

В цілому, треба підкреслити, що українські виробники, продавці та маркетологи ще недостатньо враховують світові тенденції у позиціонуванні товару з урахуванням якості всього ланцюга створення вартості. До цього є важливим проведення досліджень, наприклад, з питань: 1) збільшення впливу на поведінку споживачів при виборі товарів та підвищення їх прихильності до таких, що мають маркуванням на відповідність добровільним міжнародним стандартам; 2) методи підвищення рівня обізнаності та лояльності потенційних споживачів до товарів, що мають маркування на відповідність добровільним стандартам; 3) за які атрибути з маркування покупці готові платити більше.

MODERN MARKETING IN INNOVATIONS IMPLEMENTATION IN THE COMPANIES' OPERATIONS DURING A CRISIS

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In today's world innovation is an effective way of increasing competitiveness, as it leads to the creation of new products, to the development of new markets, to the investment growth and reduces all types of costs.

In macroeconomic instability, companies that master the production of innovative products often abandon long-term expensive and complex projects and serious equipment upgrades in favor of short-term projects with quick investment return. The

crisis is one of those turning points where traditional marketing strategies can't be further developed.

World practice shows that in times of crisis and post-crisis periods not all companies go bankrupt, but only those who have chosen the wrong guidelines in their marketing strategy, have not been able to respond flexibly to changing economic conditions, so the basic principles of not only survival but also market share improvement is creativity and non-standard thinking when making decisions about the company's marketing strategy and when introducing the innovations [1].

In difficult economic conditions, the use of traditional marketing technologies does not give decisive advantages to enterprises in innovations implementation process. They resolve the problem of company's deteriorating financial condition but do not improve it [2]. That is why the use of modern marketing is necessary. For some companies with a well-functioning modern marketing system the crisis can help eliminate competitors who did not have time to respond to its development and thus lost their customers.

According to Philip Kotler, "modern marketing is not the same as marketing in the 1970s. There are products on the market to meet almost any need. Demand is not just saturated - it is oversaturated. In most developed markets the strategic foundations of marketing (i.e. segmentation, selection of target groups and positioning) could not form competitive advantages effectively anymore, so the possibilities of business expansion and new products development are lost" [3, p. 12].

Current trends in marketing require marketers' constant professional attention, which changes approaches and requires constant improvement of existing marketing strategies and technologies, their adaptation to new conditions. The place and role of marketing must be rethought not only in today's world but also in the future. Such trends in business and marketing require new approaches, tools and skills [4, p. 108].

Since any business decision is made based on analysis of the main market factors (level of competition, the degree of market saturation, etc.) that affect the success of company's production and market policy, there is a need in a special program development to study and evaluate those factors. Thereby the implementation of marketing research is caused by company's need for information.

Creating innovation processes in a company is a major factor in its competitiveness, through which it becomes a market leader. The concept of "modern marketing" covers all areas of the company that affect its production - from R&D to the purchase of raw materials, packaging, transportation, sales, customer service. Another important factor is the concept of "innovation" - the development of new and modification of existing products and services that have higher quality. All kinds of innovations are not only the most important components of marketing, but also a tool that helps to be a market leader. Therefore it is noticeable that the concepts of "modern marketing" and "innovation" are interconnected and interact with each other [5, p. 302].

The successful company's market operation is the result of a harmonious combination of many components, the main of which are the introduction of innovations and continuous and effective marketing department activity. Without modern marketing and marketing research the company operates blindly. Today's realities require businesses to be flexible, innovative and focused on changing consumer demands. Only those companies that meet these criteria can count on the effective implementation of innovations, and hence on a competitive and long-term existence in Ukraine's economic system.

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МАРКЕТИНГОВЕ СТРАТЕГІЧНЕ УПРАВЛІННЯ ІННОВАЦІЙНОЮ ДІЯЛЬНІСТЮ ПІДПРИЄМСТВА

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Ефективний розвиток економіки на тривалу перспективу можливий лише в результаті впровадження у виробництво досягнень науково-технічного прогресу. Впровадження інновацій у вигляді маловідходних, енергозберігаючих, екологічно чистих технологій, розробка нової та удосконалення існуючої техніки, оновлення продукції відіграють значну роль у забезпеченні сталого соціально-економічного розвитку економічної системи. Науково-технічний прогрес має великий вплив на результати господарської діяльності. У зв'язку з його багатоспрямованістю