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Lysenko I. V., PhD in Economic, Associate Professor
Chernihiv Polytechnic National University (Chernihiv, Ukraine)
e-mail: lysenko_iren@ukr.net

MARKETING INNOVATION IN BRAND DEVELOPMENT

In the context of globalization, the decisive factor in the competitiveness of companies is the effectiveness of the marketing system, but most attention is paid to the development of innovation marketing, as innovation leads to completely new products that are often in demand and play a major role in competitiveness. Also, in today's world, companies can not exist without innovative processes in the production and creation of innovative tools [8, 9].

At the present stage of development of economic activity of companies, an effective way to increase production efficiency is the development of innovative activities aimed at creating new products on the market, the introduction into production of innovative technologies through which these products will be created. Creating innovation processes in companies is a major factor in its competitiveness, through which it becomes a market leader [11].

The creation and dissemination of product innovations can lead to the emergence of innovative approaches in the field of marketing, such as - innovative pricing strategies, innovative methods of promotion, innovative methods of marketing research. Thus, today the importance of such functions of successful business as marketing and innovation is felt.

These areas of activity are the main ones that can ensure the further development of successful business and the effective existence of companies in general. The complex of innovative marketing includes the development of innovation strategy, market analysis and operational marketing [5].

Since innovation marketing includes the development of strategy, as a result we get strategic innovation marketing, the main purpose of which is to develop a strategy for introducing innovations to the market. Therefore, the basis of strategic marketing research is the analysis of market conditions, followed by the development of market segments, the organization and formation of demand, modeling customer behavior [4].

Considering the stages of development of a complex of innovative marketing, we can conclude that the main factor in the development is the choice of innovative development strategy, which is based on strategic innovative marketing. Innovation strategy is one of the means to achieve the company's goals, which is based on the constant improvement of its activities, product upgrades, development of new activities.

That is, an innovation strategy is a strategy aimed at anticipating significant changes in the economic situation and finding large-scale solutions aimed at strengthening market positions and stable development of the company [6].

According to P. Drucker - «There are only two things in a business that make money – innovation and marketing, everything else is cost» [12].

If we talk about marketing and innovation and combine these concepts, we will get new marketing tools. For a successful business, the main marketing tool is customer engagement, the main methodology of which is three steps, which are based on the following questions:

- what tools do we use?
- how effectively do we use each tool?
- what other tools can we use?

Such tools that are aimed at the success of the company are: advertising in magazines, advertising on the radio, commercial offer, flyers, exhibitions, presentations for customers, SMM .

Although for many people such views on how a brand driven innovation perspective they are not. A brand can be defined as the relationship that an organization maintains with its outside world. The communication of a brand generates expectations among consumers and these expectations are fulfilled through the creation of new products, services and experiences (Fig.1.) [3].

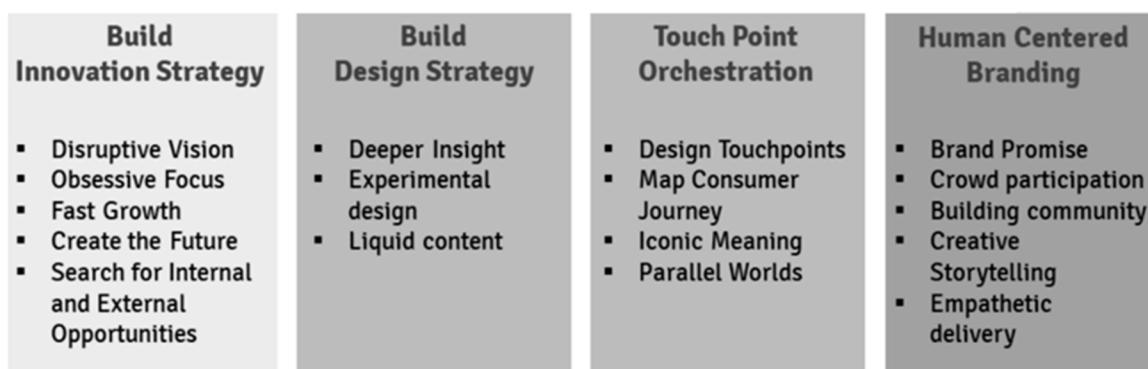


Fig.1. Brand innovation strategy model [3].

To some, the brand is a collection of perceptions in the mind of the consumer to be influenced by shrewd advertising. To others, the brand may be seen as belonging

exclusively to the domain of marketing. Its function may be considered to be limited to the fields of graphic design, advertising and packaging design. Although for many people such views on how a brand driven innovation perspective they are not. A brand can be defined as the relationship that an organization maintains with its outside world [2].

«The brand can best be defined as the relationship an organisation has with the outside world. It is the platform for the shared understanding between marketing and innovation, and between organisation and user» (Abbing, E. R., 2010) [3].

In addition, the basis for the creation and existence of a successful business is the idea by which all processes are implemented. Once an idea has arisen, it is necessary to create and implement a business plan that will help to achieve great success in a particular activity.

Forming a strategy in the company allows you to lead the market and create a successful business as a whole. The first strategy is to formulate a new offer for customers through changes in the business model. For example, there are a large number of companies that do the same thing and run their business on the same principle. They all use the same business model, represent the same range of services used by others [1].

In this case, most of these companies lose their place as market leaders and subsequently the profitability of such companies falls. From this we can conclude that, if we hold this view, there is a high probability that the business is unlikely to be successful. Looking at this, it is obvious that any business model was once developed by someone, so using the same business model will not help. In this case, it is necessary to use a business model that has not been used in practice, or to design a newer, innovative business model [7].

The second is the strategy of creating a fundamentally new product. In this case, in order for our company to function and be a market leader, we do not have to use business models that have already been used. The basis of such a strategy is the introduction of a completely new strategy in the business model, or to introduce innovations into the existing model, which will lead to the success of company [10].

The third is the strategy of combining the first two. Through a new business model we bring out a completely new product, or through the creation of a new product we create a new business model. Thus, the main indicator of the company's competitiveness is the introduction of innovative technologies or the creation of completely new products or services. The obtained results significantly develop and deepen the fundamental foundations of innovation marketing [8, 9].

Good management of innovation has a great impact on the strength of a company's brands and, therefore, on their income generation. We will provide some light in the optimal management of innovation from the point of view of Branding.

The emphasis on innovating and adapting to the market must be carried out maintaining at all times the identity of the brand (its essence, its promise, its *raison d'être*), and a consistency in the quality and in the codes of communication and style (although the message changes over the years).

Brands need innovation to fulfil the promise they make to consumers. Innovation needs brands to have a meaning and meaning. A brand connects the marketing department with the innovation department. Innovation needs the brand as a guide to connect the good that the organization has with the wishes and needs of consumers [9]. So, summing up, we note that marketing innovation has an extremely large impact on the successful development of brands.

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Мекшун Л. М., к.е.н.,
доцент кафедри управління персоналом та економіки праці
Національний університет «Чернігівська політехніка» (м. Чернігів, Україна)
e-mail: Ludmila.mek1966@gmail.com

ПОЗИТИВНІ ТА НЕГАТИВНІ НАСЛІДКИ ЗАЛУЧЕННЯ ПРЯМИХ ІНОЗЕМНИХ ІНВЕСТИЦІЙ В УКРАЇНУ

Прямі іноземні інвестиції (ПІІ) є однією із форм міжнародного руху капіталу. В умовах інтернаціоналізації та глобалізації світової економіки проблема залучення ПІІ є актуальною особливо для економік, що розвиваються, адже завдяки ним в країну приходять нові технології, реалізуються великі проекти, застосовуються нові практики управління та ін. Український уряд розробив План трансформації України, в якому закладено понад 80 проектів, спрямованих на досягнення енергетичної безпеки нашої країни, розвиток людського капіталу і «зелену» трансформацію, загальною вартістю 277 млрд. дол. США [1]. Такі цілі уряду потребують збільшення залучення ПІІ і покращення інвестиційної активності.

Динаміка ПІІ в Україну за останні десять років представлена у таблиці 1.

Таблиця 1 – Обсяг прямих іноземних інвестицій в Україну з 2010 по 2020 роки (млн. дол. США)

Рік	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Обсяг ПІІ	6495	7207	8401	4499	410	-458	3810	3692	4455	5860	-868

Джерело: [2]

Як видно з даних таблиці 1 обсяг ПІІ в Україну в певні періоди зростає, в певні падає. Так їх зменшення у 2015 році пов'язане із військовими подіями на Сході України та окупацією АР Крим, а у 2020 році – із пандемією коронавірусу та карантинними обмеженнями. У 2021 році ситуація із надходженням ПІІ в Україну покращилася. За перші два квартали їх обсяг становив вже 2836 млн. дол. США, з яких 99,8 % надійшло з країн Європейського Союзу [2].