

MIESZKO I SCHOOL OF EDUCATION AND ADMINISTRATION  
NATIONAL AVIATION UNIVERSITY  
IT-COMPANY «AM INTEGRATOR GROUP»

INTERNATIONAL SCIENTIFIC-PRACTICAL CONFERENCE  
**INNOVATION MANAGEMENT IN MARKETING:  
MODERN TRENDS AND STRATEGIC IMPERATIVES**

**April 12-13<sup>th</sup>, 2018**

**Proceedings of the Conference**

Scientific edition  
by  
**S. Smerichevskiy**  
**A. Malovychko**  
**G. Kucharski**



Mieszko I School of Education and Administration  
**Poznan, Poland**  
**2018**

*International Scientific-Practical Conference* **Innovation Management in Marketing: Modern Trends and Strategic Imperatives**: Conference Proceedings, April 12-13<sup>th</sup>, 2018. Poznan, Poland: WSPiA Publishing. 308 pages.

**Technical Editors**

Gerard Kucharski  
Andriy Malovychko

**Cover Design**

Jarosław Furmaga

© Mieszko I School of Education and Administration, 2018

© National Aviation University, 2018

© IT-Company «AM Integrator Group», 2018

**ISBN 978-83-60038-63-5**

**Editors address**

Wydawnictwo Naukowe  
Wyższej Szkoły Pedagogiki i Administracji im. Mieszka I w Poznaniu  
ul. Bułgarska 55, 60-320 Poznań

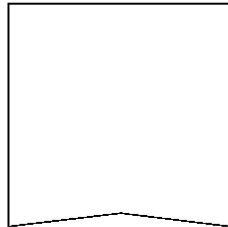
**Internet address**

wydawnictwo@wspia.pl  
www.wspia.pl/wydawnictwo

## Organising Committee:

<b>dr Włodzimierz Usarek</b>	Prorektor, Wyższa Szkoła Pedagogiki i Administracji im.Mieszka I w Poznaniu. Vice-Rector, Mieszko I School of Education and Administration.
<b>dr Andriy Malovychko</b>	Dziekan Wydziału Zamiejscowego w Warszawie, Wyższa Szkoła Pedagogiki i Administracji im.Mieszka I w Poznaniu. Dean of the Warsaw Department, Mieszko I School of Education and Administration.
<b>dr Anna Gapińska</b>	Dyrektor Studiów Podyplomowych, Dziekan Wydziału Zamiejscowego w Wągrowcu, Wyższa Szkoła Pedagogiki i Administracji im.Mieszka I w Poznaniu. Director of Postgraduate Studies, Dean of the Wągrowiec Department, Mieszko I School of Education and Administration.
<b>dr Anna Zbaraszewska</b>	Dziekan Wydziału Nauk Prawnych i Społecznych, Wyższa Szkoła Pedagogiki i Administracji im. Mieszka I w Poznaniu. Dean of Department of Law and Social Studies. Mieszko I School of Education and Administration.
<b>dr Elena Janina</b>	Dyrektor Biura Karier, Director of the Department of Carrier Development.
<b>Serhii Smerichevskyi</b>	Doctor of Economic Sciences, Professor, Head of Department of Marketing, National Aviation University.
<b>Tetiana Kniazieva</b>	Doctor of Economic Sciences, Associate Professor, Professor at Department of Marketing, National Aviation University.
<b>Dmytro Bohun</b>	Chief Commercial Officer, AM Integrator Group.
<b>Yakov Vlasenko</b>	Deputy Chief Commercial Officer, AM Integrator Group.

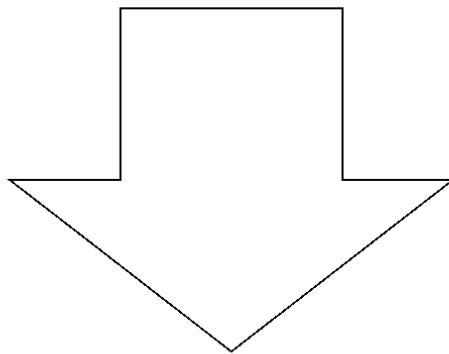
STUDY  
WITH US



**WSPiA**

Wyższa Szkoła  
Pedagogiki i Administracji  
im. Mieszka I w Poznaniu

wspia.pl



LAW  
PHILOLOGY  
EDUCATION  
ADMINISTRATION  
INTERNAL SECURITY  
POSTGRADUATE STUDIES  
and many more...

<b>Семенда О.В.</b> СУЧАСНІ ТЕНДЕНЦІЇ ПОВЕДІНКИ УКРАЇНСЬКИХ СПОЖИВАЧІВ .....	46
<b>Федорова Н.Є.</b> КОНКУРЕНТНИЙ ТИСК ПОСТАЧАЛЬНИКІВ ЯК ФАКТОР КОНКУРЕНТНОГО СЕРЕДОВИЩА РИНКУ ВИН УКРАЇНИ .....	48
<b>Філіпковська Л.О., Матвієнко О.О.</b> МАРКЕТИНГОВИЙ ІНСТРУМЕНТАРІЙ РИЗОМАТИЧНОЇ СИСТЕМИ УПРАВЛІННЯ ЕКОНОМІЧНОЮ БЕЗПЕКОЮ АВІАТРАНСПОРТНОГО ПІДПРИЄМСТВА .....	52
<b>Сабірова І.М., Хайдарова Т.М.</b> ЕКОНОМІЧНА ДІАГНОСТИКА ПІДПРИЄМСТВА З МЕТОЮ ВИЯВЛЕННЯ КОНКУРЕНТНИХ ПЕРЕВАГ .....	55
<b>Чайковська І.І.</b> ОСОБЛИВОСТІ СУЧАСНОГО МАРКЕТИНГУ ЗНАНЬ .....	58
<b>Chmil H.L.</b> THE COMPETITIVE CAPACITY OF TRADE ENTERPRISES.....	60
<b>SECTION 2. IMPROVEMENT OF ENTERPRISE STRATEGIC POTENTIAL</b>	
<b>Ажаман І.А., Ширяєва Н.Ю.</b> ФОРМУВАННЯ СТРАТЕГІЧНОГО ПОТЕНЦІАЛУ ПІДПРИЄМСТВ БУДІВЕЛЬНОЇ ГАЛУЗІ .....	62
<b>Водовозов Є.Н., Палант О.Ю.</b> АКТУАЛЬНІ ПИТАННЯ РОЗРОБКИ ПРОЕКТУ ЕЛЕКТРОННОГО КВИТКА.....	65
<b>Даценко Г.В.</b> АУДИТОРСЬКА ОЦІНКА ЙМОВІРНОСТІ БАНКРУТСТВА ПІДПРИЄМСТВ ЗА УМОВ ФІНАНСОВОЇ КРИЗИ .....	67
<b>Дзюрах Ю.М.</b> ДЕРЖАВНЕ РЕГУЛЮВАННЯ ІНВЕСТИЦІЙНОЇ ДІЯЛЬНОСТІ В УКРАЇНІ.....	70
<b>Жебка В.В., Жебка В.В.</b> МОДЕЛІ ОЦІНКИ ДОЦІЛЬНОСТІ Й ЕФЕКТИВНОСТІ ВПРОВАДЖЕННЯ ЗАХОДІВ З ПОПЕРЕДЖЕННЯ БАНКРУТСТВА ПІДПРИЄМСТВА.....	73
<b>Ivashchenko A.I.</b> KPI METHODOLOGY FOR ASSESSMENT OF SME READINESS TO DEVELOP AND IMPLEMENT INNOVATIONS .....	76
<b>Кулик Н.М.</b> ІНТЕЛЕКТУАЛІЗАЦІЯ ЯК ІНСТРУМЕНТ УДОСКОНАЛЕННЯ СТРАТЕГІЧНОГО ПОТЕНЦІАЛУ ПІДПРИЄМСТВА .....	78
<b>Манзій О.П.</b> ОЦІНКА КОНКУРЕНТОСПРОМОЖНОСТІ ПОТЕНЦІАЛУ ЯК АСПЕКТ СТРАТЕГІЧНОГО РОЗВИТКУ ПІДПРИЄМСТВА.....	81
<b>Sardak S.E., Movchanenko I.V.</b> DIAGNOSTICS OF BUSINESS ENVIRONMENT .....	84
<b>Параниця Н.В.</b> ІНТЕГРАЛЬНА ОЦІНКА ЕКОНОМІЧНОГО ПОТЕНЦІАЛУ ПІДПРИЄМСТВА .....	86
<b>Siketina N.H.</b> STRATEGIES FOR SUSTAINABLE DEVELOPMENT OF MACHINE-BUILDING ENTERPRISE .....	88

## **THE COMPETITIVE CAPACITY OF TRADE ENTERPRISES**

The realities of the modern business industry demand the enhancement of the competitive capacity of trade enterprises and ensuring the economic stability of their development.

For the first time, M. Porter distinguished the ability of an enterprise to derive profit under market relations through development of an competitive product, having defined the competitive capacity of an enterprise as a competitive ability to carry out activities and to gain profits at this, being enough for scientific and technological improvement of manufacturing, employee promotion and maintenance of their work at the high level of quality [1].

The contemporary scientists A. Suvorov and B. Fomin consider the competitive capacity of an enterprise as a multilevel category, homologating the enterprise at large as well as production and products [2].

Kh. Faskhiev and Ye. Popova count the following as characteristics of the high competitive capacity of an enterprise: 1) the readiness of the customers to buy the products of the said company repeatedly (the customers return, and the goods do not); 2) the absence of claims against the company from society, shareholders, business partners; 3) the pride of the employees upon their participation in the company's activities (the outsiders consider it an honor to work at the said company) [3].

In our opinion, the competitive capacity of an enterprise is an ability and possibility to compete with other enterprises on the market of goods and services, being characterized by the certain level. Whereas, the level of the competitive capacity presents the totality of the parameters (parameters system), reflecting the place of the enterprise on market and enabling the fullest actualizing of its advantages to compare with the enterprises being business rivals.

We are of the opinion that the principal directions of increasing the level of the competitive capacity of trade enterprises are: improvement of the trading format and refinement of the enterprise image subject to the changeable demand of the customers; improvement of the assortment & price policy due to adaptive strategy (management of the assortment of goods, harmonization of the quality of goods and quality of service, discounting etc.); improvement of the management of goods movement using the crossdocking technology (process automation, inventory optimization, supply channel management); improvement of sales technologies (increasing the product availability, ensuring the quality of goods, efficient allocation of the products and aftersales activities; sales promotion); the enlargement of the range of activities based on the regional development and owing to the enlargement of the available sales premises.

### **References:**

1. Porter M. Competitive strategy: techniques for analyzing industries and competitors. – Alpina Publisher, 2016. – 453 pages.
2. Suvorov A. I. Concept of the competitive capacity of an enterprise[Electronic source] / A. I. Suvorov, B. F. Fomin. – Available at: <http://www.hr-portal.ru/node/20503>.
3. Faskhiev Kh. A., Popova Ye. V. Management model of the competitive capacity of an enterprise // Marketing abroad. 2009. # 6 (74). P. 107–122.

MIESZKO I  
SCHOOL  
OF EDUCATION  
AND  
ADMINISTRATION

# LAW



**WSPiA**

Wyższa Szkoła  
Pedagogiki i Administracji  
im. Mieszka I w Poznaniu

Profession with the future - a strong foundation for a career.

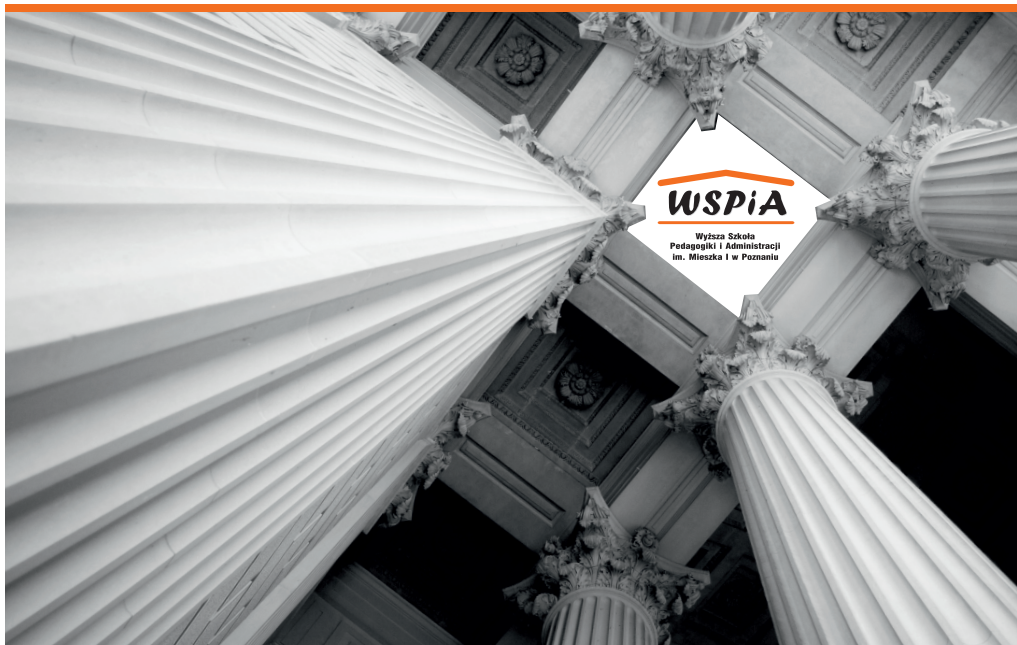
# 5 year MA studies

[wspia.pl](http://wspia.pl)



**MIESZKO I  
SCHOOL  
OF EDUCATION  
AND  
ADMINISTRATION**

# POSTGRADUATE STUDIES



**WSPiA**

Wyższa Szkoła  
Pedagogiki i Administracji  
im. Mieszko I w Poznaniu

Profession with the future - a strong foundation for a career.

***Education  
and Pedagogy***

***Public  
health***

***Administration  
and  
Management***

***Qualification  
courses***

**wspia.pl**