

**MARKETING INNOVATIONS IN THE MARKET
OF GOODS AND SERVICES
(МАРКЕТИНГОВІ ІННОВАЦІЇ НА РИНКУ ТОВАРІВ І ПОСЛУГ)**

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У доповіді надано інформацію про врегулювання питань за допомогою менеджменту інновацій та інноваційного маркетингу.

An important part of innovative marketing is the formation of a price policy for innovative goods and services. The introduction of a new method that will allow buyers to choose a product according to the required characteristics on the Internet site, and then to find out and compare the prices allows using the method of building a price that corresponds to the demand for goods and services.

In the marketing of innovations, the main role is given to the activities for the formation of innovative products and services. Innovations can be rationally grouped, referring to the following criteria:

1) innovations with small improvements in existing services of an evolutionary nature, including small risks and costs, small profits;

2) revolutionary (radical) transformation of services that create fundamentally new niches in the market, characterized by very high risks, high costs and in many cases, maximum profit;

3) strategy of stable growth of an economic entity based on maintaining the balance of the portfolio of evolutionary and revolutionary innovations;

4) the strategy of the leader of innovations in its own branch of the service area implies the use of synergies of innovative measures and technology in its own business.

Innovative marketing, based on research and influence on the market conditions of an economic entity in the service sector, facilitates the implementation of management functions such as optimization and control of its innovation and production and business activities.

Thus, professional regulation with the support of innovative marketing will allow the latter to significantly reduce their risks associated with the introduction of innovations. The introduction of marketing tools to manage innovation is becoming one of the main reasons for the success of modern innovations. One more important challenge the industry professionals are facing is the new reality brought about by the COVID-19.