

INNOVATIVE MARKETING AS AN EFFECTIVE TOOL FOR ECONOMIC DEVELOPMENT

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Innovations can belong both to engineering and technology, and to forms of organization of production and management. Innovation marketing is an effective tool for economic development that improves or prevents negative impact on the environment.

Marketing innovations within the framework of scientific, technical, managerial, economic areas will make it possible to make effective decisions to meet the needs of the market.

The terms "innovation" and "marketing" have long been included in the system of scientific concepts and categories, but for a long time they were studied mainly separately from each other by representatives of various sciences. Although marketing activity already in understanding contains an innovative component: what new product or service will be in demand.

Taking into account the subject of marketing innovations in the development of the economy, the following types of innovations are distinguished:

- technical and technological innovations are manifested in the form of new products (services), technologies for their manufacture, aimed at preventing the negative impact of production and economic processes on the environment. These are the developments of such technologies (technology) or technological chains that allow the maximum use of raw materials and have a minimum of waste, a minimum of harmful substances;
- organizational innovations - these are the processes of mastering new methods and methods of organizing and regulating production. This will lead to the elimination of the economic and environmental, that is, the withdrawal of existing products from the production program of the enterprise, that is, the cessation of the production of goods (services) that does not meet environmental standards and / or the production of this product (service) causes damage to the environment. The withdrawal

of such a product from the market through the loss of competitiveness in the market and demand. To check the product for the need for its environmental elimination, the following criteria are used: economic and environmental assessment of the loss caused to the environment as a result of the production of the considered product or service; non-compliance with environmental standards; volume of sales; market share; place in the life cycle; the share of the turnover of this product in the total turnover of the enterprise, company, firm; profitability; circulation of capital, etc. They also conduct an environmental audit, that is, an audit of the environmental performance (environmental friendliness) of enterprises, that is, compliance by enterprises with the requirements of laws, legislative acts and regulations. Environmental expertise as a set of measures to assess the impact on the environment, natural resources and the social sphere of certain types of anthropogenic, man-made or other interventions in order to identify the degree of their danger to the environment;

- economic marketing innovations in the enterprise can be identified in the field of planning, pricing, motivation, remuneration and evaluation of performance;
- managerial innovations - changes in styles, methods, mechanisms, management technologies, changes in the existing management system;
- social innovations - new ideas, strategies, technologies that contribute to the solution of socially significant tasks that cause social changes in society. Protecting the vital interests of a person, first of all, her rights to a clean, healthy, life-friendly environment;
- legal innovations are new and amended laws and regulations that define and regulate all types of economic and environmental innovation activities of enterprises.

The process of innovation activity opens up new opportunities for production, economic and social relations that affect the efficiency of the economic mechanism. The economic and environmental efficiency of enterprises, firms, organizations is largely determined by the functioning of marketing innovations.

The steady transformation of innovation marketing, the intensive development of its structure, specialization, diversification, internationalization required the creation of special modernized technologies for marketing support of innovative processes.

Thus, the marketing innovation strategy should be considered, first of all, as a strategy associated with new design and technological developments of technology that ensures the rational use, conservation, restoration of the environment and the quality of life, the creation of new technologies based on it, the production of environmentally friendly goods. and services, the search for promising markets, the development of new management methods and the creation of new organizational and production structures.

Under these conditions, the competitiveness of goods (services) of enterprises directly depends on financial investments in research, development and environmental and technological development.

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