

SYNERGETIC EFFECTS OF INNOVATION MARKETING

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Modern economic development is impossible without innovative marketing decisions. A successfully formed system of innovative marketing measures provides survival of enterprises under difficult globalization competition.

The most widespread forms of innovative marketing are: invention patents; patent licensing; unlicensed inventions trading; technical documentation transfer; "know-how" transfer; technological knowledge transfer, which is needed for acquisition or equipment and machines leasing; informative exchange during personal meeting; engineering; realization of general research and development; organization of joint production and ventures. In industrially developed countries marketing firm development conception occupies an honoured place for more than decades.

Strategic innovative marketing is determined by market segmentation, positioning of goods and services. The key moment of marketing strategy is research and prognostication of demand for a new good, perception based on a thorough study of consumer perception of innovation.

The primary task of division of marketing on initial stage of innovative strategy is market research. As a rule on the initial stage of such research, general economic analysis is conducted. This type of analysis is closely related to the study of "external environment" of enterprise (e.g. population, growth rates, profit per capita and consumption, cost-of-living-index, "consumer basket", inflation and other rates) and allows investigating macroeconomic factors which relate to demand for innovations.

Conception of innovation marketing is the basis for market research and search for competition strategy of enterprise. Introduction of innovation marketing makes sense when synergetic effect is considerably higher than those economic subjects had before introduction of innovative marketing decisions. They can, for example, tackle the expansion of market segments, introduction of new methods of goods use, entering new markets (raw material markets, sale markets, etc.); development and realization of new goods and services; diversification of production and sale. It is possible to expect synergetic effects in two different directions: 1) synergetic effects which show up within the limits of one enterprise from systemic application of different marketing instruments; 2) synergetic effects, which show up from systemic activity of separate enterprises which unite for achievement of certain economic goals.

To get a positive synergetic effect of the first type, namely from systemic application of marketing innovations is possible in the cases of sale activity optimization, marketing planning optimization, marketing researches optimization, advancement of goods to consumers optimization, use of informative marketing systems optimization and advertising optimization.

As a result a synergetic effect of innovation marketing can appear. It is expressed in the effect of complex application of innovative marketing decisions and it differs from simple addition of effects of every separate measure:

$$E_i \geq E_1 + E_2 + E_3 + E_4 + E_5 + E_6 \quad (1)$$

where E_i is an effect of integrated innovations marketing;

E_1 - sale optimization;

E_2 - marketing optimization;

E_3 - marketing research optimization;

E_4 - optimization of goods advancement to consumers;

E_5 - optimization of informative marketing systems use;

E_6 - advertising optimization

Application of the mentioned approach is especially important for advancement of ecological goods and services to the market.

Synergetic effects of marketing innovations, which appear from common activity of separate enterprises, can be realized due to basic groups of factors: efficient use of marketing; costs minimization; increase of firm's value; innovation approach to forming marketing policy; increase of competitive advantage (Fig. 1).

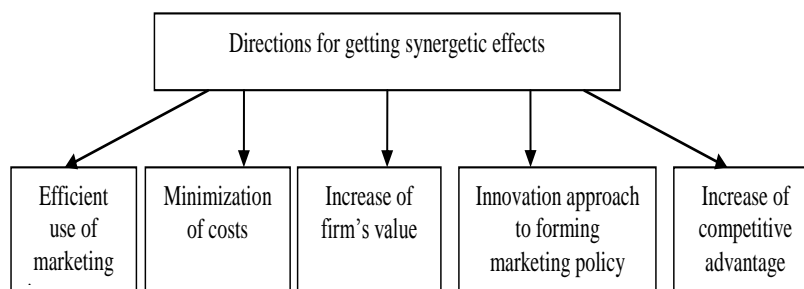


Figure 1. Synergetic effects of innovation marketing from systemic activity of separate enterprises