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**INNOVATION-MARKETING ENTERPRISE DEVELOPMENT OF INNOVATION-
MARKET ORIENTATION: BASIC PRINCIPLES AND MODELLING ASPECTS**

The study examines actual problems of the issue – the improvement of management of innovation-marketing enterprise development (IMD) of innovation-market orientation on the basis of principles system formation of innovative marketing development in the global economy. The prerequisites for the nonlinear nature of the process of enterprise development are identified, the characteristic of cases within the framework of the need for innovation-marketing development of the enterprise is formulated. The basic principles of IMD enterprise are systematized and the scheme of interconnections of system development management is substantiated.

Keywords: overall development of enterprise, global economy, innovation-marketing development, modeling of development process, innovation.

Statement of the problem. In connection with the transition of Ukraine to a market organization of economy the external environments of each enterprise activity are fundamentally changed. In order to become a competent subject of the market system, the enterprises must be flexible and respond to changes in the external environment, develop and implement local and global projects of changes in their activities, which should continue without a loss of control over the organization. In connection with this, there is a question as supporting the enterprise in the desired social-market (competitive) state that requires its permanent development of production and economic system.

The methodology of management of innovation-marketing development (IMD) of enterprises is a theoretical-practical tool for improving the level of strategic competitiveness of the enterprise, based on the comprehension and modeling of the nonlinear features of economic processes of external and internal enterprises environment at the present stage of Ukrainian economies development. Today one of the main problems of modern Ukrainian enterprise is remaining competitiveness and maintaining activity in the conditions of the

external environment which is continuously changing.

This problem together with a whole range of similar problems (for example, the effectiveness of the situational management mechanism of innovative development, conditions of formation of the adaptation mechanism under the strategic changes in commodity markets), on the one hand, isn't modern for a new enterprise. However, on the other hand, despite more than a decade attempts for the formation and entry into the market, the whole complex of enterprises, especially the enterprises of mechanical engineering still can't return to the production times of the policy-making economy.

In the authors' opinion, it's time to look back and understand what has not been done yet, or what one should begin with. The urgency of this problem is due to the fact that it is time to seek its place in the world economic system in a global economy. Besides correcting last mistakes, changes of values and the creation of innovative strategy and marketing development, our country, our neighborhoods and businesses need to find their place under the sun in the global division of labour. And this will not be in the nearest future.

A country which wants to develop in terms of innovative orientation of the global economic system, stimulates domestic consumption, aggregative investment in innovative development, public procurement (including in defense technology) designed to stimulate the growth of domestic production and net export, trying to influence positively the growth of gross domestic product. About the need to stimulate economies by increasing the consumption, investment and government procurement it is known from general macroeconomics, which is studied on economic specialties at the universities. But instead of this reduced we drove the value of net exports to a critical negative value. There seems to be an impression that certain statesmen, leaders, consciously substitute the macro - and mesoeconomic veils with the rules of big politics.

Ukraine can continue to sell steel of primary processing and electricity, de jure, being considered a sovereign state, de facto being an economic analogue of the colonies of the first half of the twentieth century. We have no chance in high-tech manufacturing as the leading countries (USA, Japan, EU countries) will continue to maintain its leadership position for a long time, thus changing the scheme of world domination. Taking into account such state of affairs, the transition to the innovative-investment-marketing way of development, about which the authority loudly declared for previous years, appears to be difficult. So Ukraine, including enterprises, remains in this regard at the level of countries of the third world. While leading countries part with an industrial economy and economy based on exploitation of the natural resources, and pass to technology of the fifth-sixth modes, Ukraine and its enterprises continue to earn on a raw material economy, metallurgy and chemistry – technologies of the second-third modes inherent to the leading countries in the middle of the past century.

In general, we face the problem of survival of industrial enterprises (especially important for the economy, metallurgical, chemical, engineering and mining) in the conditions of the recession and cuts in domestic commodity markets.

Analysis of recent researches and publications. To study of industrial enterprises development on the basis of modeling the process of production diversification are devoted the works of scientists: V. Zakharchenko, F. Al-Sharhi [1], H. Kucherova [2], V. Dubnytskyi, N. Danylina [3], V. Khrapkina, H. Kolomytseva [4], V. Komirna, I. Hanzhela [5]. The problem of scientifically-technological development management of industrial enterprises and terms of their competitiveness increase are considered in such last researches, namely: Ye. Lazariyeva [6], O. Orlov, O. Honchar [7], L. Holovkova [8], O. Ovcharenko [9], O. Yankovyi [10], V. Zakharchenko, M. Damaskin [11], V. Nyzhnyk, M. Nikolaichuk [12], O. Tioletov, N. Ivashova, Ye. Nahornyi [13], O. Raievniva [14; 15], Ju. Putiatin, A. Pushkar, O. Trydid [16].

The purpose of the article is to develop the theoretical and methodological bases of management of enterprise development in the context of its component – innovative-marketing development of the innovation-market orientation using a synergistics approach in the system of the principles of innovation and marketing.

The main material. The beginning of the XXI century is characterized by the comprehensive process of globalization, which gradually obliterates regional and national borders, forming a single integrated market space which is characterized, in O. Raievnjeva's opinion, with the presence of non-linear and cyclical effects. It leads to the nonlinear nature of complex, open socio-economic systems development in particular companies, which depends on the synergistics effect of the fluctuations of the market environment and its internal real and potential possibilities. Studies have shown that the main reasons which make the process of enterprise development poorly structured and nonlinear, the following can be highlighted (Fig. 1), including:

- a high degree of dynamism and changeability of the external environment in which the venture which entails the emergence of new laws for the development and control of nonlinear dissipative environments;
- the emergence and strengthening of the global economy process, which is based on the idea of efficiency of economic agents innovative development and in a certain way limits the independence and entrepreneurial initiativeness of their development subjecting to common standards and patterns of behavior;
- presence of co-evolutionary effects that link the various difficult socio-economic systems, in particular, enterprises both within the state and limits beyond its borders into single geoeconomic space [14, p. 205].

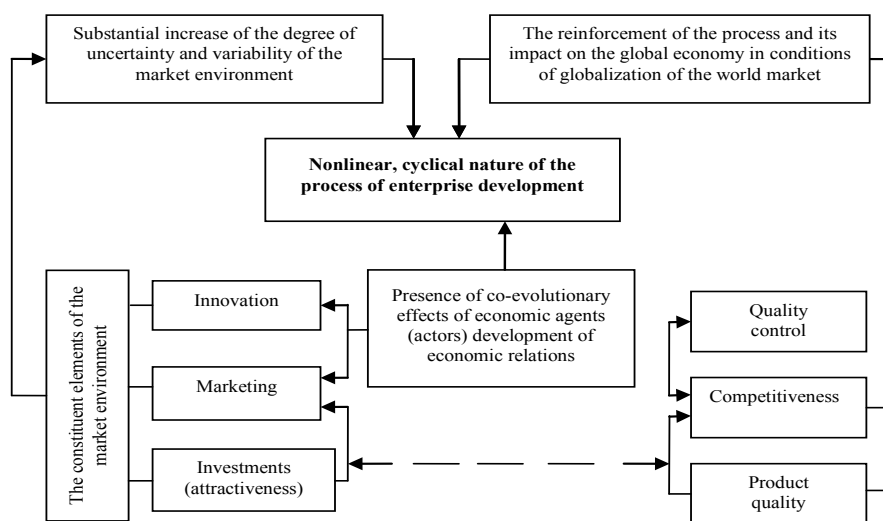


Figure 1 – Pre-conditions of the nonlinear nature of enterprise development process

Considering the management as a function of the economic system it's necessary in our opinion, to note that its content is aimed at solving the problems, contradictions and imbalances that arise in the process of enterprise development, innovation-marketing orientation. It means that if there is no problems, the company operates and develops in

accordance with established technology within the selected attractor, which refers to one of the alternative trajectories of enterprise development, the selection of which is based on the evolution of its development, formed with a set of potential and actual resource (quality and adaptability of common potential) and organizational capabilities, the properties of the system, which correspond to the certain stage and phase of the cycle of the enterprise development.

Dynamic, innovative scientific, technical, economic (market and marketing) development of countries, regions of the world gives an opportunity to distinguish from the totality of human activity four types of existing innovations. The first type relates to the needs of the economy and production (creation of new products, new technologies, industry, etc.), the second type relates to social and household needs of people, the third type is referred to education and inner world of people, the fourth – political (internal and external) problems.

The complex and contradictory nature of innovation in market conditions is determined by the so-called synergetic effect, which sums up the effect of the interaction of two or more factors, and which is characterized with substantial exceeding the effect of each separate component.

The magnitude of the volumes of production, acceleration of the process of designing new and updating existing products have not only increased the needs and demands of consumers, but also transformed the very structure of public needs. It is believed that in present-day conditions social needs are generally met through two sources:

- extensive or intensive expansion of production of already developed products and technologies;
- creation and implementation of productive innovation owing to the use of marketing tools [13].

The cited above views provide an opportunity to examine the components of the marketing of innovative enterprises development. Studies have shown that the need to manage innovation-marketing development of the enterprise in modern conditions of the global economy may occur in the following cases (Fig. 2)

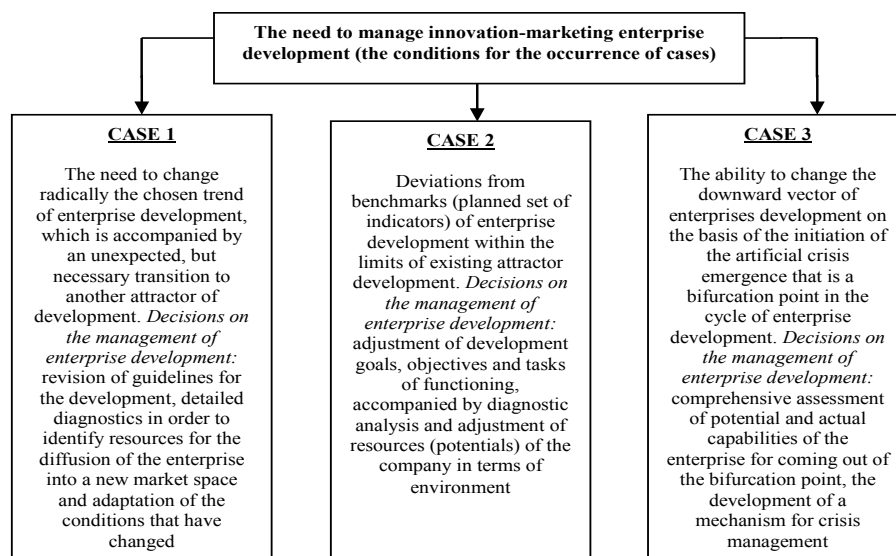


Figure 2 – Characteristics of cases under the necessity of innovative and marketing enterprise development

Taking into account the above-mentioned, under innovative-marketing development of the enterprise, in the conditions of global economy, we will understand the process or return of the enterprise to innovative attractor development in market relations, or artificial changes of evolutionary vector of enterprise development within the framework of adaptive process to the strategic changes on commodity markets, with the aim of forming the adequate one to the terms which change dynamically, the level of competitiveness, providing with the protracted presence of enterprise in geo-economic space of the country and the world and on the basis of synchronization of environment fluctuation speed with the adaptation speed of enterprise to them depending on present potential and real possibilities (level of general potential), which answer to the certain stage and phase of its development cycle.

The most fundamental component of management methodology for enterprise development in the global economy is the approach, with the help of which the study of identified problems is in progress. The analysis of literary sources scientists: Yu. Lysenko, V. Petrenko, E. Erohina, O. Trydid, D. Novikov, V. Zakharchenko, V. Khrapkina, Ye. Lazariyeva, V. Nyzhnyk, O. Tioletov, S. Iliashenko, O. Raievniva, etc., allowed the authors to make a preliminary conclusion that there is a wide spectrum of approaches – aspect, process, conceptual, systemic, resource-functional, and so on, which can be used for studying contemporary problems of innovation-marketing management of enterprise development. The examination of the essential characteristics pointed in work [15] allowed us to conclude that, on the one hand, none of the approaches covers the objectives of the study of the problem and therefore cannot be put in its basis [3], and on the other hand is needed for studying the problems the use of the separate components of these approaches, which together can provide the researcher with new knowledge about the ways of its solution [14, p. 207].

Fig. 3 shows the content aspects of the synergetic approach, which are specified in the system of management principles of enterprise development of the innovation-marketing orientation in the global economy.

The proposed principles (Fig. 3) are the basis of improving components of the management methodology of enterprise development in the global economy – the concept of innovation-marketing development which is the sum of preconditions that improve and develop the theoretical background for the management of common enterprise development taking into account the new economic conditions of Ukrainian enterprises. Conducted research and critical analysis of the functioning of the large industrial enterprises of the old industrial regions in Ukraine (Dnipropetrovsk, Donetsk, Zaporizhzhia, Luhansk, Odesa, Kharkiv region) allowed us to propose the number of concepts that are based on the modeling the process of production diversification, as well as the main approaches to the modeling scientific and technological development of industrial enterprises.

According to the viewpoint of Professors O. Raievniva [15], V. Zakharchenko [1; 11], O. Orlov [7], Professor O. Tioletov [13], the process of management of the economic system is the process of planning, organization, motivation and control necessary for the formulation and achievement of its objectives. In connection with this process of enterprise management of innovation-marketing orientation in the authors' view contains two important subprocesses, namely: a) management system behavior in geoeconomic space and time for achieving the goal of innovation-marketing development, which actually represents the process of its functioning in a global economy; b) the formation of new targets for innovative development based on innovation and marketing potential, an important component of the overall potential of the company, after achieving a certain goal, which determines its behavior at the

appropriate historical interval, which is the essence of the overall development process. Consequently, the process of enterprise development is a process of fundamental transformation (diversification but not reformative) transformations which modify the attractor, and hence the paradigm of evolutionary development of the system, and which is based on a significant change in the behavior of system-forming factors (resource capabilities of the enterprise, features of innovative-investment and marketing potential).



Figure 3 – Main aspects of the synergetic approach which are focused on the principles of innovation-marketing enterprise development

Three components influence the formation of common goals of the enterprise development (especially in the conditions of a global economy and quality of geo-economic space):

1. Fluctuations of the global economy which are the reflection of the main trends of world space development in the conditions of progressive globalization.

2. Fluctuations in national and regional economy (macro- and mesoenvironment of enterprises) which characterize scientific and technological, innovation-marketing and overall socio-economic development of the state and its regions.

3. The limitation of the internal environment of the enterprise, including genetic predisposition of enterprise to development (including within the framework of economic, technical and technological crisis), as well as its economic, financial, investment, personnel, industrial and organizational capabilities.

The contemporary transformation process of Ukrainian economy is characterized by a high degree of stochasticity and variability of the external environment in which the subjects (factors) exist and develop, what causes a significant increase of the level of their future development unpredictability and makes the process of development management, including innovation-marketing, faintly formalized character.

Under these conditions, the modeling tools of innovative development of the enterprise, under which are defined economic-mathematical methods and models, a set of basic requirements, which are noted by the study authors – O. Trydid, A. Pushkar, Ju. Putiatin is demanded namely:

- the models should have the possibilities to formalize linear, and what is the most importantly, nonlinear processes for the overall development of the enterprise in dissipative environments;

- the models should have the properties of adaptability and adequacy to the investigated process;

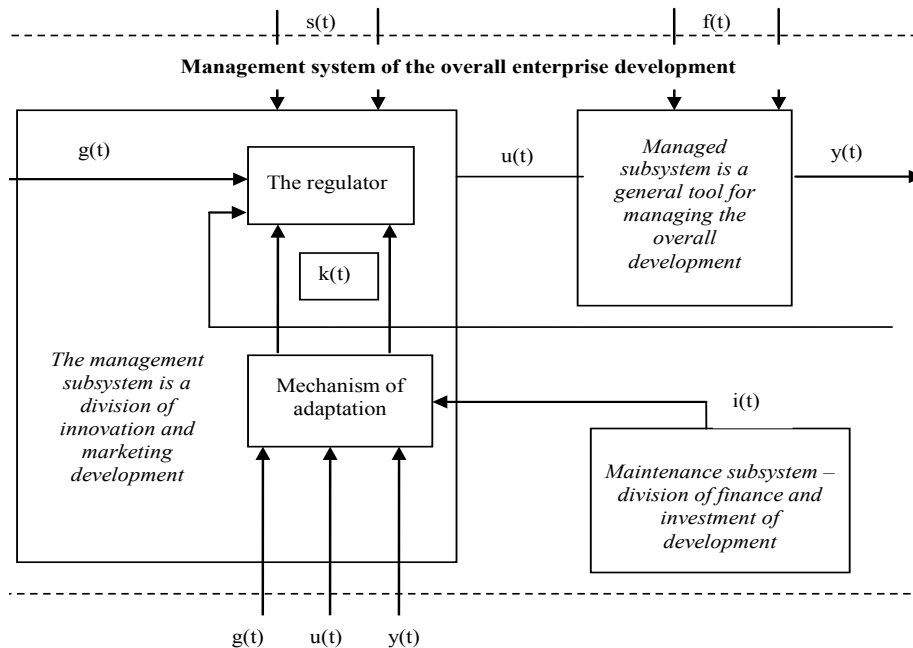
- the models should give the researcher the ability to form a range of scenarios for future development of the enterprise (especially for innovation-marketing with market risk), under the conditions of influence of stochastic indignations and fluctuations.

The authors agree with the point of view of researches [1; 14; 15; 16], which showed that the most used for the studying and modeling socio-economic systems are next concepts: simulation based on imitation and probabilistic models; modeling based on expert methods and models; simulation based on making decision; modeling based on the theory of faintly formalized tasks [16]. In addition, well-known researchers O. Raievniva, V. Zakharchenko recommend to this list of modeling socio-economic systems to add the concept of modeling the enterprise development on the basis of using the methods of economic dynamics, in order to explore the changeable nonlinear nature of it's behavior in dissipative environment [1; 15].

For the compilation of the general model of enterprise development of the innovation-marketing orientation, in the authors' opinion it is also necessary to use methodological approaches to assessing the competitiveness of the enterprise on the basis of dynamic and competitive dynamics modeling of the enterprises by means of fractal approaches synthesis and process (fractal analysis in the prediction of the competitive dynamics of the market; the model of vector interaction of enterprise competitiveness factors; fractal analysis of time series in the study of the level of competitive market dynamics; a model of competitive behavior of network operators according to the results of the fractal analysis).

The separation of these subsystems allows to form the methodological bases of the management mechanism of enterprises overall development in the global economy, which include the basic functions and principles of its functioning. Thus, the functional responsibilities of the management subsystem (for example, innovation-marketing or technological) are concentrated on the development of general management mechanism of

innovative enterprise development and also on regulations of it's activities depending on the objectives of the enterprise development (Fig. 4).



Note: where
 $g(t)$ – vector of management impacts on the objectives of the overall enterprise development;
 $u(t)$ – vector of change management in the mechanism;
 $y(t)$ – vector of mechanism correspondence to goals of development;
 $k(t)$ – vector of adjustable parameters of the controller;
 $f(t)$; $s(t)$ – vectors of external fluctuations on the regulator and mechanism respectively;
 $i(t)$ – vector of levels of funding and investment (external as fluctuations on the controller and the adaptation mechanism to innovation and marketing development)

Figure 4 – The scheme of elements interrelation of the management system development

A set of principles of management subsystem (Fig. 4) determines the basic principles of the managed subsystem, and regulates the principle of serving subsystem as a general mechanism of management of the enterprise development, i. e.:

- the principle of adaptability (allows for active or passive adaptation of the existing mechanism to internal and external conditions of existence of the enterprise which are changing);
- the principle of new tasks (characterizes the openness of the mechanism of the overall development management from the components of the subsystem (for example, scientific-technical, innovation-marketing, etc.) of enterprises for significant changes in the external and internal environment and provides the support of it's adaptive properties);
- the principle of dynamic stability (secures a monotonously evolutionary movement of companies within a particular stage or phase of development (e.g. increased motivation to innovations).

Conclusions and directions for further research. Thus, based on the research of the main trends and characteristics of the present stage of the economic enterprise activity transformation proposed to improve the approach to the methodology of the overall enterprise development management of innovation-marketing orientation, which is one of the theoretical and practical tools for improving the strategic competitiveness on account of understanding and modeling features of nonlinear economic processes in geo-economic space.

Most of the issues considered and raised in this study are debatable and therefore the authors do not consider the principles of innovation-marketing enterprise development on the basis of synergetic approach, as well as the scheme of interconnection between elements of the system of enterprise management, innovation and marketing orientation to be final and prepared for critical comments will be gratefully accepted.

The authors also believe that there is a need for more detailed development of the theory and methodological principles of mechanisms formation of enterprise development management of innovation-marketing orientation as a tool of increase of the competitive potential of industrial enterprises in the global economy and way out of the present crisis states.

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Інноваційно-маркетинговий розвиток підприємства інноваційно-ринкової орієнтації: базові принципи та аспекти моделювання

У дослідженні розглянуті питання актуальної проблеми – удосконалення управління інноваційно-маркетинговим розвитком (ІМР) підприємства інноваційно-ринкової орієнтації на засадах формування системи принципів інноваційно-маркетингового розвитку в умовах глобальної економіки. Виявлені передумови нелінійного характеру перебігу процесу розвитку підприємства, сформульована характеристика випадків у межах необхідності інноваційно-маркетингового розвитку підприємства. Систематизовані базові принципи ІМР підприємства та обґрунтована схема взаємозв'язків системи управління розвитком.

Ключові слова: загальний розвиток підприємства, глобальна економіка, інноваційно-маркетинговий розвиток, моделювання процесу розвитку, інновація.

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Инновационно-маркетинговое развитие предприятия инновационно-рыночной ориентации: базовые принципы и аспекты моделирования

В исследовании рассмотрены вопросы актуальной проблемы – усовершенствование управления инновационно-маркетинговым развитием (ИМР) предприятия инновационно-рыночной ориентации на основе формирования системы принципов инновационно-маркетингового развития в условиях глобальной экономики. Выявлены предпосылки нелинейного характера течения процесса развития предприятия, сформулирована характеристика случаев в рамках необходимости инновационно-маркетингового развития предприятия. Систематизированы базовые принципы ИМР предприятия и обоснована схема взаимосвязей системы управления развитием.

Ключевые слова: общее развитие предприятия, глобальная экономика, инновационно-маркетинговое развитие, моделирование процесса развития, инновация.

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