

Marketing of innovations. Innovations in marketing



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7. MARKETING IN CONDITIONS OF TECHNOLOGICAL TRANSFORMATIONS

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MARKETING ACTIVITY OF INDUSTRIAL AND MANUFACTURING ENTERPRISES IN THE CONTEXT OF FUNDAMENTAL CHANGES IN THE MARKETING ENVIRONMENT

Strategic and tactical marketing activities of industrial enterprises are implemented within the economic system, which includes three basic components. This economic triad can be described as a combination of the following parts: <social-personal relations> <technologies> <resources>. Over time, the state of each component changes, respectively, and theoreticians and practitioners need to understand the global context of the genesis, state and development trends of socio-economic systems from the mega to the micro level. The interaction of the three specified components, taking into account their variability and current state, ensures the functioning of the economy and forms the context of the activity of economic agents. Taking into account this context when creating a marketing strategy means that it is necessary to take into account socio-political, production-economic, technical-technological, production-organizational aspects in their interaction and coherence. A certain visualization of these aspects and their relationship, influence on each other and on the formation of the marketing strategy of industrial enterprises is shown in the figure.

As you can see, the transformation, development and changes of socio-economic systems is a multifaceted phenomenon, which includes the successive transition of technological systems with accompanying social revolutions, changes in approaches to the organization of production and models of business organization, management principles, quality control strategies, management of enterprise development and creating innovations. Also, under the

conditions of a change in the dominant eras, which characterize the general ideology as a system of values and approaches to business organization, the economic logic of the company's behavior, the main profit-making models, change. New sources of the company's market power, opportunities to influence supply and demand are emerging. The concept of a product is being transformed within the framework of the emergence of new models/technologies of satisfying consumer needs. The indicated changes in the complex form a new profile of the marketing environment, and companies should change their strategies accordingly, taking into account the fact that the key task under any circumstances remains the construction of the market triad of business:

<value for the consumer> – <essence of the product offer> – <models of business organization>

Each of the components of the business triad can significantly change under the influence of the transformations of the marketing environment described above, and thus influence the rethinking and formation of a new understanding of competitiveness. Under the new combination of consumer values, the content of the product offer and sources of competitiveness, which will be the basis of new business models, change. Understanding the basis of such changes gives companies the opportunity to predict and forecast the state of the components of the business triad and to prepare for market changes and adapt to the new business reality.

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