Marketing of innovations as a key area of strategic management of modern enterprise

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Abstract. The author explores the basic principles of marketing innovation, the point of view of modern scholars on marketing innovation, analyzes the dynamics of innovation in the use of marketing activities of domestic enterprises between 2003-2013, the dynamics of innovation in the use of marketing activities of enterprises in the United States between 2003-2013, the structure and dynamics of the world market of innovative products between 2003-2013. The author defines the nature and importance of marketing innovation for the modern enterprise, analyzes the application of marketing innovation in the strategic management of the modern enterprise, developing a model of application of marketing innovation in the strategic management of a modern enterprise.

Keywords: marketing innovation, strategic management, modern enterprise, product innovation, strategic development.

JEL Codes: M31, H63.

1. Introduction

Under modern conditions, the main criteria for the effective development of modern enterprises are the frequency and speed of implementation of new information systems with an emphasis on the maximum satisfaction of consumer preferences. Under such circumstances, there is a need for providing marketing innovation, which is the key to the success of the business entities, because it allows to identify and control the factors that determine the conditions for the stable existence of the market and development (through the creation of innovation) on the market.

However, a feature of modern economy is accelerating the pace of economic development and, accordingly, the frequency shift of economic cycles. Under these conditions, the problem becomes particularly relevant for the commercialization of innovations, whose solution depends on the success of the formation of innovative models of enterprise management, which leads to the need to make operational adjustments and the formation of specific governance mechanisms that allow forecasting the changes in the field of innovation.

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2. The nature and importance of marketing innovation for the modern enterprise

In the last decade in marketing theory a direction has arisen, which is called a marketing innovation. Marketing innovation refers to activities aimed at finding new areas and ways to use the potential of the company, to the development of new products and technologies and to promote them on the market in order to better meet the needs of consumers than its competitors and increase business efficiency by maximizing profits and minimizing costs, which in turn leads to an increase in the competitiveness of a business structure on both the domestic and the international market.

The methodology and tools of marketing innovation should be at the core activities of modern enterprises, embarked on an innovative way of development. However, practice shows a fragmented application of the tools and techniques of marketing innovation of modern enterprises. In order to ensure high rates of economic growth in the world economy, marketing innovation must be at the core business philosophy of modern enterprises and a key focus of their strategic management [1].

Some authors believe that the object of marketing innovation should be only the production and promotion of high-tech products. This definition narrows marketing innovations to the stage of implementation of the new product on the market. Although in reality marketing innovation involves not only the initial launch of a new product, but also its further market promotion, and maintenance of its mass distribution and recognition by consumers. With the initial release of an innovative product to market its consumers has become a narrow group of consumers, while the majority of consumers for this product continue to be innovative.

The methodological discussion question regards the choice of a method of segmenting consumers. Traditionally there are consumers who are prone to consumption of innovative products, consumers who tend to buy innovative products, when it has already been tested by other consumers, and the consumers who purchase the latest innovative products, when it is already in mass consumption and ceases to be innovative. Barriers to accelerate mass distribution of innovative products and services provide a pricing strategy based on a “cream-skimming”, as well as natural resistance to innovation, which is characteristic for the majority of today's consumers.

Therefore the passage of goods through the stages of its life cycle marketing innovation reduces to the classical marketing of goods and services [2]. Marketing innovation is becoming an integral part of marketing a product or service. This position actually identifies marketing innovation with classic marketing, ignoring its specificity. In addition, the theory challenges the very definition of innovation, under which in this study refers to activities aimed at improving the competitiveness of enterprises through improving existing technologies of production and promotion of products and services, as well as organizational and technological solutions of industrial, administrative, commercial and otherwise, that contribute to the quality and performance of the properties of the product or service. Innovative activity - an activity aimed at the use of scientific achievements and developments, which provides time to market of new products or services that are more competitive compared to existing products or services.

Other modern scholars identify the marketing of scientific-technological products with the concept of marketing innovation. In this section the subjects of marketing innovation are research centers, which also contradict the existing reality. In practice, research centers are developing innovative technologies, but their commercialization and promotion of the market, that is, marketing innovation, are engaged in the enterprise, enabling the production of innovative products and services for the technologies developed by research centers.
For the formation of an innovative economy in which there is a continuous innovation in the production and promotion of products and services necessary to adopt modern enterprise marketing concept of innovation, according to which the marketing of innovation must be at the heart of the marketing service in the enterprise and form the basis of competitive strategy.

The primary objective of marketing innovation at an early stage of product life cycle - its initial introduction on the market - a market research: the level of demand for an innovative product or service, the nature and level of competition, consumer preferences, availability of substitutes and related products, as well as the competitive advantages of the company and its innovative product or service in the market and opportunities to strengthen its position in the market, as well as prospects of entering new markets. Therefore marketing innovation can be seen [3]:

- as an analytical process of finding new opportunities for innovative development and strengthen its position in the market;
- as a way of actively influencing consumers and target market as a whole due to release it and promote an innovative product or service;
- as a function of management innovation, aimed at finding opportunities for innovation and commercialization of innovations. In this case, innovation management can act as a function of marketing innovation, providing opportunities to use modern science and technology in the production of goods and services to better meet the needs of customers and maximize profits of the enterprise;
- as a marketing tool orientation behavior of individual businesses and the national economy as a whole in the innovative development.

In carrying out innovation play important role selection principles for the implementation of marketing activities. In this context, we can distinguish the following basic principles of marketing innovation [4]:

- focus on the achievement of final practical result of creation and innovation in the production and / or promotion of products or services;
- mastering certain market share in line with the objectives of the innovation project;
- integration of marketing activities in innovation management and strategic management;
- focus on the long term with a strong emphasis on implementation of planned research in the field of innovation for high performance and efficiency of economic activities of the enterprise;
- use of complementary strategies and tactics to ensure that products or services of the enterprise needs of potential customers and deliberate action on their needs and consumer preferences.

Implementation of the system of marketing innovation involves a combination of innovative information technology organizations, information flows and advertising and marketing activities of the company. When conducting marketing innovation should consider the following success factors:

- innovative activities should be aimed at meeting the needs of consumers, and not an end in itself;
- market launch of innovative products or services must be accompanied by useful information about it, so that consumers can understand why it is needed to fly it;
- before displaying innovative products or services on the market it is necessary to undertake a thorough marketing analysis;
- marketing innovation should emphasize and focus on the competitive advantages of the innovative product or service.
Thus, the activities of the modern enterprise based on the principles of marketing innovation will allow it to identify and implement innovative development of market opportunities to improve its competitiveness, strengthen market positions, improve the efficiency of its operation, and maintain the conditions of its long-term survival and sustainable development.

3. Analysis of the application of marketing innovation in the strategic management of the modern enterprise

Marketing innovation is not very popular among Russian companies. Thus, only 19% of the modern Russian enterprises use marketing innovation in their work. Dynamics of innovation in marketing activities of domestic enterprises in the 2003-2013 period is shown in Fig. 1.

As can be seen from Fig. 1, in 2003 only 9.1% of Russian enterprises used marketing innovation in their work. Over the past ten years the number doubled to 19.1% in 2013, Foreign Enterprises opposite actively use marketing innovation in the activity (Fig. 2).
As can be seen from Fig. 2, almost 50% of businesses in the United States in 2013 used marketing innovation in their work. Compared with 2003, the number of such companies has more than doubled. The dynamics of structure of the world market of high-tech products in the 2003-2013 period is shown in Fig. 3.

As can be seen from Fig. 3, the share of the United States and the EU on the world market of innovative products decreased during 2003-2013, while increasing the share of developing Asian countries - China, Japan, South Korea, and Singapore. Russia's share in the world market of innovative products and is less...
than 1%. This hinders the development of domestic economy and indicates the low competitiveness of the Russian economy in the emerging innovation-oriented global economy [5].

Thus, marketing innovation is currently not widely used in Russia. This can be explained by such factors as poor business climate, lack of development of the system of protection of innovative technologies, the lack of capital due to the unfavorable investment climate and others. In the developed countries, marketing innovation is very popular among businesses. At the same time, the gradual increase of the share of developing Asian countries on the global market for innovative products and services testifies their transition to innovative development and active use of marketing innovation in enterprises.

4. Model of application of marketing innovation in the strategic management of the modern enterprise

The model of application of marketing innovation in the strategic management of the modern enterprise is shown in Fig. 4.

![Fig. 4: Model of application of marketing innovation in the strategic management of the modern enterprise.](image)

As can be seen from Fig. 4, the model of application of marketing innovation in the strategic management of the modern enterprise requires a close relationship of strategic management and marketing innovation [6]. In the modern enterprise this affects suppliers, customers, competitors and the state, which in turn are themselves under the influence of the enterprise. The suppliers determine the production capabilities of the company, providing it with the necessary resources. The company may affect the supplier through the control of its portion of the production chain (chain formation of surplus value), through vertical and horizontal integration [7].
Consumers direct the activities of the enterprise, including its innovative activity through the mechanism of supply. At the same time, the company may generate consumer preferences, influencing consumers through branding tools, primarily through advertising. Competitors make the company develop and promote its innovative activity that has an impact on its competitiveness, thereby changing the conditions of competition in the market and influencing competitors [8].

The state provides a legal basis operation of the business, it provides support. Development of the company leads to the development of the national economy, within which there is an influence on the state of the enterprise. Depending on market conditions, the company creates and implements its development strategy, which it uses financial resources, human resources, technical and technological resources, as well as material resources [9].

If we consider certain resources in terms of factors of production, the financial resources to serve as capital, labor as labor, technical resources as equipment, technology resources as technology and material resources as land. On the basis of data and resources with a focus on business development strategy, it makes marketing innovation [10].

Marketing Innovation is an integrated system consisting of interconnected elements. Initially, the chain of creation and promotion of innovative goods or services through marketing innovation is an innovative technology that can be created by the enterprise as part of the innovative research and purchased from R & D centers [11].

After mastering the innovative technology company conducts market analysis in order to find opportunities for application of this technology to improve the situation on the market [12]. The company also creates demand for innovative products through branding and advertising in particular, then the production of an innovative product or service, then its promotion and sales on the market.

Thus, marketing innovation produced by successive stages. Communication marketing innovation with the strategic development of the company appears to have recourse to the same resources, and providing marketing innovations based on the development strategy of the company [13].

Marketing Innovation acts as a key strategic direction of modern enterprise management, as it provides the strategic development of the company and creates a high-performance and sustainable competitiveness in the long term.

5. Conclusion

As a result, the study found that marketing innovation is a key area of strategic management of the modern enterprise, as it ensures its competitiveness on the market and long-term development. Marketing innovation is not sufficiently spread among modern Russian enterprises, while enterprises in developed countries in Europe and America and the developing countries of Asia are actively using marketing innovation in their work. It provides for the development of these economies.

For the introduction of innovations in marketing activities of modern enterprises in this study proposes to use the model of application of marketing innovation in the strategic management of a modern enterprise. This model reflects the place and role of marketing innovation in the enterprise, and also shows the relationship of marketing innovation and strategic management.

To achieve sustainable economic growth, Russia needs to create the conditions for innovation in the production and creation of innovative products and services to domestic enterprises, as it is the absence of these conditions inhibits the innovative development of the Russian economy. Recent trends in the world
economy show the need for constant innovation and the creation of modern enterprises to maintain and strengthen their market position.

6. References