

HISTORICAL AND THEORETICAL ASPECTS OF INNOVATIVE MARKETING OF SOCIO-ECONOMIC SUBJECTS

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Annotation. *The article analyzes the theoretical aspects of the processes of innovative marketing of socio-economic subjects. On the basis of theoretical analysis, a polemic of the essence of the concept of "innovative marketing" has been carried out.*

Key words: *marketing, marketing of innovations, innovative systems, innovative product.*

Introduction

In the new conditions of economic globalization, the main feature of economic development is fundamental changes in the technological mode of production and their impact on the entire economic potential of society. According to the majority of modern researchers, the innovative transformations taking place today not only transform the productive forces of society, but also represent the central link in the system of socio-economic processes. According to the concepts of innovative development, each new generation of innovations in technology and technology expands its sphere of influence in social life. If the dominant in the middle of the XX century. Technocratic trends and theories of technological determinism were based on the concept of "technological rationality", the absolute benefits of technology and the need for freedom of entrepreneurship for their practical implementation, then modern theories of innovative development are closely related to the concepts of social and organizational change. Technological shifts entail changes in the directions of scientific research, production and marketing of products, lead to the emergence of many social and organizational and managerial innovations. Approaches to the sources and goals of economic growth are changing. Innovative systems at all levels are becoming dominant in the formation of a new model of economic growth in the third millennium.[1]

Historical frames of innovative marketing of socio-economic subjects

The main instrument of competition is not the possession of capital resources and material values, but the ability to develop and implement innovations.

In this regard, technology becomes the main driving force and determines the development of business. It allows even small companies to become big players in the international market. This is a huge incentive for small and mid-sized companies to innovate. In large companies, the combination of customer focus with employee engagement has resulted in a project management style. The project is always focused on a specific consumer and exists insofar as there is a consumer. At the same time, hierarchical levels of organization seem to disappear and the rigid vertical hierarchical structure of management, which arose at the beginning of this century as a result of the process of division of managerial labor, is being replaced by a flexible matrix ("planar") organization.

The importance of such a factor of competitive advantages as an innovative one lies in the fact that, unlike the resource factor, it does not depend on the importing countries and in the event of a decrease in exports, output is compensated by an increase in domestic production. That is why the economic policy of the state should be structured in such a way that producers are interested in working at the early stages of the product's life cycle, so that the expansion of the domestic market occurs, first of all, at the expense of such goods.

There are tendencies that allow us to speak about the prevalence in the sectors of the economy of factors associated with such a competitive advantage as the movement of innovations. These factors are represented by innovative components of demand for domestic products. First of all, all the factors of domestic demand should be attributed to them. Both the theory of the product life cycle and the theory of international competition by M. Porter

do not deny the fact that the path of innovation to the world market begins with the development of the domestic market, since the very fact of innovations is initially tied to needs that can be realized in demand from domestic consumers [2]. That is why innovative marketing in the context of economic globalization is directed, first of all, not to the external market, but to the internal one. In other words, in order to realize competitive advantages of the "movement of innovations" type, the domestic market must be filled with products with a short life cycle.

At the same time, the importance of the "movement of innovations" factor as an innovative competitive advantage of domestic producers is confirmed by the dependence of their position in the world market on the innovative activity of competitors. So, since the 1970s. Japanese firms switched from using purchased licenses to developing their own fundamental software. Soon, Japan began to actively squeeze the United States in the field of scientific and technical achievements and by now from a technologically backward and dependent country has turned into a scientifically developed state, leading in a number of advanced fields, such as biotechnology, fiber optics, laser technology, integrated circuits, etc. The movement of innovations in the form of rapid model changes was one of the methods of competitive struggle of Japanese firms. Their development period for new products turned out to be shorter than that of American manufacturing firms.[3]

The innovative orientation of modern economic processes makes new demands on the content, organization, forms and methods of management activities, taking into account the increasing importance of immaterial forms and qualitative non-traditional factors of economic growth. Scientific knowledge and skills, software products, patents and licenses, i.e. objects that do not have natural-material forms have an increasingly significant impact on reproductive processes. In the new conditions, the models of the research process of creating new scientific knowledge and the procedure for the emergence of new intellectual products occupy a dominant place. Intangible enterprise intellectual assets and virtual technologies are becoming the object of innovation management.[8]

In recent years, many foreign and domestic theorists and practitioners have paid significant attention to the innovation management system. Most of them characterize the innovation management system as an independent area of economic science and professional activity aimed at forming and ensuring the achievement of innovative goals by any organizational structure through the rational use of material, labor and financial resources.

However, in the era of globalization of the economy, the innovation management system outgrows the framework of the functional concept. With the development of the innovative orientation of the economy, the strengthening of the technical and technological feasibility of scientific ideas and the increase in the economic feasibility of innovations, the innovation management system acquires the features of an important socio-economic institution that influences various spheres of human activity. [7].

The establishment of a specific range of aspects that characterize the essence of any concept is the starting point for formulating the goals, structure and scope of further research. Therefore, much attention is paid to the study of the essence of the basic concept of "innovation".

Theoretical aspects of innovative marketing of socio-economic subjects

The concept of "innovation" entered scientific terminology at the beginning of the 20th century. and originally meant the penetration of some elements of one culture into another (customs, ways of life, including production). Currently, in various disciplines that touch on innovation problems, different content is put into this concept. For example, sociology emphasizes the aspect of spiritual creativity and considers innovation in the context of scientific and mental activity. This is the motivation for work, and the ways of behavior that are qualitatively different from those previously available. As an economic category, the term "innovation" was introduced into scientific circulation by J. Schumpeter. In his work "Theory of Economic Development" in 1911, he first considered the issues of "new combinations", changes in production factors motivated by the entrepreneurial spirit, and gave a complete description of the innovation process. According to J. Schumpeter, innovation is the main source of profit: "profit, in essence, is the result of performing new combinations", "without development, there is no profit, without profit, there is no development".

The theoretical system definition represents innovation as an active or passive change of a given system in relation to the external environment [7].

By now, the term "innovation" has become firmly established in economics. However, different authors offer different options for its interpretation, depending on which property of this phenomenon they consider to be the main one. Do they understand innovation as a process, or as a result of an activity, or both.[9]

In the literature, two approaches to defining the essence of innovation are most common: in one case, innovation is presented as a process of introducing new, effective products, elements, principles instead of existing ones; in the other - as a result of the creative process in the form of new, progressive products (equipment), technology, method, etc.

The innovation process is the process of transforming scientific knowledge into innovation, which can be represented as a sequential chain of events during which innovation matures from an idea to a specific product, technology or service and spreads in practical use [4]. The innovation process does not end with the implementation stage, because as it spreads (diffusion), the innovation improves, becomes more effective, acquires previously unknown consumer properties. This opens up new areas of application and markets for him, and, consequently, new consumers who perceive this product, technology or service as new for themselves. Thus, this process is aimed at

creating the products, technologies or services required by the market and is carried out in close unity with the environment: its direction, pace, goals depend on the socio-economic environment in which it functions and develops.

J.-J. Lamben based his approaches and outlined two main strategies for innovative marketing:

- an innovative strategy, expressed in fundamental laboratory research and the maximum capabilities of innovative technologies. Thanks to this strategy, an innovative product enters the market, which in the first stages is pushed by the manufacturer through various innovative marketing systems;

- an innovative strategy, the main tool of which is the analysis of market needs. The main result of this analysis is the entry into the market of a new innovative product expected by target groups of buyers to meet their needs in the future. D. Day applied his approaches to building an innovative marketing strategy: a bottom-up approach and a top-down approach. [1]

A bottom-up approach, which is based on the principle of continuity of change, which is characterized by insignificant impacts, as a source of emergence of new opportunities and technologies. Significant for this approach is the maximum attention to the needs of buyers in the supply markets, a high level of adaptability to changing market conditions. [2]

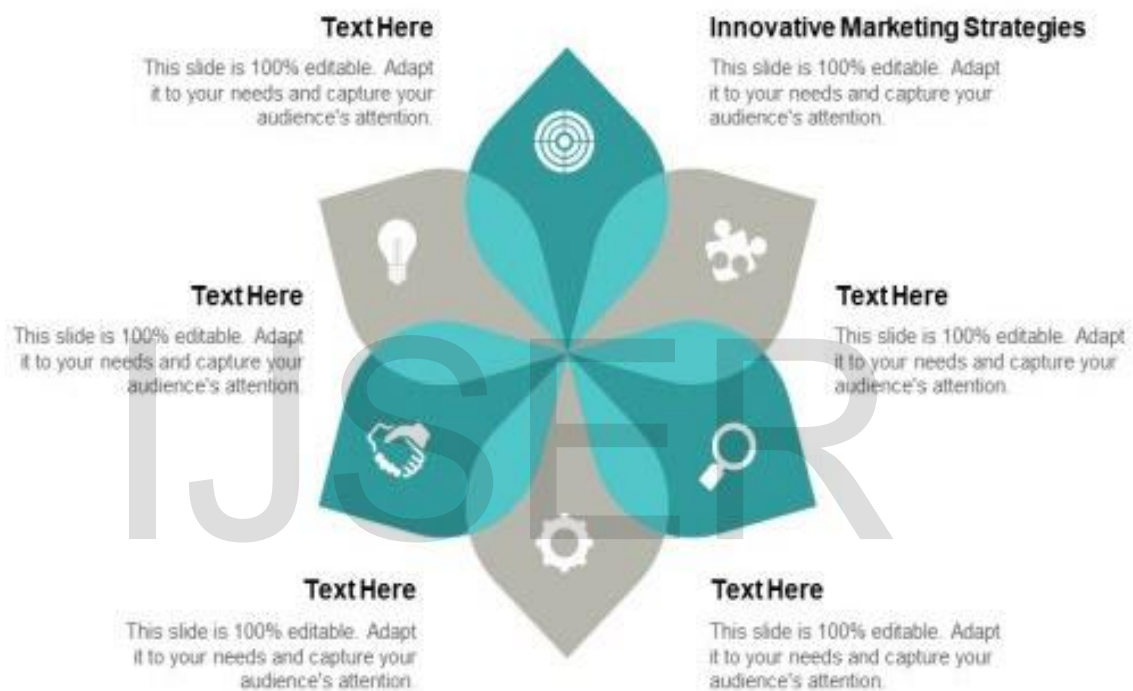


Fig.1. Innovative marketing strategies

A top-down administrative approach that envisions the application of innovative solutions on a large scale to prioritize the use of changes in the structure and technology of the market economy for superiority over competitors. A distinctive feature of this approach is the high role of the superiority of the views of the company's top managers, who create a sequence of actions and the degree of control over them.

Along with integrated approaches to developing a marketing strategy, combined methods are used, one of which is P. Dixon's approaches:

- a test approach, balanced on the adaptability of the strategic development of the organization within several target market segments, the rapid introduction of a new product or service, the privileges of informal communication systems with the consumer at all stages of innovation marketing, from the development of an innovative product to its entry into the market;

- an experimental approach, the foundation of which is the development and implementation of all structural parts of marketing from the use of formal and informal market analysis to the introduction of product innovation into the market. Fundamental to this approach is the ability of an innovative product to satisfy almost one hundred percent of all the prospective desires of consumers, this explains its need to be on the market and the lack of adjustments to the implemented strategy;

- the translational approach has a characteristic feature of the development of the given technologies for the production of an innovative product by the enterprise, based on the identification of relationships with the target

groups of buyers that this innovation is aimed at. When an innovative product is introduced to the market, a stable contact with prospective consumers is developed and the marketing strategy is slightly adjusted;

- the speculative approach is the opposite of the experimental one in all its manifestations and is based on the firm position of the need for an innovative product to resort to a specific target market segment. [3]

Let us consider in more detail the facts that prove the existence and necessity of separating innovative marketing into a separate concept of doing business. All existing concepts use certain innovations:

- the concept of improving production - improving the production of goods and methods of their marketing. Goal - cost and price reduction - availability to consumers;

- the concept of improving the product - improving the quality of the product, providing it with new properties. The goal is to improve the technical and economic characteristics of the product;

- the concept of intensifying commercial efforts - carrying out a set of measures to promote goods to the market. The goal is to "push" consumers to buy a product;

- marketing concept - analyzing the needs and demands of consumers and meeting them better than competitors. Purpose - orientation of production to consumer demands;

- the concept of innovative marketing - the creation and dissemination of innovations (products, services, technologies) and the use of innovative approaches in marketing. The goal is to achieve leadership, taking into account both the needs and demands of consumers and their own.

The only way to achieve this is through marketing communications tools. When spreading such innovations, it is necessary to use new, innovative methods and tools of marketing communications policy.

Thus, adherence to the concept of innovative marketing in the activities of enterprises will fully satisfy the needs of consumers and manufacturers. And only after that the needs of the whole society will be satisfied.

So, at first, enterprises satisfied only their own needs, while they were guided by the first three concepts. And with the advent of each of them, more and more of their needs were met. Then they realized that for a more complete satisfaction of their own needs, it is necessary to take into account the needs of their potential consumers in their production activities, that is, the level of satisfaction of needs increased, and the bowl was filled.

As noted earlier, marketing innovations outpace all other innovations in frequency of implementation. This is due to the fact that after the manufacturers understood the importance of marketing in their enterprises, they began to look for ways to best meet the needs of consumers and, accordingly, use new marketing methods and tools. In this way, they hope to outflank their competitors in the competition for the market. Thus, the creation and dissemination of product innovations can lead to the emergence of innovative approaches in the field of marketing, for example, innovative pricing strategies, innovative promotion methods, innovative marketing research methods, etc. That is, how marketing innovations can cause the emergence of product innovations, and vice versa. ... Summing up all of the above, we can conclude that the concept of innovative marketing is the leading concept today, which will help domestic enterprises to make a sharp breakthrough in their activities and move to a qualitatively new level of development. This will allow manufacturers to get out of the crisis they are in now, as well as catch up in terms of turnover and profits to foreign enterprises that work in this area, and after a certain time, take a leading position in the market / market niche. 40 For domestic manufacturers, one of the main prerequisites for ensuring their commercial success is the development, manufacture and promotion of new (innovative) products on the market. However, as practice shows, the theory and methodological tools of traditional marketing for innovative products are in many cases difficult (or even impossible) to apply. The reasons for this are: the specifics of market analysis for new products, especially if they are focused on meeting hidden (implicit) needs or generally form new needs; the complexity of the orientation of production to meet the needs of consumers, which have a probabilistic (fuzzy) assessment; the complexity of the choice of adequate methods for the formation of primary demand and its further stimulation, etc. Taking this into account, there is an urgent need to highlight a separate type of marketing - innovative (marketing of innovations). [4]

Most of them disclose certain applied aspects of innovation marketing, in particular, approaches to analyzing consumer needs for new types of products, marketing justification of the feasibility of their development, promoting innovations to the market, forming a market for certain types of innovations, for example, environmental innovations, etc. only in some works, for example [5], an attempt is made to reveal the essence and content of the categories "marketing of innovations" and "innovative marketing". At the same time, the problems of developing effective tools for researching the innovation market for identifying and analyzing the hidden (latent) needs of consumers, scientific substantiation and development of components of the marketing complex, etc. are unresolved. The presence of these and a number of other problems complicates the transition of domestic enterprises to an innovative path of development. ... Their solution will make it possible to purposefully manage the market activities of enterprises in line with the concept of innovative development, thereby ensuring their high competitiveness in the domestic and world markets. From these positions, the purpose of this work is to find ways to solve problems that complicate the formation of marketing innovations as a theory and practical toolkit for identifying new areas and ways to use the potential of an enterprise, developing on this basis new products and technologies for their promotion on the market in order to ensure conditions for long-term survival and development. [6]

Conclusions

The main directions of the analysis of innovation marketing problems that arise at the stages of the

innovation process Problems of innovation marketing management Problems of development and implementation of the components of the innovation marketing complex. Let's first identify the problems that arise when performing work at the stages of the innovation process. The classical approaches of innovation management define the first stage of the functional sequence of the innovation process fundamental research, which generates new scientific knowledge. While acknowledging the validity of this statement, it should be noted that from the point of view of a particular enterprise-innovator, it is rather abstract. The market dictates its conditions, and innovations can appear only where and when there are objective conditions for this.

The introduction of new technologies for managing innovation will solve the problem of commercializing the innovation process.

A project can always be interrupted at the request of investors if negative results are obtained at any stage of all branches and uncertainty in subsequent positive results, which is shown by the third branch of the innovation process - the economic one. Usually, to reduce financial risks, a multi-round financing system is adopted, each stage can have its own round or several rounds, if the stage is long enough in time.

In the context of globalization, when the phenomenon of the growing dynamization of competition - hypercompetition, which is considered as a new stage in the dynamization of markets, is of particular importance, a completely new paradigm of innovation management is needed. Innovation management should be complemented by new technologies, including a set of innovative marketing technologies, Internet technologies, branding technologies that allow enterprises and organizations to compete in a rapidly evolving market situation.

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