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For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

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KNOWLEDGE MARKETING AS A TOOL FOR SOCIO-ECONOMIC GROWTH: THEORETICAL AND APPLIED BASE

*Nadiia Artyukhova, PhD, As. Prof.
Sumy State University, Ukraine*

Modern understanding of the relationship between knowledge marketing and successful innovation projects is quite broad depending on the industry of innovation implementation [1-4]. An important factor in successful knowledge marketing is the environment where knowledge sharing takes place [6-9].

This work proposes a model for the transfer of knowledge and technology from universities to industry and within the industrial sector, which is based on the study of data [1,2,5,7] and is presented in fig. 1.

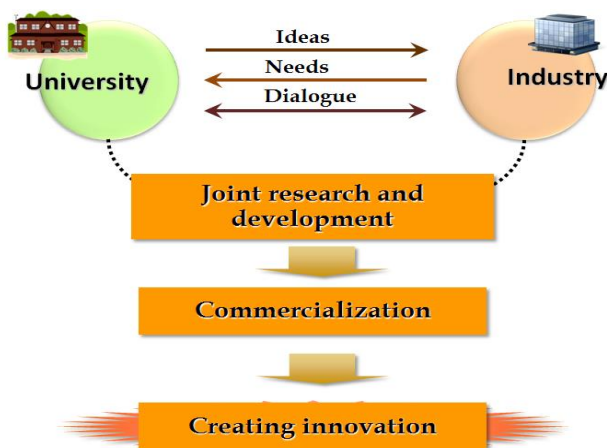


Fig. 1. A model for the transfer of knowledge and technology from universities to industry and within the industrial sector (success)

Analysis of different countries' experiences [10-17] showed that there are systemic problems in the organization of knowledge and technology transfer at the following levels: the state level, scientists and their relationship with business, information on research and development, business interest, banking system stability etc.

The main elements which are in the center of close attention of specialists in knowledge marketing and technology transfer:

- insufficient number of elements of the innovation network of technology transfer departments;

- the uneven distribution of innovation infrastructure in the regions and the lack of large scientific associations that would centrally carry out research and commercial transfer could best meet domestic enterprises' needs in quality production technologies.

- the problem of creating a bank of current developments of the university;
- information collected in databases contains inaccurate data;
- insufficient activity of technology transfer networks;
- insufficient activity in promoting developments in European technology transfer networks;
- lack of a single form of presentation of scientific developments for business.

All these problems give rise to ineffective knowledge marketing and, as a consequence, unsuccessful transfer of knowledge and technology

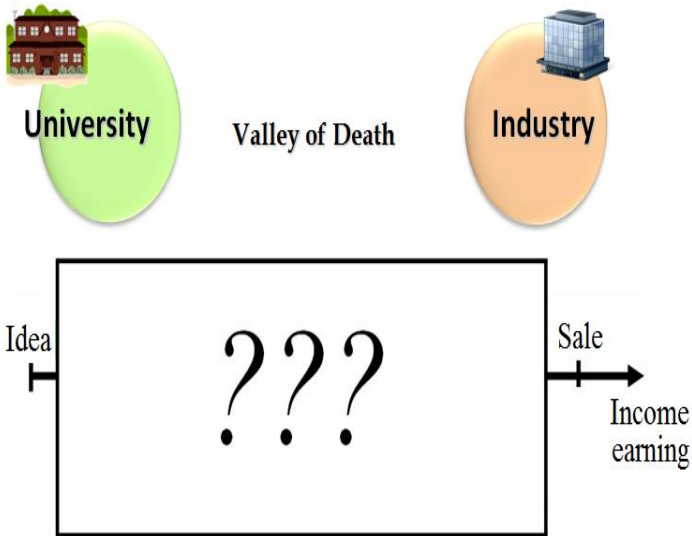


Fig. 2. A model for the transfer of knowledge and technology from universities to industry and within the industrial sector (fail)

Based on the 2030 Agenda for Sustainable Development and data [18-20], a relationship between knowledge marketing and some SDGs is proposed (fig. 3).



Fig. 3. A relationship between knowledge marketing and SDGs

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Сумський державний університет,

вул. Римського-Корсакова, 2, м. Суми, 40007

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