

The Potential of Innovative Marketing Tools to Develop Enterprises

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Abstract. The acceleration of the pace of scientific and technological development leads to an increase in the rate of product renewal and consumer addiction to new products, and, consequently, to a reduction in the life cycles of products, technology, demand, and to an increase in the intensity of competition in the sales markets of enterprises. World experience shows that the development and implementation of innovations is not only a way to increase the competitiveness of an enterprise, but also a serious incentive for the country's economic development.

Keywords: Business, innovations, marketing, innovative marketing structure, traditional marketing, enterprises.

1. INTRODUCTION

Individuals often ignore the effect of their consumption on society and the planet while it may cause natural, social, and economic degradation. The increased consumption and modernization that belong to the 21st century damage the environment, which is mostly disregarded by society. [7]

2. LITERATURE REVIEW

Consider the existing interpretations of the term "innovation process". Medynsky V.G. believes that the innovation process is a set of scientific, technical, technological and organizational changes that occur in the process of implementing innovation. This definition does not consider the process of creating an innovation, but only mentions its implementation.

A fairly comprehensive review of innovation processes was carried out by G.D. Kovalev. He introduces a number of new concepts that develop the theory of innovation processes. These are the concepts of innovative communication, logistical innovative functions and logistical innovative operations. Considering innovative communications, G.D. Kovalev makes an attempt to study the problem of interaction between investments, production and information in the process of commercialization of intellectual property objects, which is a kind of mechanism.

To understand the essence of the innovation process, it is necessary to divide it into stages, which were most accurately described by Roy Roswell, who argues that the innovation process is the process of consistently turning an idea into a product through the stages of fundamental, applied research, design development, marketing, production, and finally sales. It can also be said that, in a broad sense, the innovation process is the process of technology commercialization.[6]

To describe innovation in terms of marketing, it is necessary to determine its place in the innovation process. The question of the place of marketing in the innovation process and the question of which stage will be the initial one are very important. Most authors believe that the innovation process begins with the development of an innovative product; as a rule, the place of marketing in the innovation process is not even mentioned.[5]

Obviously, this point of view is wrong, since initially innovations are designed to solve certain consumer needs. Dolinskaya M.G. and Solovyov B.A. argue that in modern conditions, most experts guarantee the success of a new product if it is 70-90% dependent on the accuracy of its compliance with consumer preferences. That is why a thorough study of the needs of the market has become a characteristic feature of the marketing system. The opinion of consumers should be the basis for deciding whether to continue the further development of an innovative idea or not. To do this, enterprises organize various groups of pilot consumers who evaluate the innovation from the consumer's point of view. It should also be taken into account that some innovative ideas may lie "outside" the strategic goals of the enterprise or, for one reason or another, cannot be implemented. In this case, the idea can be protected as an object of intellectual property and transferred, on a reimbursable basis, to another enterprise. At the stage of market research, the contribution of marketing to the innovation process is the identification and selection of emerging and formed needs that form the basis of ideas and ideas for the development of products that will be in demand and accepted by the market and bring profit to the manufacturer. At the stage of theoretical development, marketers adjust the development process in the direction of the main market trends. At the stage of practical development of innovative products, this contribution will be the full

implementation of these needs in technical documentation and prototypes. At the stage of direct production of the product - ensuring high rates of output, the gradual reduction of costs and the removal of goods, the demand for which is falling, from production. At the stage of distribution (sales, transfers), marketing deals with pricing, stimulating demand and promoting goods on the market.[4]

Thus, from the point of view of marketing, the innovation process is understood as a process that begins with a client-oriented analysis of the idea of innovation, that is, creation, protection (for technological innovation - registration with Rospatent, for a copyright object - registration of the relevant rights), and, finally, promotion and commercial (or market) implementation. The innovation process itself can be shown directly as a sequential chain of events, during which the idea, originally in the head of the author, goes through many different stages, the number and content of which depend on the industry for which this innovation is being created. This definition differs from the prevailing ones in the literature in that the obvious bias towards the technological aspect of innovative technologies is erased and highlights the role of marketing not as an intermediate one, but as one of the defining ones of the essence of the innovation process.

3. ANALYSIS AND RESULTS

Innovative marketing is the embodiment, combination or synthesis of knowledge in this kind of activity, the introduction of new products, processes or services. Incorporating innovation into marketing is a multi-step process in which organizations need to transform ideas into new or improved products and services in order to promote, compete and successfully differentiate themselves in the marketplace. Innovative marketing usually even involves some creativity, creative ideas to make some specific and tangible difference in the field of marketing. All innovation starts with a creative idea, the creativity of individuals and groups is the starting point for innovation. Innovation in marketing, as in economics, is the management of a process that requires special tools, adherence to rules and knowledge of disciplines. It should be noted that sometimes innovation is put alongside creativity.

Such integration of marketing into the innovation process gives the efficiency of economic activity and suggests that the marketing system has an innovative character and marketing is a mandatory and integral part of the innovation process, covering all stages and stages.

Exploring the history of the development of innovations, it can be noted that in the 40-50s of the XX century. innovations were created in laboratories owned by firms. However, the isolation of the innovation process from the market, the isolation on the ideas of the engineering and design corps, the principle of the work of scientists "science for the sake of science" led to the fact that innovations did not meet consumer expectations and, as a result, did not find their consumers. An example is the following.

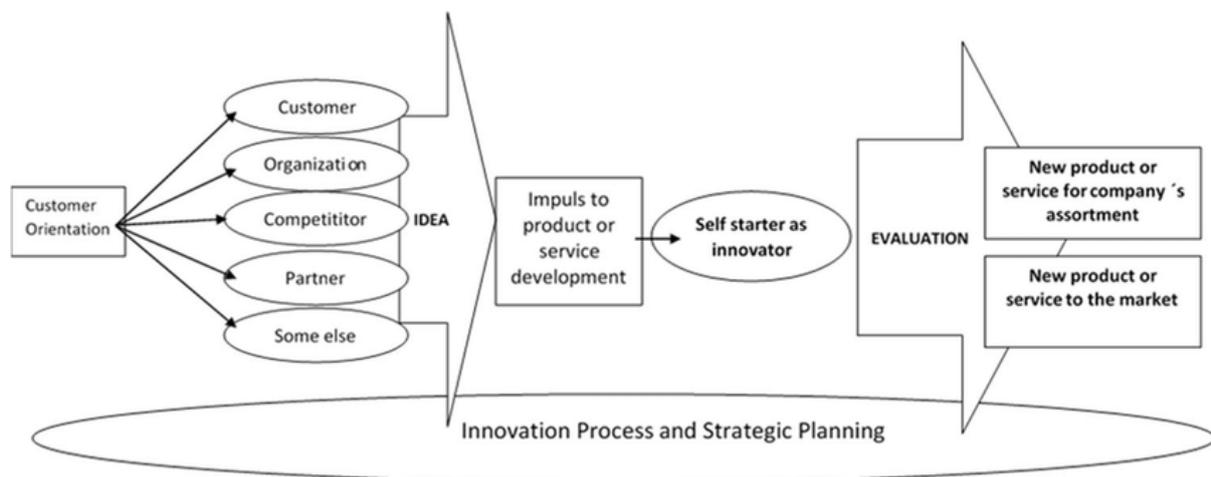


Fig.1. Customer value-creation in innovation process in the case company [8]

In the sixties and seventies of the last century, the General Electric research center was financed from a special budget formed from deductions from the company's divisions. The center was known throughout the world for the level of scientific research, the number of Nobel laureates, and numerous scientific publications. Once the company's management analyzed the effectiveness of introducing the results of the center's activities into production. [1]

The results were unexpected. Brilliant scientific achievements had very little effect on the company's activities

and its products. Then the management decided to change the principle of financing the research center, transferring it to direct contracts with units that now knew exactly what they were paying (or not paying) money for. As a result of the reforms, the number of scientific discoveries and Nobel laureates has decreased, but the number of implemented scientific research results has increased. Now we can see that General Electric tops the list of the largest companies in the world, therefore, the strategy adopted by the management was correct.[3]

In the early 1970s, the orientation of the innovation process changed. He was increasingly based on the findings of marketing research, penetrating "into the depths" of the mechanism of emergence and formation of market needs. Representatives of the scientific community began to closely follow the process of promoting new products from the moment they were born in the walls of design laboratories to gaining practical experience in the production and sale of this product. This brought positive results, which are recorded by many researchers today. So, V.V. Goncharov, relying on large-scale statistical material, proves that innovative technologies based precisely on the study of customer needs have the highest market success.[2]

4. CONCLUSIONS

Thus, we can say that:

- the innovation process is cyclical and, for greater efficiency, must take place in a marketing environment;
- the effectiveness of the innovation process is due to the customer-oriented nature of innovative developments;
- in the context of the resurgent state support for the innovation process, marketing can become an activator for the innovation market.

The presented concept does not assume that the marketer himself will be engaged in the design and technical implementation of the product. This refers to the coordinating, organizing and controlling side of the entire innovation process.

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