

Volodymyr V. Orlov (*Donetsk National University of Economics and Trade of Mykhaylo Tugan-Baranovskyi, Ukraine*)

CONCEPTUAL FRAMEWORK FOR INNOVATION MANAGEMENT IN THE MARKETING PRODUCT POLICY OF COMPANIES

The conceptual framework for innovation management in the marketing product policy of companies has been determined in this article. The framework of categories and concepts for innovation management in the marketing product policy is developed. The contents of innovative product potential of companies and system of innovations in the marketing product policy are proposed.

Keywords: *innovations; management; marketing product policy; innovative product potential; innovation management in the marketing product policy.*

Володимир В. Орлов (*Донецький національний університет економіки і торгівлі імені Михайла Туган-Барановського, Україна*)

КОНЦЕПТУАЛЬНІ ОСНОВИ УПРАВЛІННЯ ІННОВАЦІЯМИ У МАРКЕТИНГОВІЙ ТОВАРНІЙ ПОЛІТИЦІ ПІДПРИЄМСТВ

У статті визначено концептуальні основи управління інноваціями у маркетинговій товарній політиці підприємств. Одержав подальший розвиток понятійно-категоріальний апарат управління інноваціями у маркетинговій товарній політиці. Запропоновано склад інноваційного товарного потенціалу підприємств і системи інновацій у маркетинговій товарній політиці.

Ключові слова: *інновації, управління, маркетингова товарна політика, інноваційний товарний потенціал, управління інноваціями у маркетинговій товарній політиці.*

Рис. 2. Літ. 10.

Владимир В. Орлов (*Донецкий национальный университет экономики и торговли имени Михаила Туган-Барановского, Украина*)

КОНЦЕПТУАЛЬНЫЕ ОСНОВЫ УПРАВЛЕНИЯ ИННОВАЦИЯМИ В МАРКЕТИНГОВОЙ ТОВАРНОЙ ПОЛИТИКЕ ПРЕДПРИЯТИЙ

В статье определены концептуальные основы управления инновациями в маркетинговой товарной политике предприятий. Получил дальнейшее развитие понятийно-категориальный аппарат управления инновациями в маркетинговой товарной политике. Предложен состав инновационного товарного потенциала предприятий и системы инноваций в маркетинговой товарной политике.

Ключевые слова: *инновации, управление, маркетинговая товарная политика, инновационный товарный потенциал, управление инновациями в маркетинговой товарной политике.*

Problem definition. Significant variability of conditions of economic activity, demands and privileges of customers, transformational phenomena in all the spheres of public activity, intensification of competitive practices, acceleration of rate of information technology development stipulate the appearance of new technologies, products, services, and therefore new opportunities for company development. Dynamic development of a company, strengthening of its market position, ensuring its competitive advantages, increasing its competitiveness are deemed impossible without systematic implementation of innovations.

Analysis of the recent research and publications. A great number of scientific works by such authors as I.M. Kotova (2007), O.A. Melnykova (2008), O.M. Moska-

lenko (2008), L.A. Polonska and N.V. Lokhman (2009), O.V. Prokopenko (2008), O.I. Yudina (2009), V.V. Zyanko (2008) etc. are devoted to the issue of development and implementation of innovations and innovative policy of companies.

Contemporary scientists, namely L.V. Balabanova and O.A. Bryndina (2006), S.M. Ilyashenko (2008), Y.V. Karakay (2005), are deeply concerned with the problems of innovations in the marketing product policy, approaches to innovations, and new product development process.

Unresolved parts of the problem. Contemporary economic literature highlights the essence and peculiarities of innovations in the marketing product policy; however, the issue of innovation management in the marketing product policy on the basis of integrated approach has been insufficiently studied. There is no single approach among scientists to the notion of innovation management in the marketing product policy and to constituents of innovation management system in the marketing product policy of companies.

Therefore, there is an objective necessity to state the substantiation of conceptual provisions for innovation management in the marketing product policy of the company, which would confirm the expediency of the research, determine its goals and content.

The aim of the research lies in the determination of the conceptual framework for innovation management in the marketing product policy of companies.

The main results of the research. There is no single approach to the interpretation of the notion "innovation" at the contemporary stage of development.

In the process of profound analysis, 5 scientific approaches to determination of the notion "innovation" may be distinguished.

The supporters of the first approach consider innovation as a result of novelty implementation which is directed at improvement of economical efficiency or achievement of a social (or other) impact. Thus, S.M. Ilyashenko (2008) defined innovation as "a final result of the novelty aimed at achieving appropriate effect and development of new or improved competitive goods (services, technologies etc.) which satisfy customers' needs, may cover all spheres of the company activity and facilitate its development and improvement of its efficiency".

Another approach stipulates the definition of innovation as a result of creative activity. V.V. Zyanko (2008) provided the following definition: "Innovation is a result of embodiment or realization of an innovative idea in a certain substantive matter: product, technology, means of human activity or service with new consumer qualities typical thereof, and its implementation stipulates the replacement of conventional common activity methods, development of a new or diversification of an old demand in order to obtain economic, social, ecological, or other effect".

Thus, the definition of innovation as a result of certain activity which has taken a form of new product, service, technology etc. and is used in practice for efficiency improvement is accepted as a basis for the first 2 approaches.

The supporters of the third approach consider innovation as a process of development of new goods, services, methods etc., i.e. as a process of introduction of something new. According to the fourth approach, innovation is a process of transformation which stipulates the generation of new ideas and their implementation in the form of new products, services, technologies and solutions. Thus, according to

the last 2 approaches, a process approach examining innovation in dynamics is accepted as a basis for the definition of the notion "innovation".

The fifth approach considers the innovation as a change, phenomenon that stipulates the transformation of products, technologies, processes, directed at improvement of competitiveness of a company. Y.V. Karakay (2005) defined innovation as "new phenomenon, novelty or any modification that is implemented by the subject of economic activity in his/her activity with the aim of improvement of competitiveness".

Taking into account the existing approaches to interpretation of this notion, innovation is a system of novelties based on a new idea, process of its development and implementation, aimed at satisfaction of customers' needs and obtaining economical, social, technical and/or technological effects.

Innovations and innovative processes cover all factors of internal environment of a company, which allows adapting to changing environment. For example, one of the main areas in the innovative activity is an innovation in the marketing product policy, because a product with a set of attributes is the basis for the company operation and obtaining long-term competitive advantages.

Another area of fundamental research is the definition of the notions "the marketing product policy" and "innovations in the marketing product policy". There are various scientific approaches to interpretation of the notion "marketing product policy". The conducted research proved that the most profound explanation of this notion is provided in the works by L.V. Balabanova and O.A. Bryndina (2006). They focused attention on the fact that "the marketing product policy is a marketing activity of the company connected with implementation of strategic and tactical measures as to ensuring the competitiveness of products and forming the product portfolio to satisfy the customers' needs and gaining the revenue".

According to the results of the research, the author proposes his own definition: marketing product policy is a system of marketing activity aimed at creating competitive optimal product portfolio based on the customers' requests, ensuring satisfaction of needs and generating profits.

With regard to the author's interpretation of notions "innovation" and "marketing product policy", innovations in the marketing product policy have been defined as a system of tactical and strategic changes in the marketing activity stipulating the development and implementation of measures referring to the provision of the company with innovative product power in order to improve the customer value of products, satisfaction of demands and obtaining long-term competitive advantages.

Introduction of innovations in the marketing product policy is implemented under the impact of innovative product potential of the company and product innovative climate which may facilitate or hinder this process.

The innovative product potential is a combination of interconnected resource, marketing, functional, and managerial factors of the company's internal environment ensuring its readiness and capability to develop and introduce innovations in the marketing product policy (Figure 1).

The system of innovations in the marketing product policy should be considered in the view of its constituents, namely innovations in quality control, management of product range, product life cycle, product packaging, and trademarks, product positioning, as well as ecological innovations (Figure 2).

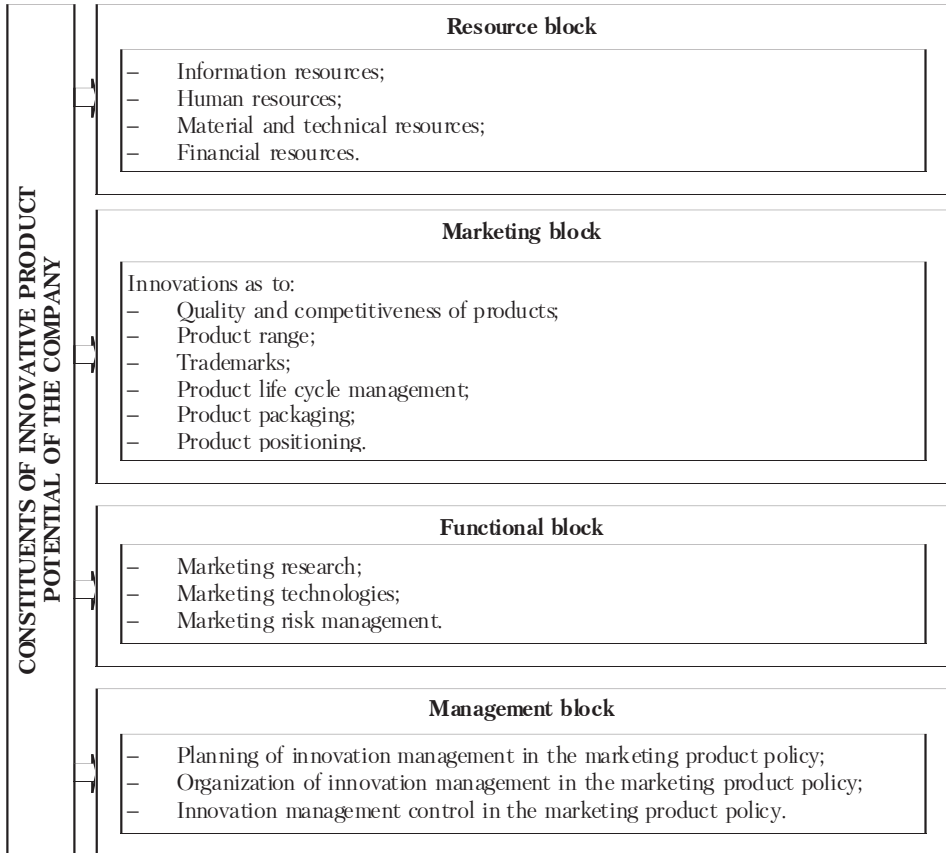


Figure 1. **Constituents of innovative product potential of the company**
(author's)

Innovations in the sphere of product quality control by the trade company may be implemented in the view of the following constituents: product quality control and service quality control.

Innovations in product quality control stipulate the implementation of novelties in the procedure of product quality control, in product standardization and certification, in the procedure of product expert evaluation, in the procedure of suppliers' selection, in defective product management, and logistics control. Innovations in service quality control should be implemented by maintaining documentation for service provision, by human resourcing, by the system of improvement of personnel's qualification, by the procedure of service quality control, by methods of customer service quality control.

Innovations in product range management are aimed at improvement of methods for product portfolio analysis, mechanisms of product range optimization, procedures of customer advantages research, procedures for product range formation.

In the product life cycle management, it is expedient to introduce innovations in the methods of analysis, in procedures of marketing strategies development, in marketing means, in mechanisms of product life cycle prolongation.

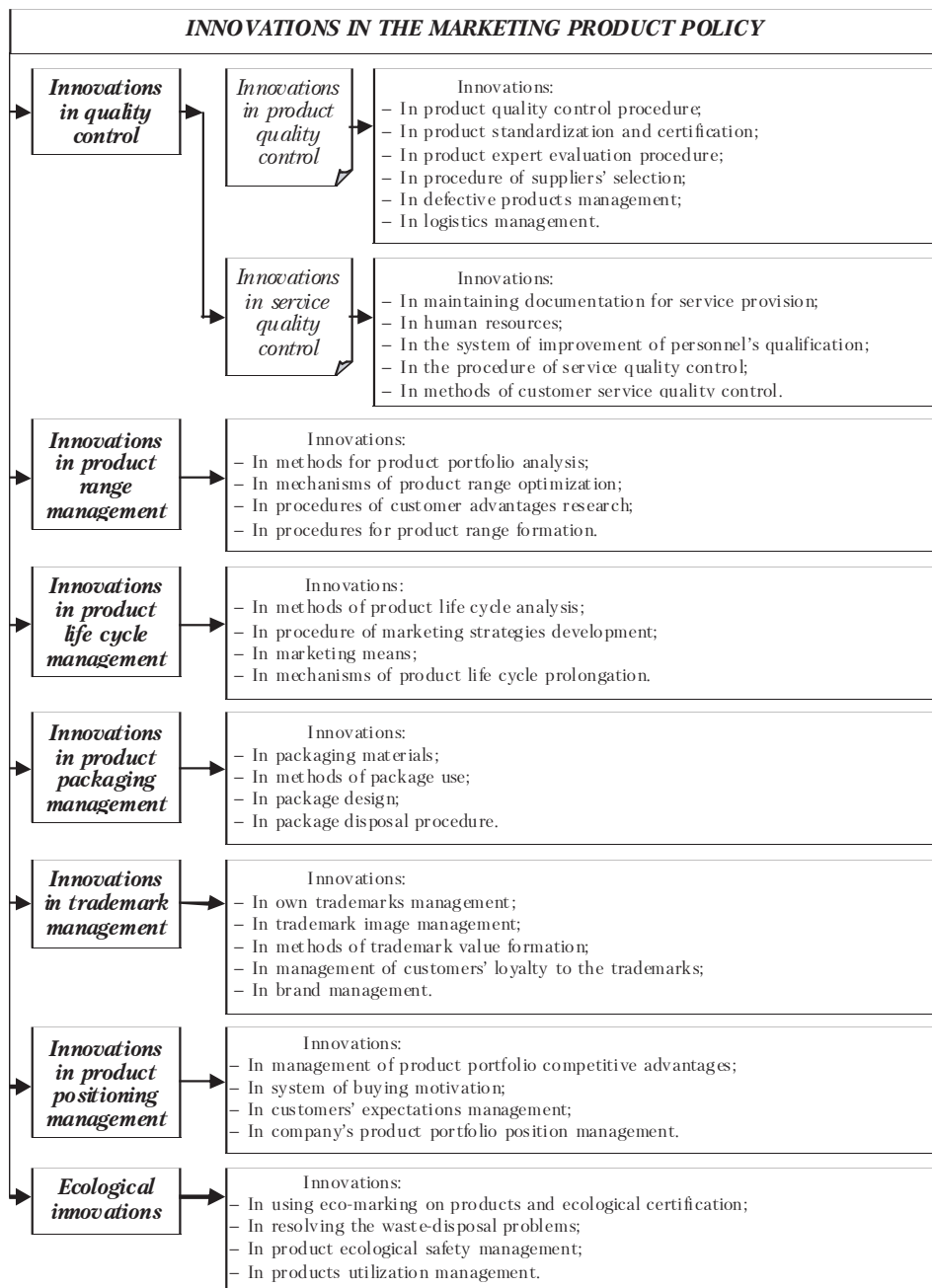


Figure 2. **System of innovations in the marketing product policy** (author's)

Product packaging management covers innovations in packaging materials, in methods of package use, in package design, in package disposal procedure.

Innovations in trademark management stipulate the introduction of novelties in own trademark management, in trademark image management, in methods of trademark value formation, in management of customers' loyalty to trademarks, in brand management.

In products positioning management, companies should implement innovations in management of product portfolio competitive advantages, in system of purchase motivation, in customers' expectations management, in product portfolio position management.

Ecological innovations are aimed at using eco-marking on products and ecological certification, resolving the waste disposal problems, product ecological safety management, and product utilization management.

The marketing product policy management should be aimed at long-term perspectives, which is stipulated by the necessity to form stable advantages of the company's product portfolio, brand, and quality of its products. Creation of these advantages is influenced by the innovative activity of a company in the field of the marketing product policy, which allows constantly improving the efficiency of company's operations. Therefore, the issues of innovation management in the marketing product policy of a company become relevant.

By integrating the notions of "management" and "innovations in marketing product policy", we may determine that innovation management in marketing product policy is a combination process of development and implementation of social, economic, and marketing measures to formation and employment of optimal innovative product potential, taking into account the impact of product innovative climate to provide a company with innovative product power.

Summarizing all the mentioned above, the following **conclusions** may be made:

1. The framework of categories and concepts for innovation management in the marketing product policy has been further developed as a result of profound analysis, namely the definition has been given to the notions: "innovation", "marketing product policy", "innovations in marketing product policy", "innovative product potential", "innovation management in marketing product policy".

2. It is suggested to consider innovative product potential as a combination of 4 blocks: resource, marketing, functional, and managerial.

3. System of innovations in marketing product policy comprises such elements, as innovations in quality control, product range, product life cycle, product packaging, trademark, product positioning management, and ecological innovations.

The prospects for further research in this area are the development of the concept for innovation management in the marketing product policy of companies.

References:

Балабанова Л.В., Бриндіна О.А. Маркетингова товарна політика в системі менеджменту підприємств: Монографія. – Донецьк: ДонДУЕТ, 2006. – 230 с.

Зянько В.В. Щодо визначення сутності інновації як категорії економічної теорії // Науковий вісник Волинського національного університету імені Лесі Українки. – Серія: Економічні науки. – 2008. – №7. – С. 48–51.

Каракай Ю.В. Маркетинг інноваційних товарів: Монографія. – К.: КНЕУ, 2005. – 226 с.

Котова І.М. Інновації як чинник сталого економічного розвитку регіонів // Вісник соціально-економічних досліджень: Збір. наук. праць. – Вип. 27. – Одеса: ОДЕУ, 2007. – С. 171–176.

Маркетинг інновацій і інновації в маркетингу: Монографія / За ред. С.М. Ілляшенка. – Суми: Університетська книга, 2008. – 615 с.

Мельникова О.А. Інноваційно-інвестиційна діяльність: аналіз понятійно-категоріального апарату // Економіка і регіон. – 2008. – №1. – С. 182–184.

Москаленко О.М. Основні соціально-економічні чинники становлення інноваційної економіки // Науковий вісник Чернівецького торговельно-економічного інституту КНТЕУ. – Серія: Економічні науки. – 2008. – Вип. II. – С. 191–199.

Полонська Л.А., Лохман Н.В. Інноваційна політика торговельних підприємств: Монографія. – Донецьк: ДонНУЕТ, 2009. – 21 с.

Прокопенко О.В. Екологізація інноваційної діяльності: мотиваційний підхід: Монографія. – Суми: Університетська книга, 2008. – 392 с.

Юдіна О.І. Інноваційна діяльність підприємств промисловості як засіб ресурсозбереження // Вісник Донецького національного університету економіки і торгівлі імені Михайла Туган-Барановського. – 2009. – №3. – С. 122–128.

Стаття надійшла до редакції 27.12.2012.

КНИЖКОВИЙ СВІТ



СУЧАСНА ЕКОНОМІЧНА ТА ЮРИДИЧНА ОСВІТА
ПРЕСТИЖНИЙ ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД
НАЦІОНАЛЬНА АКАДЕМІЯ УПРАВЛІННЯ

Україна, 01011, м. Київ, вул. Панаса Мирного, 26
E-mail: book@nam.kiev.ua
тел./факс 288-94-98, 280-80-56



Фінансовий менеджмент: Підручник / За наук. ред. д.е.н., проф. М. М. Єрмошенка. – К.: Національна академія управління, 2011. – 506 с. Ціна без доставки – 112 грн.

Авторський колектив: М. М. Єрмошенко, С. А. Єрохін, М. П. Денисенко, О. А. Кириченко, О. І. Соскін, К. С. Горячева.

Має гриф підручника від Міносвіти України.

У даному підручнику, котрий дає системне і змістовне уявлення щодо управління капіталом у всіх його формах. Комплекс питань, що стосуються фінансово-кредитних відносин на макро- і мікрорівні з точки зору міжнародних стандартів фінансового розвитку, дозволяє сформулювати у читача глибоке уявлення про взаємозв'язки комерційної діяльності підприємств з державним механізмом регулювання монетарної сфери через розробку і реалізацію фінансової і грошово-кредитної політики в Україні.

Включає тезаурус з більш як 700 понять, використаних у підручнику.

Представляє інтерес для студентів вищих навчальних закладів, наукових працівників, викладачів, аспірантів, практичних працівників, а також усіх тих, хто цікавиться фінансовим менеджментом.