ABSTRACTS

УДК 658.8.001.76 *A. Mostova*

MANAGING INNOVATIVE MARKETING ACTIVITIES OF ENTERPRISES

The article is devoted to the research of features of marketing of innovations. The basic approaches to organization and management of marketing innovative activity of the enterprises are revealed. The complex of primary marketing objectives in the management of marketing innovative activities should include a system of theoretical and methodological approaches, tools aimed at developing the concept of an innovative product, the formation and implementation of an innovation marketing strategy and policy at the enterprise level.

The features of strategic and tactical management of marketing innovative activity are determined. The purpose of strategic innovation marketing is to conduct a research of market and implement on its basis the competitive behavior of the organization. Within the framework of tactical marketing, the development of a marketing program and operational management of marketing activities is foreseen. In the process of implementation of tactical marketing activities, the enterprise implements the chosen strategy and simultaneously adjusts in accordance with market requirements.

The system of the main groups of indexes of the productivity of innovative activity of enterprises is presented. The effectiveness of marketing innovation is measured not only from the position of the economic approach to the formation and implementation of an innovation project, that is, the orientation to work with the financial results of innovation activities or technical ideas, services that in the future should lead to commercial success and competitiveness, but also takes into account the scientific, technical and social aspects.

The specifics of commercial and non-commercial marketing of innovations, which form the basis of enterprise competitiveness in modern market conditions, are revealed. Innovative activities have commercial and social effects, so marketing innovation must ensure the economic efficiency of projects and its social benefits for consumers. Commercial marketing of innovations is aimed at ensuring the production and marketing of new technology, goods and services, taking into account economic benefits. Non-commercial marketing of innovations is aimed at providing a favourable sphere of innovation and the environment for their implementation, as well as stimulating and supporting social activity, creativity and initiative.

The mechanisms of influence on the market environment of factors of technological progress and needs of end users are generalized, according to which the prediction of the development of science and technology in marketing strategy should cover the direction of basic research and taking into account the forecast of innovations and technologies; the outlook for the final product market includes the deepening of the market for existing products, the launch of new products on the new existing markets.