

JEL Classification:
L41, Z33

UDC 330.341

DOI: 10.30857/2415-
3206.2023.2.7

THE IMPORTANCE OF MARKETING INNOVATIONS AS THE BASIS OF MANAGEMENT OF THE ENTERPRISE'S COMPETITIVENESS

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THE PURPOSE OF THE ARTICLE is to establish the importance and relevance of marketing innovations in the company's activities and to determine their impact on managing the competitiveness of business entities as a whole.

RESEARCH METHODS. Various methods were used to research marketing innovations and competitiveness: analysis of special literature and views of scientists; methods of empirical research; method of abstraction, grouping and illustration; method of system analysis, etc. The use of these methods can be comprehensive for the best study of marketing innovations and management of competitiveness in the activities of various enterprises.

PRESENTING MAIN MATERIAL. It has been established that the relevance and importance of marketing innovations is constantly growing in the conditions of a rapidly changing business environment, where new technologies, changes in consumer habits, competitive pressure and other factors require stakeholders to constantly adapt and introduce innovations into the marketing strategies of business entities. In the conditions of rapid changes in the market and the growing complexity of the business environment, marketing innovation is becoming a key tool for achieving success and sustainability of companies. Companies that actively innovate in their marketing usually have a better chance of attracting consumer attention and staying competitive. Marketing innovations are innovative approaches and strategies in the field of marketing aimed at attracting the attention of consumers, improving the competitiveness of a product or brand, as well as optimizing marketing processes. Marketing innovations can vary depending on the industry, the market and the specifics of the business, helping the company to take a stronger position in the market and provide a competitive advantage. Competitiveness management requires continuous improvement of products, processes, communications and strategies to meet changes in demand, technology and consumer preferences. The importance of marketing innovations in managing the

competitiveness of the enterprise is manifested in the following positive aspects: understanding of the market and customers; development of products and services; effective marketing; increasing the efficiency of operations; interaction with clients; adaptation to changes in market conditions.

CONCLUSIONS. Because of the conducted theoretical research, we established that marketing innovations are the introduction of innovative approaches, strategies, tools or technologies into the marketing activities of the enterprise with the aim of improving performance, attracting the attention of customers and ensuring competitive advantages. The main goal of marketing innovation is to introduce innovations in marketing, meet the changing needs of consumers and optimize interaction with the audience. Marketing innovation has been found to be an important factor in a competitive environment, as it allows companies to adapt to a rapidly changing market and provide sustainable competitive advantages. The ability to adapt to new trends and implement innovations can be a key element of success in modern business and increasing the competitiveness of an enterprise. Effective implementation of marketing innovations allows you to adapt to dynamic market changes, satisfy customer needs as much as possible and manage the competitiveness of the enterprise more effectively. It was established that it is important for the enterprise not only to introduce new ideas, but also to constantly adapt its strategy in accordance with changes in market conditions and customer requirements. It was determined that the effectiveness of marketing innovations for the enterprise depends on: the growth of profitability; customer satisfaction; market share; innovative competitiveness; investments in marketing; speed of implementation; employee engagement.

KEYWORDS: marketing innovations; competitiveness management; business environment; company success; consumers; optimization of marketing processes; competitive advantages; innovative approaches; adaptation to changes.

NUMBER OF REFERENCES 25	NUMBER OF FIGURES 1	NUMBER OF TABLES 1
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JEL Classification:
L41, Z33

УДК 330.341

DOI: 10.30857/
2415-3206.
2023.2.7

ВАЖЛИВІСТЬ МАРКЕТИНГОВИХ ІННОВАЦІЙ ЯК ОСНОВА УПРАВЛІННЯ КОНКУРЕНТО- СПРОМОЖНІСТЮ ПІДПРИЄМСТВА

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МЕТОЮ СТАТТІ є встановлення важливості та актуальності маркетингових інновацій в діяльності підприємства та визначення їх впливу на управління конкурентоспроможністю діяльності суб'єктів підприємництва в цілому.

МЕТОДИ ДОСЛІДЖЕННЯ. Для дослідження маркетингових інновацій та конкурентоспроможності було використано різноманітні методи: аналіз спеціальної літератури та поглядів науковців; методи емпіричних досліджень; метод абстракції, групування та ілюстрації; метод системного аналізу та ін. Використання цих методів може бути комплексним для найкращого вивчення маркетингових інновацій та управління конкурентоспроможністю в діяльності різних підприємств.

ВИКЛАД ОСНОВНОГО МАТЕРІАЛУ.

Встановлено, що актуальність та важливість маркетингових інновацій постійно зростає в умовах швидкозмінного бізнес-середовища, де нові технології, зміни в споживачьких звичках, конкурентний тиск та інші чинники вимагають від стейкхолдерів постійного адаптування та впровадження інновацій у маркетингові стратегії діяльності суб'єктів господарювання. В умовах швидких змін на ринку та зростаючої складності бізнес-середовища, маркетингові інновації стають ключовим інструментом для досягнення успіху та стійкості компаній. Компанії, які активно впроваджують інновації в маркетингу, зазвичай мають кращі шанси привертати увагу споживачів та залишатися конкурентоспроможними. Маркетингові інновації – це новаторські підходи та стратегії в галузі маркетингу, спрямовані на залучення уваги споживачів, покращення конкурентоспроможності продукту чи бренду, а також оптимізацію маркетингових процесів. Маркетингові інновації можуть варіювати в залежності від галузі, ринку та специфіки бізнесу, допомагаючи компанії займати більш сильну позицію на ринку та забезпечити конкурентні переваги. Управління конкурентоспроможністю вимагає постійного вдосконалення продуктів, процесів, комунікацій та стратегій, щоб відповідати змінам у попиті, технологіях і побажаннях споживачів. Важливість маркетингових

інновацій в управлінні конкурентоспроможністю підприємства проявляється в таких позитивних аспектах: розуміння ринку і клієнтів; розвиток продуктів і послуг; ефективний маркетинг; збільшення ефективності операцій; взаємодія з клієнтами; адаптація до змін ринкових умов.

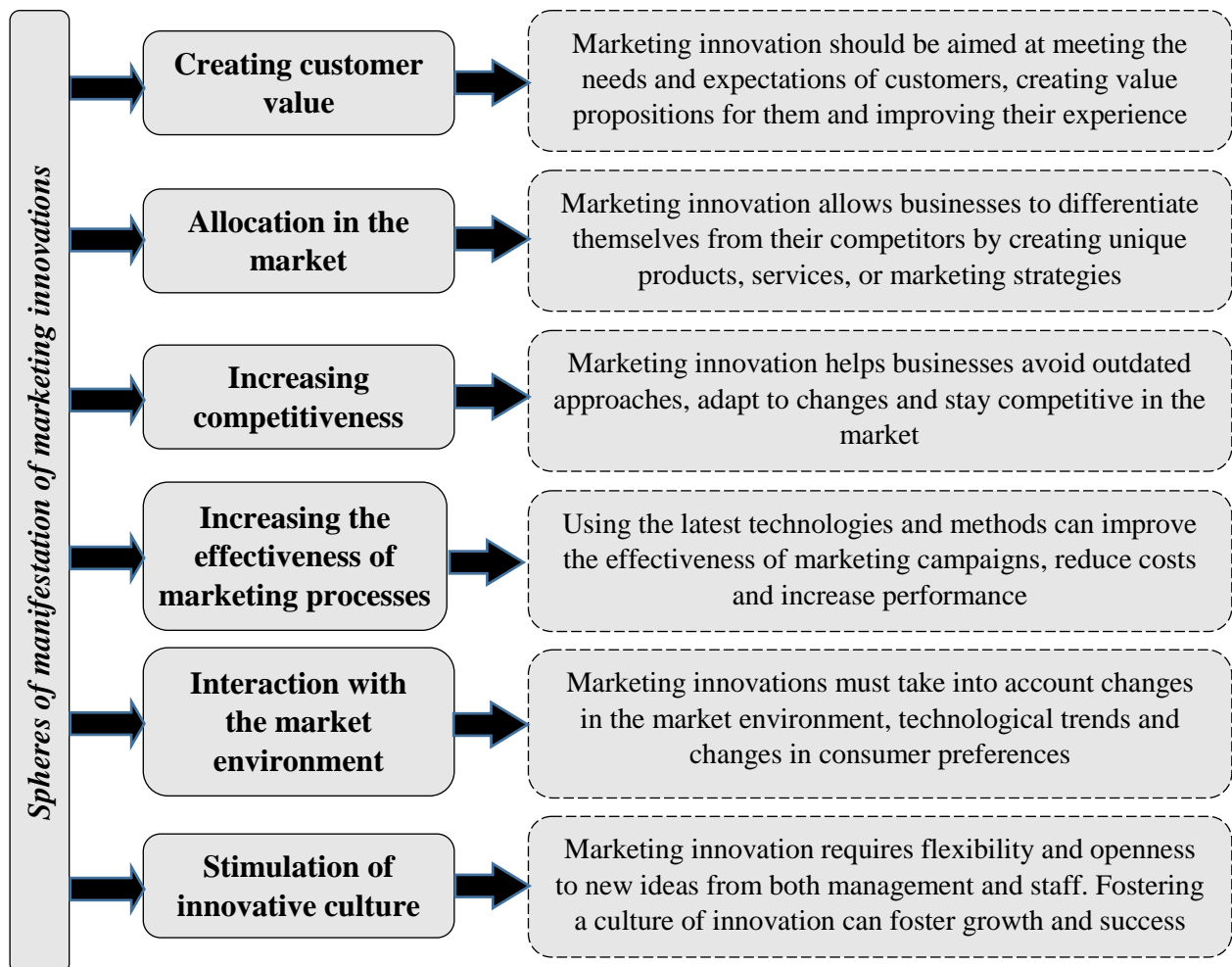
ВИСНОВКИ. В результаті проведеного теоретичного дослідження нами було встановлено, що маркетингові інновації – це впровадження новаторських підходів, стратегій, інструментів або технологій в маркетингову діяльність підприємства з метою покращення результативності, залучення уваги клієнтів та забезпечення конкурентних переваг. Головна мета маркетингових інновацій полягає в тому, щоб впроваджувати інновації в маркетинг, задовольняти мінливі потреби споживачів та оптимізувати взаємодію з аудиторією. Встановлено, що маркетингові інновації є важливим фактором у конкурентному середовищі, оскільки вони дозволяють компаніям адаптуватися до швидко змінного ринку та забезпечити стійкі конкурентні переваги. Здатність адаптуватися до нових тенденцій та впроваджувати інновації може бути ключовим елементом успіху в сучасному бізнесі та підвищенні конкурентоспроможності підприємства. Ефективна імплементація маркетингових інновацій дозволяє пристосовуватися до динамічних ринкових змін, максимально задовольняти потреби клієнтів та ефективніше управляти конкурентоспроможністю підприємства. Встановлено, що важливо, щоб підприємство не тільки впроваджувало нові ідеї, але й постійно адаптувало свою стратегію відповідно до змін в ринкових умовах і вимогах клієнтів. Визначено, що ефективність маркетингових інновацій для підприємства залежить від: зростання прибутковості; задоволення клієнтів; ринкової частки; інноваційної конкурентоспроможності; інвестицій в маркетинг; швидкості впровадження; залучення співробітників.

КЛЮЧОВІ СЛОВА: маркетингові інновації; управління конкурентоспроможністю; бізнес-середовище; успіх компанії; споживачі; оптимізація маркетингових процесів; конкурентні переваги; новаторські підходи; адаптація до змін.

Statement of the problem. Marketing innovation is defined as the implementation of innovative approaches, strategies, tools or technologies in the marketing activities of the enterprise with the aim of improving performance, attracting the attention of customers and providing competitive advantages. The main idea is to innovate in marketing to stand out from the competition, meet the changing needs of consumers and optimize the interaction with the audience. Marketing innovation is an important factor in a competitive environment because it allows companies to adapt to a rapidly changing market and provide a sustainable competitive advantage. The ability to adapt to new trends and innovate can be a key element of success in today's business.

Analysis of publications on the problem. Marketing in the management of innovative activities of enterprises and the general foundations of marketing innovations used in the management and sustainable provision of competitiveness of various business entities have been in the scientific focus of many researchers for quite a long time, among them in particular: V. Artemchuk, O. Boiko, T. Burtseva, I. Hanzhala, A. Hatsko, I. Hnatenko, O. Holodniuk, L. Dzhemelinska, Yu. Zaitsev, O. Zaiats, A. Kazarian, V. Karpenko, O. Kovalenko, N. Kolodnenko, O. Krasnorutskyi, T. Kuznietsova, N. Lemeshchenko, I. Lorvi, L. Luferenko, T. Maiboroda, O. Martyn, V. Morokhova, O. Nechyporenko, Yu. Nosenko, T. Palonna, O. Parokhnenko, K. Pidvalna, N. Prokopenko, V. Razvodovska, L. Sinelnyk, L. Sipailo, I. Taranenko, N. Tarnavska, L. Telyshevska, V. Shumkova, O. Shumkova and others. However, it requires additional in-depth attention to determine the relevance and importance of marketing innovations as a fundamental factor in managing the competitiveness of the enterprise in today's market conditions.

Statement of the main results. Marketing innovation is the process of introducing new ideas, concepts, products or methods into a company's marketing strategy in order to increase its competitiveness, efficiency and value for consumers. The essence of marketing innovation lies in the creation and implementation of unique approaches that distinguish the company from competitors and contribute to the attraction and retention of customers (Dzhemelinska, 2012; Hanzhala et al., 2017; Karpenko, 2019; Kazarian, 2013). Marketing innovations are a key element of the company's success in the conditions of constant change and development of the business environment, where their implementation allows companies to adapt to new conditions, satisfy customer needs and ensure sustainability in a competitive environment. The essence of the concept of marketing innovation is manifested through the following main directions (Fig. 1) (Krasnorutskyi et al., 2018; Yevseitseva, 2016; Kramar & Puzyrova, 2019).



Source: built by the authors on the basis of (Krasnorutskiy et al., 2018; Yevseitseva, 2016; Kramar & Puzyrova, 2019).

Fig. 1. Actual spheres of manifestation of marketing innovations in modern economy

The relevance and importance of marketing innovations is constantly growing in the conditions of a rapidly changing business environment, where new technologies, changes in consumer habits, competitive pressure and other factors require stakeholders to constantly adapt and introduce innovations into the marketing strategies of business entities. From yes, the importance and importance of marketing innovations is as follows (Kuznietsova & Sipailo, 2017; Luferenko, 2016; Martyn et al., 2022; Yevseitseva, 2017):

- technological progress – thanks to the rapid development of technologies, new opportunities arise for interaction with customers, increasing the effectiveness of advertising campaigns and creating innovative products and services;

- changes in consumer habits of customers – changes in consumer wishes and expectations challenge traditional marketing approaches. That is why

companies must look for new ways to attract attention and satisfy the needs of their customers as fully as possible;

- globalization of markets – conditions of globalization make necessary new marketing strategies for adaptation to various cultures and markets;

- competitive pressure – competition between companies is becoming more and more fierce, and in order to maintain or gain a competitive advantage, it is necessary to implement innovative marketing strategies;

- increasing importance of customer relations – in modern business, the importance of interaction and relations with customers is increasing, as the latest technologies allow personalized communication and provide new opportunities for building strong relations with customers;

- social and environmental trends – consumers are becoming more aware and demanding more responsibility from companies, where marketing innovations can help companies highlight their social and environmental responsibility;

- change in consumer habits – consumers are constantly changing their preferences and consumer habits. Marketing innovations allow businesses to adapt to these changes and provide products and services that meet current consumer needs;

- technological development – the development of technologies always creates new opportunities for marketing, where the use of artificial intelligence, data analytics, social networks, mobile platforms and other innovative technologies allows enterprises to interact more effectively with customers and involve them in interaction processes;

- competitive advantages – marketing innovations can become a source of competitive advantages for companies. The introduction of new and creative marketing strategies allows you to stand out among competitors and more effectively attract the attention of consumers;

- increasing the efficiency of activities – innovations in marketing also allow optimizing all processes and increasing the effectiveness of marketing campaigns through the use of automation, personalization and target marketing, which can improve the effectiveness of promotion strategies;

- involvement of the young generation – young people are an important segment of the market and they are inclined to adopt new technologies and innovations, which is why the development of marketing strategies aimed at young people allows companies to gain the loyalty of the young generation.

Therefore, in the conditions of rapid changes in the market and the growing complexity of the business environment, marketing innovation is becoming a key tool for achieving success and sustainability of companies (Morokhova et al., 2021; Nosenko et al., 2021; Prokopenko & Kovalenko, 2018; Puzyrova,

2020). Companies that actively innovate in their marketing usually have a better chance of attracting consumer attention and staying competitive. Marketing innovations are innovative approaches and strategies in the field of marketing aimed at attracting the attention of consumers, improving the competitiveness of a product or brand, as well as optimizing marketing processes. Among the main types of marketing innovations, we can highlight the following (Table 1).

Table 1

The main types of marketing innovations

Kinds	Essence
Digital Marketing	The use of Internet technologies, social networks, content marketing, SEO and other digital channels to promote products or services.
Marketing Automation	Using programs and tools to automate routine tasks of the marketing process, such as email newsletters, CRM, data analysis, etc.
Interactive marketing	Engaging consumers through interactive elements such as games, surveys, online content that encourages active participation
Proprietary Marketing	Development and branding of proprietary brands that provide a unique image and competitive advantage.
Marketing with artificial intelligence (AI)	Using AI to analyze data, personalize offers, predict trends and optimize advertising campaigns.
Environmental marketing	Emphasis on sustainable and environmentally friendly aspects of products or a brand that is in line with current trends in environmental conservation.
Social Media Marketing	Using social platforms to generate brand interest, engage with audiences, and increase awareness.
Influencer marketing	Engaging influencers or individuals with large audiences to promote a product or service.
Marketing experiments	Testing new ideas and strategies to find out their effectiveness before full implementation.

Source: built by the authors on the basis of (Taranenko, 2012; Yevseitseva et al., 2022; Puzyrova, 2011; Telyshevska et al., 2011).

Marketing innovations can vary depending on the industry, the market and the specifics of the business, helping the company to take a stronger position in the market and provide a competitive advantage. Competitiveness management requires continuous improvement of products, processes, communications and strategies to meet changes in demand, technology and consumer preferences. The importance of marketing innovations in managing the competitiveness of the enterprise is manifested in the following:

1. Understanding the market and customers. Marketing innovations allow businesses to better understand the needs and expectations of their customers. Analysis of the market and consumer trends helps to develop products and services that better meet demand.

2. Development of products and services. Continuous improvement or creation of new products and services allows enterprises to gain a competitive

advantage in the market. Product innovations may include new features, technologies or packaging that attract customers' attention.

3. Effective marketing. Using new and creative approaches to marketing allows businesses to stand out in the market. Modern marketing strategies, such as the use of social networks, content marketing and other digital tools, can significantly increase the effectiveness of advertising and product promotion.

4. Increasing the efficiency of operations. Marketing innovation is not limited to products or advertising, it can also include more efficient operational processes that allow a company to reduce costs and improve the quality of products or services.

5. Interaction with customers. The implementation of innovative methods of interaction with customers, such as loyalty programs, online support and personalized services, can significantly improve brand perception and ensure customer loyalty.

6. Adaptation to changes in market conditions. Marketing innovations help businesses respond more quickly to changes in economic conditions, competition, and other factors that may affect business.

In general, marketing innovations become an important tool for ensuring the competitiveness of the enterprise, allowing it not only to survive in the market, but also to develop and become leaders in its field (Razvodovska et al., 2021; Yevseitseva & Olshanska, 2023; Taranenko, 2015).

The overall effectiveness of marketing innovations for an enterprise depends on certain factors and can be evaluated by various indicators:

- profitability growth (one of the main indicators of the effectiveness of marketing innovations is an increase in the profitability of the enterprise. If new strategies or products lead to an increase in sales and profits, this can be considered a success);
- customer satisfaction (marketing innovations contribute to improving the quality of service, customer satisfaction and increasing their loyalty);
- market share (if the company gains more market share or maintains its position thanks to new strategies, this indicates success);
- innovative competitiveness (marketing innovations can help the enterprise stand out from competitors. Maintaining competitiveness and the ability to stand out among similar goods or services is a positive signal);
- investments in marketing (the cost estimate for marketing innovations is compared with the results obtained. If innovations lead to significant positive changes and the cost of their implementation is justified, it can be considered effective);
- speed of implementation (the speed of reaction to changes in market conditions can determine the success of marketing strategies);

– involvement of employees (it is also important to evaluate the level of involvement and support of employees in the implementation of marketing innovations, since their support can affect success).

Considering these aspects and analyzing them together, the company can evaluate the effectiveness of its marketing innovations (Shumkova et al., 2023; Tarnavska & Holodniuk, 2015; Yevseitseva & Subot, 2023).

Conclusions. Therefore, because of the conducted theoretical research, we established that marketing innovation is the introduction of innovative approaches, strategies, tools or technologies into the marketing activities of the enterprise with the aim of improving performance, attracting the attention of customers and ensuring competitive advantages. The main goal of marketing innovation is to introduce innovations in marketing, meet the changing needs of consumers and optimize interaction with the audience. Marketing innovation has been found to be an important factor in a competitive environment, as it allows companies to adapt to a rapidly changing market and provide sustainable competitive advantages. The ability to adapt to new trends and implement innovations can be a key element of success in modern business and increasing the competitiveness of an enterprise. Effective implementation of marketing innovations allows you to adapt to dynamic market changes, satisfy customer needs as much as possible and manage the competitiveness of the enterprise more effectively. It was established that it is important for the enterprise not only to introduce new ideas, but also to constantly adapt its strategy in accordance with changes in market conditions and customer requirements. It was determined that the effectiveness of marketing innovations for the enterprise depends on: the growth of profitability; customer satisfaction; market share; innovative competitiveness; investments in marketing; speed of implementation; employee engagement.

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HOW TO CITE THIS ARTICLE

Yevseitseva, O., Mihailatii, O. (2023). The importance of marketing innovations as the basis of management of the enterprise's competitiveness. *Management*, 2(38): 85–95. <https://doi.org/10.30857/2415-3206.2023.2.7>.