

PROBLEMS OF MARKETING INNOVATIONS DEVELOPMENT IN UKRAINE

In the period of transition to market economy marketing of innovations is one of the promising directions of the country's internal economic activity. Innovative marketing - is the successful introduction of new methods and techniques developed to have better results and more efficiency. Innovative marketing is the embodiment, combination, or synthesis of knowledge in this kind of activity, the introduction of new products, processes or services.

Innovative marketing can include:

- The introduction of a completely new product or improving the quality of an existing product.
- The introduction of a new method of production, and a new way of processing goods on a commercial basis.
- The achievement of a new source of supply of raw materials or products, regardless of whether this source already exists or it was created to capture new markets.
- Improving the competitiveness of their new or improved products, improving the image and strengthen the credibility of the market.
- Reduce resource requirements of the product and increase the cash flow.
- Create a competitive advantage for an innovative product.

In the context of ongoing economic development, innovative marketing has a certain concept, which is based on constant improvement of methods and products marketing. Innovations in marketing can present a special tool that provides an opportunity for implementation and realization of new ideas.

The most important and immediate tasks of marketing innovations can include:

1. Selection of the certain way to achieve competitive advantages. To have advantages over competitors in any field nowadays it is necessary to keep constant dynamic growth and development, the introduction of innovations into activity and products. It is difficult to choose the right concept but even harder to make people to accept it later.

2. Cost management. One of the most promising areas for reducing costs is

the wide use of business organization, based on the optimal combination of specialization and cooperation with purchasing goods and services in the most effective option. Another way to reduce costs is innovation in the form of private technical solutions which significantly reduces the cost of product industrialization, that can also be found in the analysis of the total unclaimed intellectual property.

Thus, the solution of this problem involves in-depth research in the theory of the formation and development of innovative processes, the development of methodological and methodical support, task management and regulation of innovations. This will give the opportunity to carry out a deliberate policy of innovations, in particular the choice of perspective directions of innovation activity, forms and methods of implementation.