

FEATURES OF MARKETING ORGANIZATION IN KNOWLEDGE-INTENSIVE INDUSTRIES

Москаленко В.А.

Candidate of Economic Sciences, Associate Professor,
Chernihiv National Technological University

The article summarizes theoretical and practical aspects of the organization of marketing activities in science-intensive enterprises and substantiates ways of its improvement.

In particular, it has been proved that a special role belongs to the marketing analysis in the questions of substantiation of investment decisions, which must be formed within the framework of an independent functional subsystem. Such a subsystem is innovation marketing. Therefore, in the conditions of saturation of the market of goods and the intensification of competition, the main task of the commodity strategy of any enterprise is the creation of new goods.

The author highlighted the process of introducing innovations as one of the ways to increase the competitiveness of manufactured goods, maintaining high rates of development and profitability. As a result of the use of innovations, quantitative and qualitative characteristics of the spheres of production and consumption are significantly changed, economic development is accelerated, and the intensification of social production is pro-

vided. Innovation marketing is used to promote innovation and new products.

Innovative marketing is considered as a type of production and economic activity, aimed at optimization and control of innovation and production and sales activities of enterprises. Therefore, for today, domestic enterprises need to produce products that will first satisfy their own needs, needs of consumers, and then it will be necessary to make a lot of effort to meet the needs of the whole society.

Innovative marketing has proven to play a key role in the innovation processes of the last generation. It is aimed at studying the emerging socio-economic, organizational and legal and scientific and technical environment that provides or inhibits the development of enterprise innovation. At the moment in Ukraine, many enterprises, institutions, organizations in their work are trying to use the latest ideas, new approaches to doing business. Therefore, the concept of innovative marketing will become a transitional step that will reach the top where the interests of producers, consumers and members of society as a whole are combined.