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**Роман Федорович, Віра Серединська**

Тернопільський національний технічний університет імені Івана Пулюя

## **НЕОБХІДНІСТЬ МАРКЕТИНГУ НА РІЗНИХ ЕТАПАХ ІННОВАЦІЙНОГО ПРОЦЕСУ**

**Roman Fedorovich, Vira Seredynska**

### **THE NECESSITY OF MARKETING AT DIFFERENT STAGES OF INNOVATION PROCESS**

An analysis of the implementation feasibility of applied research and development is of paramount factor in consumption of the results. In these circumstances, an important component of successful development of domestic enterprises is the ability to propose, develop, produce, bring to market and promote on it various innovations. In turn, the process of consumption should be based on the latest achievements of science and technology and continuously improve. Therefore, in current economy conditions the role of marketing in innovation activity of an enterprise has been growing rapidly.

Market relations connect researchers and developers, manufacturers and consumers through the indicators of profitability into a single system, in which everyone is interested in increasing its share in total income with the help of the creation, production and consumption of innovation. Consideration of a three-tier system singularity «science – production – consumption», its components and the resulting factors affecting the organization and the efficiency of a specific innovation project is a priority to its executors.

The presentation of the «research – production – consumption» cycle stages as one technological chain led to a systematic concept «innovation life cycle». It encompasses an interconnected complex of works beginning from distinguishing new needs to putting down together fresh scientific ideas and technical capabilities to meet them.

Within the cycle scientific and technical results are moving in time: the generation and selection of ideas → basic research → applied research → development works and organizational tools → manufacture of innovations → commercialization of innovations → replacement of innovations.

An important role in each stage of the innovation cycle and innovation process as a whole belongs to innovative marketing. Review of the literature and own studies make it possible to argue that it should be understood as the integrated use of marketing principles and techniques to create the necessary conditions for enterprises to find productive changes and their implementation, distribution and commercialization. Thus, innovative marketing should be viewed as an integrated tool aimed at the development of innovation-oriented internal and external needs, creating a high degree of accessibility for consumers.

The main precondition for successful innovation is the existence of actual or potential customer needs. They make economic subjects to change not only the quality of goods and services, but also to change their appearance, structure, improve function. As the foreign and domestic practice shows about 75% implemented innovations is a response to the changing needs of the market, and only 25% – the result of the introduction of new ideas that emerged during the research.

In practice, as it is known, there are cases where for various reasons a promising innovative project may meet with difficulties with the commercialization of its results. This leads

to the fact that resources invested in it do not bring the expected returns at all, or they are postponed indefinitely. Therefore, the decision to implement innovative ideas needs to assess based on market demand for innovation, that is to say to assess its market potential. This assessment should be carried out in the light of the most stable element – the consumer needs. To do this, market researchers need to find out:

- who are willing to pay to a satisfy this need;
- prospects needs, availability of alternatives to satisfy it;
- level of market perception of this innovation created on the basis of this idea;
- presence in ideas for future innovation socially negative factors that hinder its implementation;
- ability to influence economic and social trends in the perception of future innovations by consumers;
- the use of future innovation in new areas, except for traditional;
- study of main competitors intentions in the industry;
- compliance with industry innovation trends.

Thus assessment of market potential of innovation allows to:

- determine the number of potential buyers present on the industry market and their financial capabilities;
- assess the extent of competition, identify key competitors and their market share, establish methods of competition, and hence the company's ability to penetrate this market;
- predict the reaction of potential consumers to change in product quality that would measure feasibility manufacturer efforts to improve product characteristics and thus its future relevance in innovation activity, to determine the prospects of the industry development.

The simplest approach to the understanding of the product is to form the collection of characteristics, properties, parameters, etc., required to meet the needs and provide the expected benefits for both consumers and producers. Therefore, the formation of the concept of innovation market researchers must show:

- for which market segments the company creates innovation;
- basic innovations parameters that meet the requirements of the segment;
- the main benefits of innovations to existing products and how they are obvious to consumers;
- requirements for the marketing channels of distribution and the likely timing for the innovative product release;
- the overall cost for the enterprise to create and bring innovations into market;
- the possible extent and probable sales price of the innovation.

The formation and selection of strategic directions of innovation is based on a comprehensive assessment of the environment in which the entity operates, and the definition of internal innovative business opportunities that are characterized by levels and usage of innovative capacity. These innovative capabilities of enterprises differ depending on the specific characteristics of the company, its industry sector and strategic focus. In this regard, the evaluation of innovative potential in modern conditions is objectively necessary element in the process of innovation management of a company. Any commercially successful innovation – is primarily a manifestation of the innovation potential of the company and its field of operation.