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MARKETING OF INNOVATIONS AS A TOOL OF COMPETITIVENESS IN THE AGE OF GLOBALIZATION

At the present stage of development of the global market environment Ukrainian innovative products facing with the strict competition both at national and international markets, which are already saturated with similar innovative products with the much higher quality. This has examined a number of problems and called a production decline. Significant causes of production decline are a poor innovation activity and unskilled marketing. Marketing activities in the area of innovation are focused on the identification, analysis and accounting factors affecting the processes of generating ideas, developing innovations, the production of innovative commodities and its promotion to the market. The basis of this activity is detailed and objective market analysis in selected areas and the precise interpretation of the results.

The country's economy crisis is growing by an innovation crisis which is shown in a dramatic decrease of a controllability of the processes of innovation creation and implementation, the lack of funding, in the winding up of the creative research institutions and teams. In the view of this fact, looking for the possible solutions of problems of innovation management is become one of the most important aim of the crisis management.

According to the Lisbon strategy for EU countries it is provided an allocation to science not less than 3% of GDP each year. U.S. spends no less than 4% of GDP on scientific-technical sphere. The formations of all the developed countries spend at least 8-10% of GDP. In recent years Ukraine has made significant step to increase funding for education and science. So, in 2009 on education was spent about 10% of GDP and 1.7% of GDP on science from all sources of funding. But to overcome the energy and raw-material nature of the economy, to build knowledge society in Ukraine is not possible. Therefore, the economic crisis was felt. In 2008-2009 total financing the scientific and technical work, in current prices compared with previous periods, increased from 19 to 30%. Similar dynamics was fixed in previous years. But official statistics shows the volume of financing in the current prices, which not reflect on the inflation. Therefore, in real terms, the dynamics is another: in previous years, it has been reduced financing instead of growth, for example, 12,8% in 2007 and 2,1% in 2008. In recent years this problem was worse: in 1997 if the share of companies that implemented

innovations in the total number of industrial enterprises was 17%, then according to official data, in 2009 the figure was 12%, and the first half of 2010 - 10,9% (Figure 1).

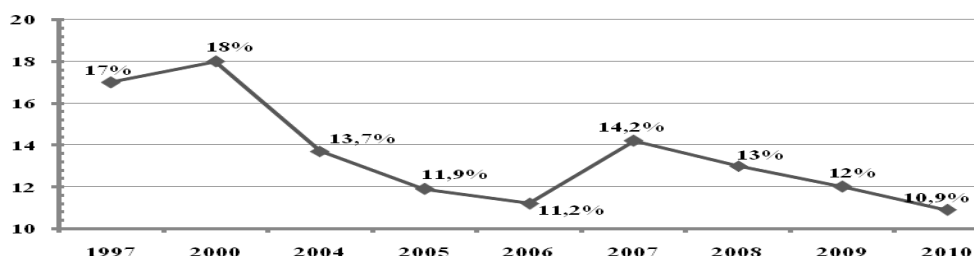


Figure1. The share of enterprises, which implement innovations

The status of financing the education and science in Ukraine is rather disappointing. It is inefficient allocation of funds in the budget and not originated the necessary changes in the use of new funding sources in the industry. And yet the crisis in the financing the educational institutions would be greatly facilitated in the case of a supportive legislative environment which would help the education system not only to survive but also to develop. So, the higher the level of innovative capacity of the country, the more successful it avoids the possible crisis situations. Creating new innovative institutions is one of the main objectives of economic policy as for developed and as for developing countries. These institutions can stabilize the economic situation. Effective management of the innovation process requires special organizational and economic mechanisms. This is primarily due to the uncertainty conditions that are characterized for an innovation activity.

Consequently, innovative behavior is expressed, on the one hand, by advanced products and production processes, on the other - in the new ideas of the market and marketing. Present innovative activity is an integral part of the effective economy functioning. It contributes on economic growth and productive welfare of the country as a whole is characterized by an innovations.