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MARKETING TOOLS FOR FORMING INNOVATIVE AND SAFE POTENTIAL OF AN ENTERPRISE

Abstract. The purpose of the article is to study the features of using marketing tools to form the innovative and safe potential of an enterprise. In the study, to study the features of the use of marketing tools for the formation of an innovative and safe potential of an enterprise, general scientific research methods were used, namely the method of theoretical and comparative analysis, induction and deduction, and the graphical method. It has been proved that the high innovative and safe potential of an enterprise is a very unbalanced concept, since the so-called threshold, maximum level practically does not exist when talking about potential. Here it is necessary to apply the terminology, which, in our opinion, best characterizes the high innovative and safe potential, namely, the required level of aggregate ability to use resources and opportunities of any volume to form safe and innovative conditions for development through the effective use of marketing technologies. It is substantiated that the provision of innovative and safe activities and the formation of appropriate potential is possible only with the proper use of marketing tools. It was found that the main goal of forming the innovative and safe potential of an enterprise should be the possibility of innovative and safe development of this socio-economic system and all its structural elements through the use of marketing tools. The application of marketing tools for the formation of an innovative and safe potential of an enterprise is presented. It has been proven that, given the constant growth of competition, enterprises are forced to constantly search for innovative production mechanisms, and the use of new marketing tools, and on the other hand, all innovations will simply be ineffective without an appropriate level of security.

Keywords: security, safe potential, innovation-safe potential, marketing, marketing tools

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МАРКЕТИНГОВІ ІНСТРУМЕНТИ ФОРМУВАННЯ ІННОВАЦІЙНО-БЕЗПЕКОВОГО ПОТЕНЦІАЛУ ПІДПРИЄМСТВА

Анотація. Метою статті є дослідження особливостей використання маркетингових інструментів формування інноваційно-безпекового потенціалу підприємства. У дослідженні для вивчення особливостей використання маркетингових інструментів формування інноваційно-безпекового потенціалу підприємства використано загальнонаукові методи дослідження, а саме метод теоретичного та порівняльного аналізу, індукції та дедукції та графічний метод. Доведено, що високий інноваційно-безпековий потенціал підприємства є дуже незбалансованим поняттям, оскільки так званого порогового, максимального рівня практично не буває, коли говориться про потенціал. Тут слід застосувати термінологію, яка на нашу думку, найкраще охарактеризує високий інноваційно-безпековий потенціал, а саме бажано-необхідний рівень сукупної спроможності використовувати буд-які за обсягами ресурси і можливості для формування безпечних і інноваційних умов розвитку через ефективне застосування маркетингових технологій. Обґрунтовано, що забезпечення інноваційної та безпекової діяльності і сформуванню відповідний потенціал, можливо лише при належному використанню маркетингових інструментів. З'ясовано, що основною метою формування інноваційно-безпекового потенціалу підприємства повинно являти собою уможливлення інноваційному і безпековому розвитку даної соціально-економічної системи та усіх її структурних елементів через застосування маркетингових інструментів. Представлено застосування маркетингових інструментів формування інноваційно-безпекового потенціалу підприємства. Доведено, що з огляду на постійний ріст конкуренції, підприємства змушені постійно вдаватись до пошуку інноваційних механізмів виробництва, використанню нових маркетингових інструментів, а з іншого боку всі інновації будуть попросту неефективні без належного рівня забезпечення безпеки.

Ключові слова: безпека, безпековий потенціал, інноваційно-безпековий потенціал, маркетинг, маркетингові інструменти

Introduction. The dynamics of doing business are now characterized by increased competition. Despite the hostilities in Ukraine, which came as a result of a full-scale invasion of a terrorist country in the form of the Russian Federation,



enterprises must be competitive both in the domestic and foreign markets, where competitive advantages are most valued. It is impossible to do this without innovative potential and marketing technologies. However, it is not enough, since the external market is characterized not only by rapid changes and unpredictability but also by the increased negative impact of a diverse number of threats. That is why marketing, innovation, and development conditions are one of the key elements for a Ukrainian enterprise. Therefore, the formation of the enterprise's potential should be viewed through the prism of a combination of innovative and safe aspects of this process and appropriate marketing technologies.

Literature review. Important aspects of the essence of the features of the use of marketing tools for the formation of innovative and safe potential of an enterprise are disclosed in the works of such scientists as S.M. Watermelon, G. Kozachenko, M. Kopytko, A. Lyashenko, V. Martynyuk, S. Melnik, I. Migus, I. Moiseenko, T. Momot, V. Muntiyani, E. Oleinikov, I. Ottenko, G. Pasternak- Taranushenko, A. Sylkin, V. Ponomarenko, J. Pushak, I. Revak, E. Rudnichenko, M. Fleichuk, V. Franchuk, M. Shvets, L. Shemayeva, S. Shkarlet, V. Shlemko, V. Shlykov, O. Schleifer, A. Shtangret, V. Yarochkin, and others. However, several theories and concepts have not yet been fully disclosed, which led to the choice of this topic and its relevance.

The purpose of the article is to study the features of using marketing tools to form the innovative and safe potential of an enterprise.

Methodology. To study the features of using marketing tools for the formation of innovative and safe potential of an enterprise, general scientific research methods were used, namely the method of theoretical and comparative analysis, induction and deduction, and the graphical method.

Research results. The intensification of innovation activity, as the experience of industrialized countries shows, is a defining direction in the development of enterprises, increasing their competitiveness and ensuring a stable position in the market for goods and services. The development of innovative activities aimed at developing and using the results of scientific research, which make it possible to ensure the profitability of activities by meeting new market needs, is one of the most effective areas for increasing production efficiency for domestic enterprises at the present stage of development of the economic system. At the same time, market "accompaniment" of innovations remains a well-developed area of research. Especially considering marketing technologies.

Therefore, marketing technologies for innovative and safe potential should be considered as a separate type of marketing, a direction of marketing activity, which, in turn, requires special security methods, tools, and techniques. At its core, this is a set of actions, techniques, methods, and systematic activity of subjects of economic relations in the development and promotion of new goods, services, and technologies

on the market to meet the needs and demands of consumers (society) more safely and efficiently than competitors. the basis of updating and raising the level of the components of the enterprise's potential, the search for new directions and means of its use to make a profit, and ensure conditions for long-term survival and development of security in the market [1-3].

In recent years, the dynamics of innovation-active industrial enterprises in Ukraine have decreased, which is a negative result (Fig. 1).

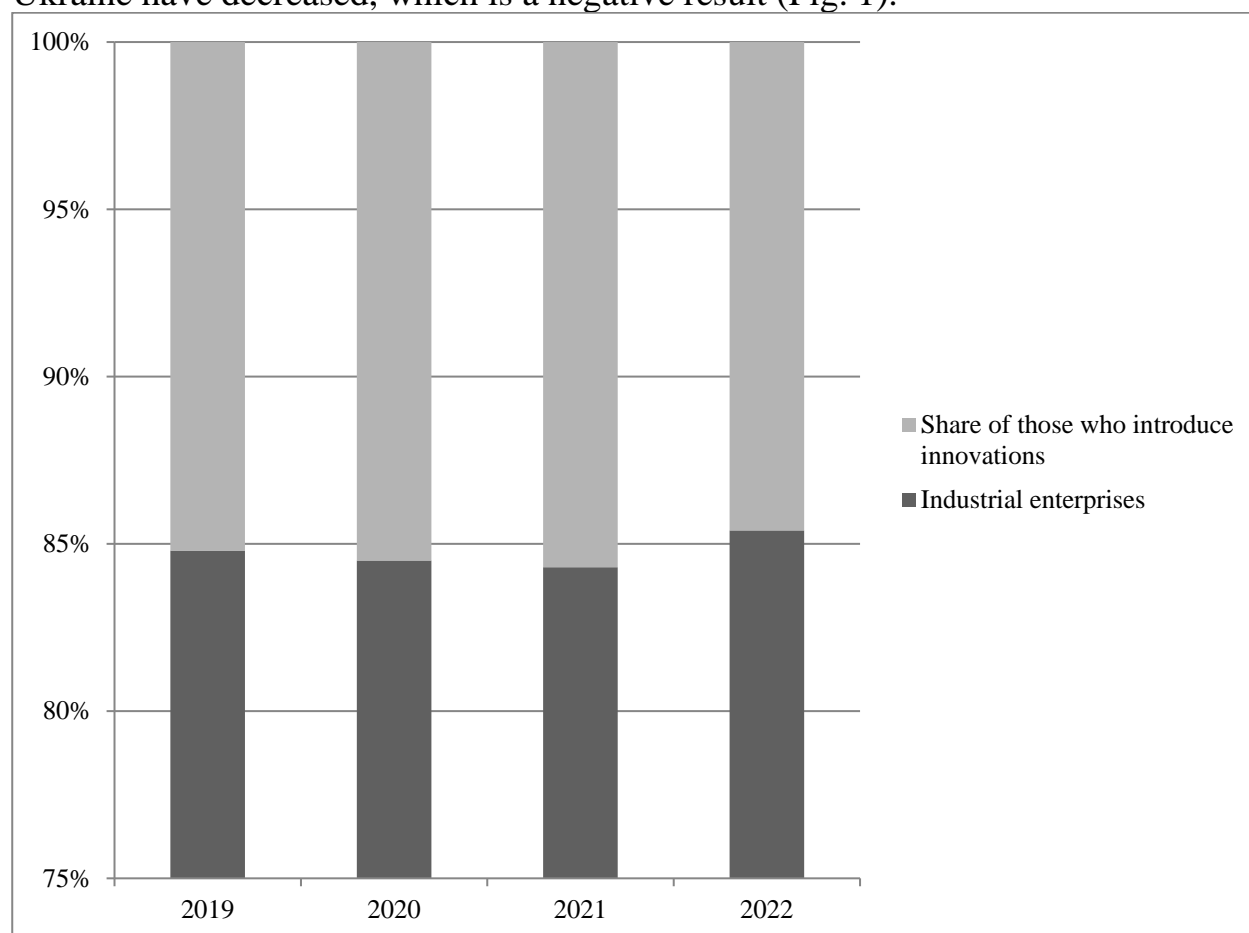


Fig. 1. The Dynamics of innovation-active industrial enterprises in Ukraine

An important role in the formation of the innovative and safe potential of an enterprise is provided for by marketing technologies, which is a combination and cooperation of these two categories to achieve a joint result through an effective marketing strategy. In general, the structure of management of innovative and safe activities in the context of the formation of the appropriate potential of the enterprise should include [4-5]:

- development of innovative and safe activity goals;
- formation of an appropriate innovation-safe strategy, taking into account all aspects of the overall development strategy;



- analysis of the external environment for elements of risks and new opportunities;
- analysis of the innovative and safe potential of competitors;
- assessment of own innovative and safe potential;
- determination of sources of resource support;
- implementation of planning and organization of the introduction of new developments;
- management of personnel involved in innovative and safe activities;
- analysis of risks, threats, and hazards that may adversely affect the innovation-safe activity of the enterprise;
- application of advertising technologies;
- assessment of the effectiveness of innovative and safe activities and their comparison with previous years.

It should be noted that the structure of management of innovative and safe activities in the context of building the potential of an enterprise is important for ensuring economic security since it is at its stages that the possible and real risks and threats that form the appropriate environment are analyzed in detail. Also, this process contributes to adapting to changes and minimizing the consequences of their impact on innovation-safe projects [7-9].

The main functional components of marketing technologies for the formation of an innovative and safe potential of an enterprise are presented in Fig. 2.

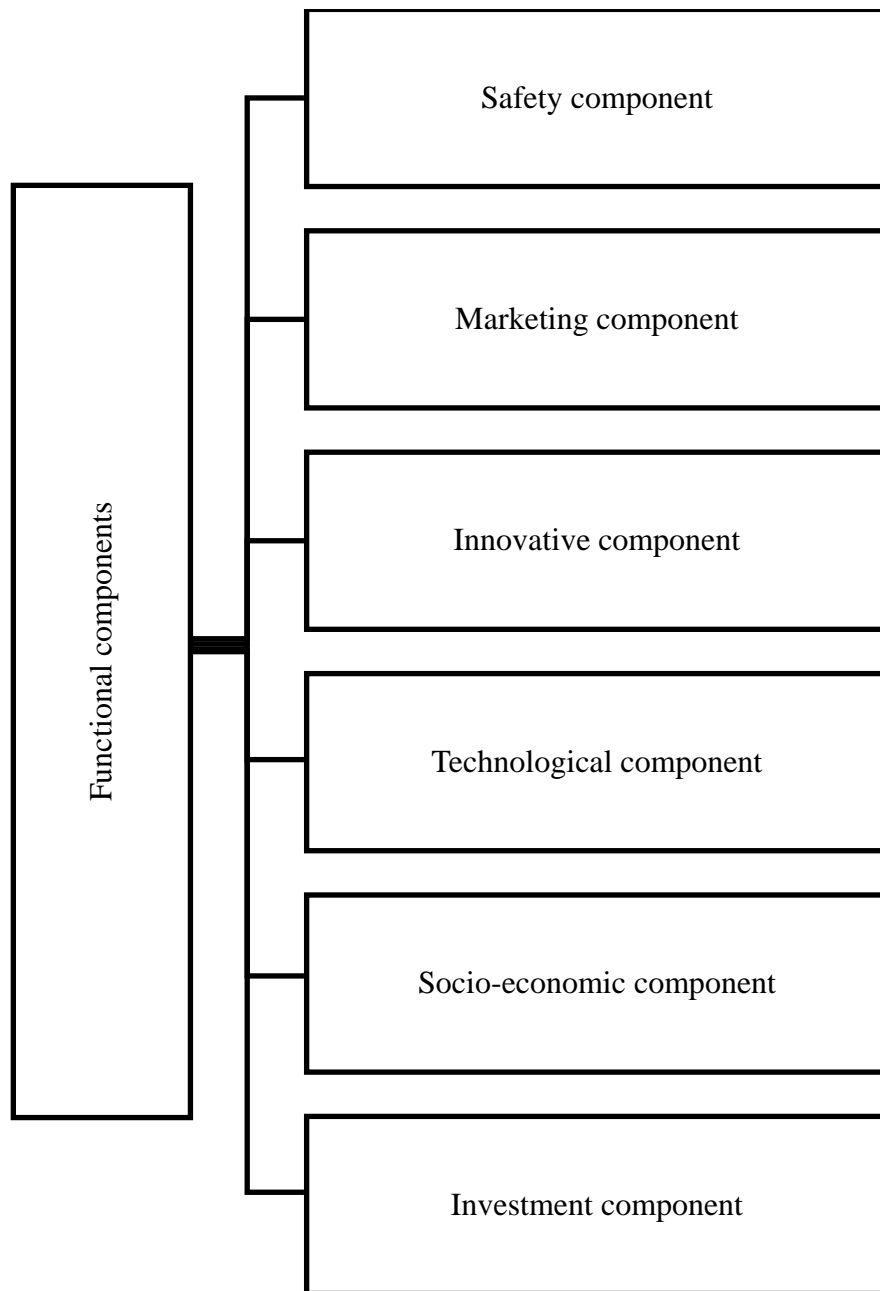


Fig. 2. The main functional components of marketing technologies for the formation of an innovative and safe potential of an enterprise

When forming the innovative-safe potential of an enterprise, it is necessary to realize that only with a detailed study of the influence of the external and internal environment with all its risks, threats, and opportunities, it is possible to use the available innovative-safe methods of obtaining results and appropriate marketing technologies as efficiently as possible [10].

Like any process, the formation of an innovation-safe capacity involves several actions aimed at improving the efficiency of innovation and security



activities. Thus, the process of applying marketing technologies for the formation of an innovative-safe potential, in our understanding, should include many stages presented in Fig. 3.

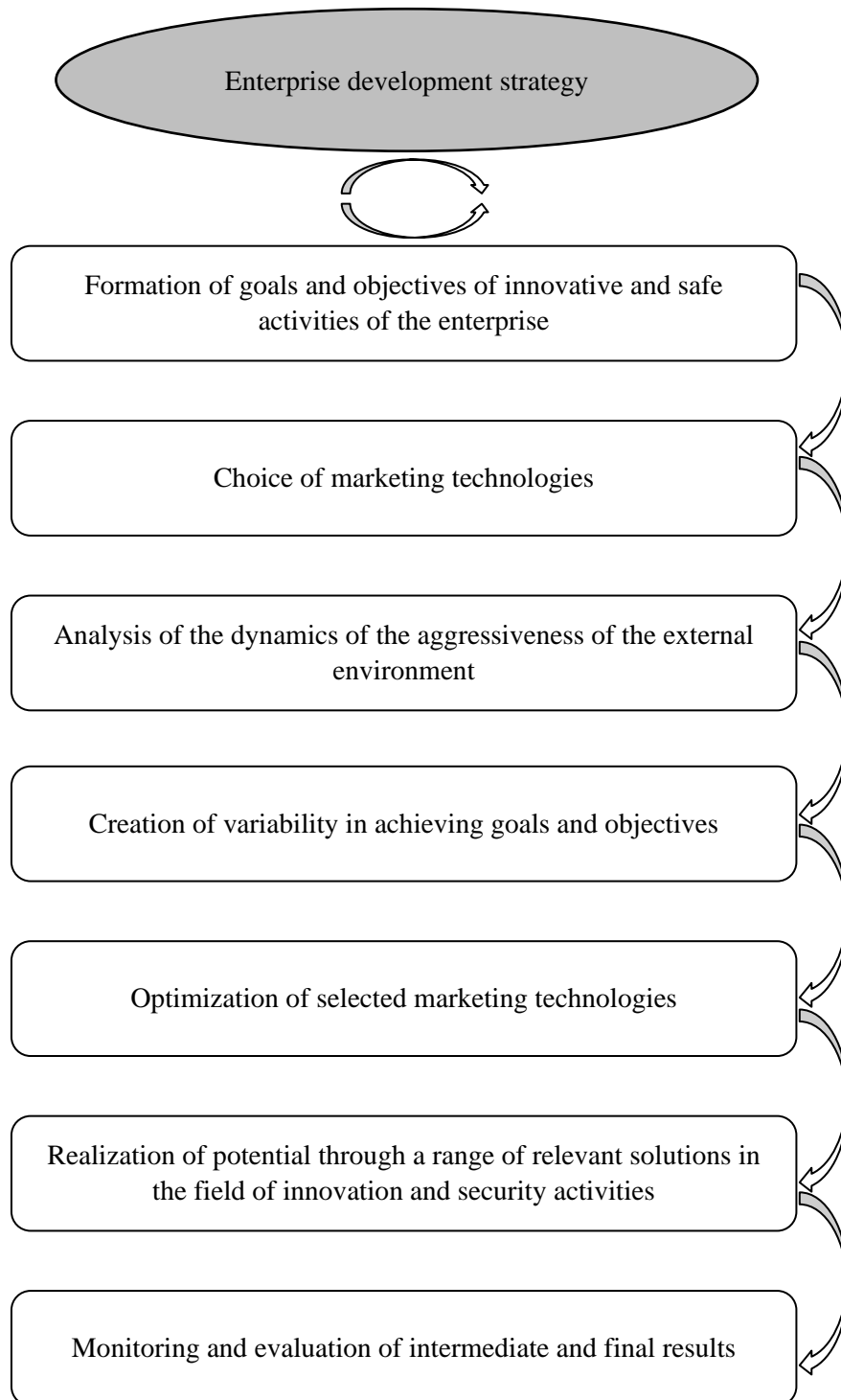


Fig. 3. The process of applying marketing technologies for the formation of an innovative-safe potential



Today's market conditions, as well as threats and dangers that are constantly growing in strength, determine the urgent need for an enterprise to improve its key performance potential. So, on the one hand, given the constant growth of competition, enterprises are forced to constantly search for innovative mechanisms for production, organization of labor, and management of the enterprise structure, and on the other hand, all innovations will simply be ineffective without an effective system of marketing tools.

The innovative and safe potential is a set of means, resources, marketing tools, and opportunities for creating the appropriate conditions for the implementation of effective innovative, and safe activities to achieve the key goals of the overall development strategy.

Conclusions. Summing up, it should be noted that innovative and safe activities in an enterprise go through all its elements and their combination does not look like news, it is more a cause-and-effect result that seeks to promote economic security and the implementation of the overall development strategy of this socio-economic system. An interesting fact is that in critical-crisis conditions of functioning, instantly, as an instinct for self-preservation, there is a need to ensure security and form the maximum possible conditions for development security in such an environment. But at the same time, in such an aggressive environment, only innovatively active enterprises are ready to use their innovative potential to the maximum survive. Such an environment today is Ukraine, which will introduce a full-scale war against the aggressor represented by the Russian Federation, which, in turn, will introduce terrorist actions against the population and enterprises as well. And here it is possible to express the thesis about how innovative and safe potential can make not only survival but also the proper functioning of Ukrainian enterprises in such an unstable environment. That is why further research should be reoriented to the formation of the innovative and safe potential of Ukrainian enterprises through the development of marketing technologies.

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