркетингові технології формування конкурентоспроможності сільськогосподарського підприємства	144
Балахонова О.В., Лавров В.С. Методичне забезпечення організації та проведення неупереджених торгів	147
Бараннік В.О., Коцко Т.А. Оцінка впливу освіти на інноваційний розвиток: деякі особливості (концептуальний погляд)	153
Бойко І.М. Маркетингові інновації в стратегічному плануванні регіонального розвитку	154
Бубенець І.Г., Смульська В.М. Вплив комплексу маркетингу на функціонування підприємства в умовах конкуренції	157
Василик О.Б., Романюк В.Д. Оцінка рівня впровадження соціально відповідальних практик малими підприємствами: маркетинговий аспект	160
Вишницька С.В., Зозульов О.В. Вихід українського бренду декоративної косметики на ринок США: розробка стратегії виходу на міжнародний ринок	162
Гугарева Ю.В., Гелюх Н.С. Персоналізований маркетинг: тренди та інновації в індустрії гостинності ...	166
Жук І.М., Коневич С.П., Устенко А.О. Інноваційний підхід до талант-менеджменту в ріелторській організації	169
Захарченко В.І., Семенюк А.С. Сучасні аспекти розробки системи управління інноваційно-інвестиційною активністю промислових підприємств	171
Кубишина Н.С., Бобошко Є.М. Інновація промислових підприємств - виклик часу	176
Малініна Н.Г., Кушнір Я.О. Ризики у фармацевтичній галузі: на прикладі виробництва кисню медичного	179
Петрів П. В., Ботюк Т. В. Маркетинговий план як інструмент успіху малого бізнесу	181

4. ECOLOGICAL MARKETING

Baluk N. Characteristics of the essence of ecological marketing	186
Bilotkach I. Features of the marketing audit of the institutional distribution system of organic products	187
Golysheva I. ESG in company marketing strategy	190
Kasian S. Shapoval D. Shevchenko V. Promotion of corporate brand on regional fuel and lubricant markets: aspects of sustainable development	192
Sadchenko O.V. Lean manufacturing in the convergence of sustainable development	195
Гутарева Ю.В., Руснак О.О. Зелений туризм: як екологічні тренди змінюють маркетингові стратегії	198
Неміш Ю.В., Борис М.М. Greenwashing: проблеми неправдивої екологічної реклами та шляхи її запобігання	201
Пахуча Е.В. Етичні підходи до реклами органічної продукції	203
Семенова А.Д., Ларіна Я.С. Екологічний маркетинг чи маніпуляція свідомістю	206

5. MARKETING OF SCIENTIFIC AND EDUCATIONAL SERVICES

Klimov M.V. Innovative positioning technologies in the market of educational services	210
Klymentova M.V. University brand as an innovative technology.....	213
Tomlins R., Malynka O., Perevozova I. Gamifying the measurement of social value in learning business and marketing	216
Прокопець В.Е., Мальчик М.В. Корпоративна культура системи внутрішнього маркетингу в закладах вищої освіти	220
Романюк Н.В. Трансформація регіональної освітньої мережі на засадах маркетингу взаємодії	225

efforts ensure that environmental concerns are integrated into supply chain management and product innovation processes, fostering a culture of continuous improvement and adaptability in a rapidly changing ecological and economic landscape.

Ecological marketing is grounded in ethical principles and compliance with environmental regulations. Enterprises practicing ecological marketing often go beyond merely meeting legal requirements; they adopt proactive stances on environmental issues. Ethical considerations include reducing carbon emissions, conserving biodiversity, and respecting community rights in areas where businesses operate. Compliance with international standards, such as ISO 14001 for environmental management systems, further enhances the credibility and effectiveness of ecological marketing efforts. By adhering to ethical and regulatory benchmarks, ecological marketing fosters trust, not only among consumers but also within broader stakeholder ecosystems, solidifying its role as a pillar of sustainable development.

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FEATURES OF THE MARKETING AUDIT OF THE INSTITUTIONAL DISTRIBUTION SYSTEM OF ORGANIC PRODUCTS

The development of competitive agriculture is of great importance for creating jobs and ensuring the income of producers in the

agricultural sector of the economy of any country, especially during periods of economic downturn and other social and economic hardships. Despite the difficult circumstances in which the world economy is currently located, the production of high-quality and useful agricultural products is constantly provided with a certain demand.

One of the key factors in ensuring the positive development of economic processes in the institutional environment related to the production and distribution of organic agricultural products and a factor that will improve the competitiveness of organic agribusiness is ensuring a high-quality marketing audit of the institutional system of distribution of organic products at the regional, national and international levels. [1].

We propose that the concept of marketing audit of the institutional distribution system is understood as an audit and objective assessment of the state of the business in accordance with its marketing activities regarding the distribution of organic products within the existing system of institutional restrictions that regulate this area of activity. The information obtained within the framework of the audit will help to understand how effective the marketing system is and how its work affects the company, will allow to identify problem areas and strengths of the enterprise's distribution system. A holistic (systemic) approach allows to find both negative and positive aspects of existing institutional factors.

The tools of the marketing distribution system are a system of institutions that should ensure the competitiveness of the development of organic agricultural production through legislative, regulatory and by-laws, the functioning of which is based on market principles [2].

The ability of the specified mechanism to ensure effective competitiveness of institutional development in the state depends on the quality of the formation of the mechanism of imperative coordination of the organic agricultural production market, primarily on the quality of the formation of the institutional environment itself and the possibilities of its adaptive development.

To ensure the effective development of the organic agricultural market, in our opinion, it is necessary to develop a system of marketing institutions and algorithms for its audit for the distribution

system, which will ensure the stability of the implementation of formal and informal requirements and be administered by the relevant institutions. Such a system will be the basis for the formation of an effective competitive marketing institutional environment.

The development and implementation of effective marketing institutions and their constant monitoring (audit) requires the creation of conditions for determining the effectiveness of the activities of a business entity, since institutions are able to both contribute to the reduction of negative consequences caused by the functioning of market relations.

It has been determined that the main element of the mechanism for the development of the organic agricultural products market is the formation of consumer demand, which must take into account all possible relationships and relationships of its objects and subjects, namely: resource, information, innovation, process approaches and will help ensure the maximum possible level of demand for organic agricultural products [3].

The basis for the effectiveness of the implementation of a certain marketing mechanism for the promotion of organic agricultural products, in modern business conditions, are the tools of marketing audit of motivational, technological, investment, financial, tax, and operational capabilities, which are optimally combined within the framework of a single economic architecture for the sale of organic agricultural products, the mechanism of effective interaction of which is at the center of further scientific research.

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ESG IN COMPANY MARKETING STRATEGY

The European Green Deal and the latest directives approved by the European Union increasingly engage businesses in activities aimed at sustainable development.

The Corporate Sustainability Reporting Directive (CSRD) is a significant legal act whose main objective is to further specify and ensure transparency in ESG reporting requirements. The European Sustainability Reporting Standards (ESRS) introduce reporting standards that define the disclosures required under the CSRD directive.

These directives aim to increase transparency, accountability, and concern for companies' environmental and social impacts.

Reporting will involve more and more enterprises each year in line with the planned conditions of the CSRD. This will directly affect a considerable number of firms and indirectly touch almost every company operating within the European Union in one way or another.

All this contributes to controversial debates about the necessity of such involvement, the ability to properly integrate one's business into the topic of sustainable development, and the implementation of various measures. However, even when a company manages to align its business model with ESG aspects, another question arises: how to effectively communicate these activities to clients and partners to maximise their impact.

The topic of ESG and sustainable development has recently attracted increasing interest. According to the latest Ekobarometr research in Poland, 68% of consumers appreciate companies that engage in environmental protection. At the same time, 48% of Poles believe that advertisements abuse "green" slogans. This demonstrates

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