

Marketing as the city economic security improvement tool

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Abstract

Maintaining In article the problem of the city economic safety is considered. The city marketing is provided as the tool on attracting necessary economic resources for the current and strategic (innovative) city development. The problem resolution of innovative development is provided through application of cluster approach. Methods In article general scientific research methods such as dialectic knowledge method, analysis and synthesis of the historic and empirical facts, search of causes and effect relationships, factorial analysis were used. Results Recommendations about forming strategy of increasing the city economic safety by applying marketing technologies are formulated. Recommendations about promoting innovative activities using cluster approach are formulated. It is offered to strengthen development of city innovative and production clusters by a vigorous marketing activity. The basic principles of increasing the city economic safety, such as the successful marketing concept, balanced development of the market and public benefits (sectors) in the territory, promoting activities of local community through effective strategic management, development and program implementation of public and private partnership in the field of traditional and innovative business are revealed activity. Discussion Currently optimum marketing strategy for the city is not revealed. The system of factors ensuring high the city economic safety is unique for each territory. Well-known positive influence of strategic management on a city economy, including using marketing technologies. It is proved that cluster approach, active support of innovative activities and effective marketing will allow to increase the city economic safety. Closing statement Commercialization of innovative activities results and promoting interests of the city provides a marketing strategy. Combining various instruments of innovative and strategic planning is a basis of the modern city economic safety. Cluster approach to the organization of innovative social and economic system of the city will be most effectively realized by means of marketing technologies. The high the city economic safety as result is determined by such factor as successful implementation of the city marketing concept.

Keywords

Economic safety, Innovation, Marketing, Strategy