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DIRECTIONS OF PERFECTION OF MARKETING RESEARCH IN THE DEVELOPMENT OF ISSUES RELATED TO THE EFFECTIVE IMPLEMENTATION OF INNOVATIVE PROJECTS

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Глуценко Л.Д., Іващенко А.Г. Напрямки удосконалення маркетингових досліджень в процесі розробки питань пов'язаних з ефективною реалізацією інноваційних проектів.

В статті обґрунтовано необхідність проведення маркетингових досліджень при розробці та впровадженні інноваційних проектів на промислових підприємствах, розглянуто ключові напрямки дослідження ринку та аспекти аналізу маркетингових досліджень, а також запропоновано напрями удосконалення традиційного підходу до проведення аналізу ринку.

Ключові слова: інноваційна діяльність, інноваційний проект, маркетинг, маркетингові дослідження

Глуценко Л.Д., Іващенко А.Г. Направления совершенствования маркетинговых исследований в процессе разработки вопросов связанных с эффективной реализацией инновационных проектов.

В статье обоснована необходимость проведения маркетинговых исследований при разработке и внедрении инновационных проектов на промышленных предприятиях, рассмотрены ключевые направления исследования рынка и аспекты анализа маркетинговых исследований, а также предложены направления совершенствования традиционного подхода к проведению анализа рынка.

Ключевые слова: инновационная деятельность, инновационный проект, маркетинг, маркетинговые исследования

Gluschenko L.D., Ivaschenko A.G. Directions of perfection of marketing research in the development of issues related to the effective implementation of innovative projects.

In the article the need for market research in the development and implementation of innovative projects in industry, on key areas of market research and analysis aspects of marketing research, and suggests directions for improvement of the traditional approach to market analysis.

Keywords: innovation, innovative design, marketing, marketing research.

The necessity to intensify the functioning of the industrial sector of the Ukrainian economy is connected with the constant improvement of the production of innovative products at the enterprise level.

In the development and implementation of innovative projects, which represent a fundamentally new products, it is difficult to conduct market research, as in the minds of potential consumers there is no need for such products. But, in any case, the marketing research allow to determine the available market segments, to get an idea about the readiness of the market to adopt innovative product, to identify possible competitors, etc. At the same time, well-conducted market research is condition for the implementation of effective innovative activity of industrial enterprises.

Analysis of recent researches and publications

Питанням підвищення економічної ефективності інноваційної діяльності підприємств присвячено роботи В. Бурлака [1], Д. Крикуненко [2], В. Захарченка [3], А. Черепа [4], Л. Чумака [5], в яких аналізуються проблеми та пріоритети розвитку інноваційної діяльності підприємств та впровадження інновацій у сучасних умовах. Важливість дослідження питання управління інноваціями загалом та питання маркетингу інновацій на підприємствах підкреслюється в працях таких економістів: А. Анчишкіна, Л. Антонюка, С. Валдайцева, С. Глазьева, С. Ілляшенко, Б. Лундвалла, Б. Санто, Й. Шумпетера. Однак, в них не приділено достатньої уваги вирішенню проблеми ефективної реалізації інноваційного проекту з точки зору забезпечення його ринкової орієнтованості.

Improving economic efficiency of innovative activity of enterprises works to V. Burlaka [1], D. Krikunenko [2], V. Zakharchenko [3], A. Cherrep [4], L. Chumak [5] are dedicated, which analyze the problems and priorities of development of innovative activity of enterprises and innovation in modern conditions. The importance of the research questions of innovation management in General and the marketing of innovations in enterprises is

emphasized in the writings of economists such: A. Anchishkin, L. Antonuk, S. Valdaicev, S. Glaziev, S. Illyashenko, B. Lundvall, B. Santo, I. Schumpeter. However, they are not given sufficient attention to the problem of effective implementation of the innovative project from the point of view of ensuring its market orientation.

The aim of the article is to substantiate the need to improve areas of marketing research and the strengthening of the role of marketing as the practical methodology of market activity and the most important functions of enterprise management in the development process issues related to the effective implementation of innovative projects.

The main part

The modern basis of the economic activity of industrial enterprises should be considered innovative activity, which is associated primarily with the implementation of innovative projects. The concept "innovation project" is viewed as a form of target management of innovative activities.

The innovative project is a system of interrelated objectives and programs to achieve them, which is a complex of scientific-research, experimental-design, industrial, institutional, financial, marketing and other activities, appropriately organized, decorated set of project documentation, which should provide an effective solution specific technical tasks, expressed in quantitative terms, the result of which is innovation. The innovative project is a model for future innovation and investment project, undertaken with the purpose of implementation of scientific-technical progress in the production and social sphere.

Modern economic conditions lead to the fact that project management is applied on enterprises related to regular operations and not project activities. Because, in order to be competitive company needs to constantly develop new or to improve existing products and services [12].

Industrial enterprises can develop and implement various types of innovative projects:

- 1) Low-tech projects, which are based on existing proven technologies, are not innovative in the general sense of the word (e.g. the expansion of production);
- 2) Medium projects, which include mostly existing technologies with minor innovations (for example, modification of existing products);
- 3) High-tech projects that use new technologies (development of a new family of computers).

Low-tech projects, as a rule, have output of traditional products. Medium projects offer an improved product or a new product, produced using traditional technology. High-tech projects associated with the development of new products based on new technologies. Such projects satisfy new needs or provide new solutions to old problems. They are complex and risky, but its successful implementation provides qualitative leap efficiency for clients.

As benefits for the enterprise we can considered profit, market share and other business results.

However, the nature and expectations vary depending on the type of project.

Low-tech projects contain little technological uncertainty, can be performed by many contractors. Typical benefits of such a project a reasonable income at minimum cost.

Medium projects are also simple from the point of view of technology. The benefit of the enterprise is to improve the product line without changing technologies, diversification of production. Such projects are the most common in the industry, and the level of technical risks of such projects is quite low.

High-tech projects are more risky than the two previous types. The probability of over-consumption is quite high. When implementing these projects, the company proceeds from the perspectives instant profit in the long-term prospects of increasing market share and additional activities or technological capabilities.

Аналіз практики показує, що проектний принцип є традиційною формою діяльності виробників в області створення інновацій у промисловості.

Innovative projects have a number of specific features:

- combination of complex works of various kinds: research, development and testing, production and operation of the newly created product;
- high scientific-technical level of work and, as a consequence of the high complexity and capital intensity of production, the need for the participation of qualified personnel and the use of high-performance special equipment;
- duration of the life cycle of projects, which necessitates long-term forecasting activities in conditions of uncertainty and risk;
- high price of the finished product when isolated or small-scale the nature of the issue;
- presence of internal and inter sector cooperation.

The implementation mechanism for such projects must meet certain requirements: support needs for different types of resources (production, financial, material, labour and so on); the allocation of resources according to the selected priority areas; application of multi-objective assessment of effectiveness of the implementation of project activities; coordinating and controlling communication between project participants.

The main principles of economic efficiency of innovative projects include:

- 1) review of the project throughout its life cycle until its finish;
- 2) reasonable allocation of cash flows, including all associated with the implementation of the project cash receipts and expenses for the accounting period;
- 3) ability to compare alternative projects;
- 4) principle of positivity and maximum effect;
- 5) take account of the time factor, as well as changes in time of the project and its funding;
- 6) accounting for future income and costs;
- 7) accounting for the most significant effects of the project;

- 8) taking into account the different views of project participants, conflicts of interest, different estimates of the cost of capital;
- 9) stages of evaluation;
- 10) accounting for working capital requirements, which is required for production assets;
- 11) accounting for the effects of inflation;
- 12) accounting for the effects of risks and uncertainties that accompany the implementation of innovation project.

Специфіка інноваційних проєктів значно впливає на діяльність промислового підприємства та ставить перед ним задачу підвищення його економічної ефективності. Її рішення безпосередньо залежить від ступеня раціональності діяльності підприємства в умовах заданих проєктних обмежень: час, фінансові ресурси, якість кінцевих результатів проєкту [3].

The specific of innovative projects significantly affects the activity of industrial enterprises and sets before it the task of improving its economic efficiency. Its decision directly depends on the degree of rationality of activity of the enterprise in the conditions of a given project constraints: time, financial resources and the quality of the final results of the project [3].

Often the most critical specifics have constraints associated with funding and as a result, which is determined by the requirements of the market.

In practice, the analysis of market requirements is very superficial and the influence producer to consumer demand begins only at the stage of the finished product on the market. Perhaps this is due to the dominance of industrial plants engineering culture, when it is difficult to strike a balance between focusing marketing on the needs and desires of potential customers and desire of engineering specialists to create the perfect, from the point of view of the technical characteristics of an innovative product, which is considered sufficient only to create a quality product technically. Therefore, focus its efforts to product characteristics, without considering the possibility and the amount of profit it can bring. There are many cases when the development of technically sophisticated equipment had no market potential or not aroused interest from potential customers.

According to the authors, the main aim of research should be firstly the development of general management of innovation project structure and patterns of the relevant market, and secondly the justification of the capabilities of the manufacturer in a timely manner to adapt to the demand and requirements of customers. In addition, the main task is to eliminate the imprecision and inaccuracy of estimates of non-productive labour costs, time, Finance at all stages of the life cycle of an innovation project. Even very expensive marketing researches are not considered in the comparison with the dimensions of unproductive expenses arising from the market products that do not meet the requirements of consumers.

Traditionally, the process of such research will stays at the competence of the employees of the respective departments, is rather complicated and includes the stages of:

- 1) development of the general concept of research: formulation of the problem, which is a prerequisite to the conduct of the study; definition of objectives; the formation of a working hypothesis about potential solutions to the identified problems, which should be confirmed or refuted in the course of the study; the definition of the metrics that you want to receive the survey. This stage should include a procedure for improving the quality of innovative projects by clarifying the problem statement in the previous phase using a specially designed set of questions to the director of the task (by analogy with the method of test questions).

- 2) Forming the list of required information and the organization of its search using a set of methods and techniques for collecting primary and secondary data.

- 3) Processing and analysis of information obtained through economic-statistical, economic-mathematical methods, synthesis of materials testing working hypotheses (expert assessment, business games, operations research, and so on).

- 4) Prepare and submit to the leadership of the main conclusions and recommendations, including the analytical report on the results and expert opinion. For best performance, there should be the involvement of professional knowledge of the employees not only marketing, but also other enterprise services (departments SRW, production, marketing and so on) [6].

Let's consider key aspects of the analysis in the traditional areas of market research company, which introduces innovative product.

The macro factors that are not influenced by the company and to which we should pay special attention include the following:

- the political factors (for example, the imperfection of Russian legislation in the field without the biscuits transparency of the investment and the transition to modern contract system in the implementation of innovative projects have a negative impact on the activities of producers);
- the scientific-technical factors (the creation of innovative products is stimulated mainly scientific and technical progress);
- the economic factors (change of currency exchange rates may affect the solvency of customers ready equipment; inflation may lead to depreciation of assets producers, reducing the possibility of self-financing and the renovation of fixed assets, etc);
- the social factors.

The result of research in this direction should be set prior information on the barriers to the development and implementation of innovative projects that help to develop recommendations for reducing the negative impact of these factors on the prospects for its implementation [11].

Considering the long period of development and production of innovative product research and market trend forecasting should be done in the long term. The results of the study provide the basis for technical requirements for future products, optimal production and economic efficiency of the innovative project. To the key areas of market research include: analysis and forecasting of market demand for the product, the segmentation of potential customers and a competitive rental industry market analysis.

Marketing research trends in market demand should be aimed at identifying areas in which he is dissatisfied; to identify the most promising market niches and creating in the course of the project life cycle of such an innovative product, which in the highest degree will meet the needs and requirements of potential customers. The demand study allows evaluating the potential and actual capacity of the market to assess the level of saturation and growth.

The main group of factors shaping the demand on the market of innovative products is a set of requirements for the product by enterprises – potential consumers. It should be noted here that the nature of bilateral cooperation "producer-consumer" has its own characteristics: due to the fact that production is carried out in small batches to suit the individual requirements of customers, its specificity covers nearly all economic, technical and personal relationships between the companies - producers and consumers. The high price of equipment and significant terms of service provide a long-term payback period of the equipment, therefore, to potential consumer's criterion for its selection is primarily technical and economic indicators, as well as the level of after sales service and a range of additional services offered by the manufacturer.

There are different methods of modelling (forecasting demand, among which are: methods of regression analysis, evaluation, time series, analysis of the views of consumers, etc.), the Choice of method is usually due to the financial condition of the enterprise, the requirements that the manufacturer makes to the prediction accuracy, a temporary resource, necessary for its development, and so on.

Given the nature of the innovation project, the time period prediction is several years. Therefore, the most affordable and effective are methods of forecasting based on the collective expert estimates using statistical data.

In practice for forecasting demand on industrial markets marketing specialists often examine the impact of rates on the level of demand by constructing histograms of the distribution of needs and the projected price of the equipment (based on expert forecasts and analyses of the demand curve, determining the degree of sensitivity of consumers to price changes. However, this approach is ineffective for predicting the market of innovative products, so as, firstly, the demand for such a product is inelastic, and, secondly, this approach does not take into account the secondary nature of demand. The identified characteristics should be reflected in the development of appropriate approaches to the study

and modelling of market demand for innovative products.

The results of the analysis and forecasting of market demand should include: complex techno-economic parameters demand; assessment of their own capabilities of the enterprise to meet data requirements; prerequisites to the selection and justification of innovative project.

As practice shows, many manufacturers of innovative products generally do not conduct market segmentation or spend it intuitively, that entails the loss of revenue opportunities and the loss in comparison with competitors and significantly reduces the economic efficiency of innovative projects.

The main arguments to favour of the necessity of segmentation are the following: the ability to focus limited resources on the most profitable areas; the possibility of a reasonable build scientific and technical strategy based on clearly identified group of potential customers; the ability of the lesson segment that is not yet developed by competitors; the ability to obtain a rational basis for the design of the product, price, distribution and communication policy of industrial enterprises. To conduct market segmentation traditionally divides the set of features on the basis of which there is a division of the market of potential consumers. But experts in the field of marketing practice used too many signs that it is impractical, because of the extraordinary deepening segmentation can dramatically reduce the size of the market within the segment and, accordingly, reduce the income of the producer.

In addition, information support of the process is complicated, the timeline for longer, increasing the complexity and cost [7]. Therefore, an important task in the management of innovation project is not only a choice, but also the formation of the optimal number of signs of segmentation on the basis of such characteristics: specificity and functional operation; the financial condition of consumers, consumer practice in the market of innovative products.

The most important area of market research manufacturer of innovative products is the analysis of market structure proposals based on the evaluation (using traditional methods, statistical, parametric, expert analysis etc) the number and activity of existing manufacturers of innovative products.

In the development and production of innovative products, as a rule, there is a small number of manufacturers, as there are numerous and relatively high barriers of market entry: scientific-technical knowledge-intensive products, patents), financial (high cost projects, fixed assets), law and so on, As practice shows, competitive market analysis, in most cases, systemic and held for the following positions: technical specifications of the products manufactured by competitors of products, sales, price, promotional activity, etc., However, for a more structured picture of the development of the market should be a clear separation of these areas of analysis, such as: trade policy of competitors, pricing; sales (including the development of after-sales service); methods of

promotion equipment on the market. It should be noted that as the parameters of the competitive analysis should be selected indicators (qualitative and quantitative), which will be simultaneously serve as a basis for planning and evaluating the competitiveness of products being developed.

To assess the competitiveness of options for parameters that cannot be quantified (figures ergonomics, design) should be used sociological methods research competitiveness, which require direct communication with consumers (using surveys, participation in exhibitions, the organization for consumers, industry seminars, focus groups, etc) and assess their reactions toward different manufacturers products.

Gathering information about competitors is a very complicated process, because the market innovations such information is confidential. However, even considering the fragmentary information obtained using the methods of "industrial espionage", may allow marketing Analytics project to make a real portrait of the competitors and to assess the competitiveness of the enterprises and their products. From public sources of information about the activities of competitors are traditionally used: brochures, annual reports and speeches of heads of the enterprises, the reviews in the trade press, conference proceedings and industry exhibitions.

Directions of improvement the marketing research necessitated the development of an appropriate model that should be reflected these aspects. The final result should be the creation of the necessary information base to: identify the strengths and weaknesses of products and competitors' activities; decision-making about the project and the rationale for the selection of its direction; the creation of preconditions for the choice of strategy and tactics of the project; development of a set of marketing activities. This will increase the validity of administrative decisions when planning and implementing an innovative project aimed at obtaining certain competitive advantages for the future of an innovative product, and thus increasing the economic efficiency of the innovative project.

The need for analysis of the internal environment due to the fact that the activities of the manufacturer must be completely adapted to the external environment through an objective assessment of the real level of their competitiveness and development of the system of measures for its improvement [8]. The basis for such an adaptation is the smooth functioning and continuous interaction between internal elements of the enterprise: technical (production equipment,

inventory, other) and technological (technological processes and ways of improving them); SRW (the presence of scientific achievements in the field of creation of new products, systems, generation of ideas, and so on); human, financial, informational, and marketing

In today's economy two main aspects are go to the forefront that determine market success, and, therefore, the economic efficiency of innovative projects. First, it is the financial condition of the manufacturer, which is the basis for the launching and implementation of complex, capital-intensive projects. Secondly, it is the presence and degree of development of marketing activities manufacturer [9].

Thus, the results of marketing research can be used in three main areas:

1) to produce the corresponding services of the company a conclusion on the possible implementation of a project of this magnitude and, if the project can be implemented, determining sources of financing (own by the company or by investors and investment justification;

2) to compile relevant services enterprise view of viability (technical, commercial, organizational, and so on) of the project;

3) to strategic and tactical planning and management decisions at each stage the life cycle of the project.

Conclusion

Features of the innovation market dictate the need to develop formal procedures for planning and implementing marketing and communication policy of industrial enterprises on the basis of constantly updated information on market trends, competitive activity, the specific activity of the enterprises – customers innovative products (in order to be able implement an individual approach to them within the receiving and processing of the order) [10].

Therefore, we can conclude one of the significant aspects that affect the efficiency of innovative activity of the enterprise is promoting market-oriented, that is the responsibility of marketing. His role as the practical methodology of market activity and the most important functions of enterprise management (including performance management of innovation projects) should be strengthened in the process of developing issues related to improving the effectiveness of the implementation of innovative projects. Such questions are the basis for making decisions about the feasibility of an innovative project and planning project-related research, design, production, financial and commercial activities.

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