

THE ROLE OF MARKETING IN THE PROVISION OF INNOVATIVE DEVELOPMENT OF TELECOMMUNICATION ENTERPRISES

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Enterprises, which are present in the telecommunications market, need necessary and important conditions to survive and maintain their positions, with ever-growing competition, the introduction of innovations in their activities and the effective operation of the marketing service.

In the article, the role and importance of marketing to ensure the innovative development of telecommunications companies are revealed. The main focus is on determining the nature and specific of services and marketing of services of telecommunications companies.

The directions of the innovation policy of telecommunications companies are determined by the following features of the telecommunications industry:

- The telecommunications sphere provides the market with a unique product that combines material production, services, and technology;

- The potential target market for telecommunications products is a large part of the population, and the extent of its coverage depends only on the time factor and new technical capabilities;

- Due to the technical characteristics of the products of telecommunication com-

panies, it is practically impossible and not expedient to act only within the national framework.

In the modern world in developed countries with market economies, enterprises whose goal is a long-term existence and stable development, it is necessary to take into account the requirements that the market presents to their activity. And the market demands are connected with the availability of innovations. However, for the emergence of innovation, objective conditions are necessary, namely: the availability of market potential, innovation potential of the developer of innovations, supply-side capacity.

The successful operation of the enterprise in the market is the result of a harmonious combination of many components, the main ones of which are innovations and continuous activity of the marketing service. Without marketing research, it can be argued that the company operates blindly. The market today requires enterprises to be flexible, innovative and focused on changing consumer demands. Only those enterprises that meet these criteria can count on a competitive and lasting existence in the economic system of Ukraine.