

**ROLE OF MARKETING STRATEGY IN INNOVATION ACTIVITIES
OF INTERNATIONAL INFORMATION TECHNOLOGY COMPANIES**

The article deals with the role of marketing strategy in innovation activities of the leading international software and hardware companies in the global information technology industry during 2010-2012. The ecosystems of the biggest producers and the stages in their development are analyzed from the marketing perspective. The received results allow us to formulate some conclusions concerning the role the marketing strategy plays in innovation activities of the two global IT leaders – Apple Inc. and Microsoft Corporation:

– technological innovations require changes in marketing strategies which aim to maximize the economic effect of introducing such innovations;

– changes in marketing strategies lead to creation and development of ecosystems which unite IT producers and their consumers;

– marketing strategies adapt technological innovations to the needs and demands of the analyzed two IT ecosystems' participants to a degree when business models of the companies in question are changed;

– when analyzed over comparatively long periods of time, business models of the given IT companies tend to be changed radically, with marketing strategies playing key role in these transformations.

The subject of the following research should be selection of a set of marketing tools to create a standard algorithm of successful innovation marketing strategy.