

Impact Factor:

ISRA (India) = 1.344	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 0.829	PIHHI (Russia) = 0.207	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 4.102	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 2.031	

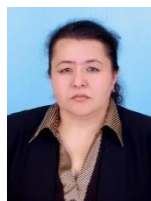
SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2018 Issue: 03 Volume: 59

Published: 15.03.2018 <http://T-Science.org>



Shakhnoza Djasurovna Ergashkhojaeva
Professor of the Department of Marketing,
Tashkent State University of Economics

SECTION 19. Management. Marketing. Public administration.

GENESIS OF THE CONCEPT OF THE ESSENCE OF INNOVATIVE MARKETING

Abstract: The article considers the basic prerequisites and possibilities of applying the concept of innovation marketing at enterprises that produce an innovative product. Economic indicators of innovation activity in Russia and abroad, the role of marketing in innovation management are given. Various approaches to the definition of marketing in the innovation sphere are analyzed. The characteristics defining the specifics of the modern toolkit for innovation marketing, related to the need to increase innovation activity, are given. The ways of further studying the concept of innovation marketing and the possibility of its application in innovation management are outlined. The article will be of interest to marketers and managers of innovative projects.

Key words: Innovative marketing, marketing of innovations, marketing innovations, management.

Language: English

Citation: Ergashkhojaeva SD (2018) GENESIS OF THE CONCEPT OF THE ESSENCE OF INNOVATIVE MARKETING. ISJ Theoretical & Applied Science, 03 (59): 113-119.

Soi: <http://s-o-i.org/1.1/TAS-03-59-16> **Doi:** <https://dx.doi.org/10.15863/TAS.2018.03.59.16>

Introduction

Innovative marketing is the concept of marketing, according to which the organization must continuously improve the products and methods of marketing. The logic of business development requires increasing the profitability of production and expanding the range. Both these goals or one of them can be achieved by developing new products. Of course, this is not the only tool for achieving these goals, but it is very important.

In innovative marketing methods, approaches and style of effective leadership vary depending on the situation. The system of innovation marketing activities is closely linked not only with the production renewal systems, but also with the dynamics of accumulation and capital overflow. The most important direction of marketing activities is the strategy and tactics of innovation penetration into the market, including the formation of a competitive strategy of innovation based on the formation of sales channels and the positioning of a new product.

The development of new technologies and the speed of the implementation on their basis of fundamentally new types of products and services lead to the fact that the needs of consumers and the situation on the market change with ever-increasing speed. The consumer dictates what, when and in what form he wants to receive and at what price. By

isolating homogeneous groups of consumers through market research and identifying strategic segments, the company saves significant funds and achieves greater efficiency in subsequent contacts with current and potential customers.

Literature review

The issues of research of organizational and economic innovations acquire special relevance at the present stage of the country's economic development. The creation of a system for the effective management of innovative marketing activities and the practical development of marketing tools in the field of organizational and economic development * with the aim of increasing the capacity of domestic industrial enterprises is a new scientific one. direction, especially relevant: in the aspect of increasing competition, which confirms the relevance of the problem under consideration, the need for its comprehensive study.

The first major theorists of innovation processes are rightly considered J. Schumpeter [1] and F. Kotler [2-5] The notions of innovation processes, including those in small enterprises, are connected in the West with the names of H.G. Barnett, R. Duncan, P.F. Drucker, K. Davis, F. Kotler, J. Evans, P. Dickson, I. Doyle, J. Lamben, M. Porter [6], B.



Impact Factor:

ISRA (India) = 1.344	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 0.829	PIHHI (Russia) = 0.207	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 4.102	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 2.031	

Berman, D. Angela, Zavlin PN. [7], J.W. Newstrom, E.M. Rogers, R. Hizrich and other researchers.

And the issues of the competitiveness of goods and enterprises are devoted to the works of G.L. Azoeva, B. Alstrand, I. Ansoff, A.P. Gradov, I.B. Gurkova, B.C. Efremova, M.I. Knysh, F. Kotler, N.Yu. Kruglova, J. Lampel, G. Mintzberg, M. Porter, and others.

The problems of the introduction of modern marketing concepts, including the concept of innovative marketing, and the restructuring of business on their basis, have become the subject of research by Trias de Beza, Edward de Bono, Lyubarsky I [8], Golubkov. [9], Kopeikin M [10], Kuzmenko V. [11-12], Sadchikova I. [13], Sultanov O. [14], Khrutsky V.E., Korneeva I.V. [15], Hill Sam, Rifkin Glenn [16], and others.

However, most of the work is primarily of a general theoretical nature or is devoted to solving certain aspects of the problem. The issues of assessing and enhancing the competitiveness of high-tech enterprises, the conditions for developing and regulating their marketing activities, adequate to the production tasks of creating competitive products, have not received sufficient coverage.

Thus, the relevance of the marketing innovation problem, focused on enhancing the competitiveness of the EaP, is due to the lag in the Russian science-intensive goods and services in terms of competitiveness indicators from the products of the world's leading manufacturers. The mission of innovative marketing is to develop ways to increase the competitiveness of the EaP by researching, evaluating and optimizing its parameters.

At the same time, the studies underestimated the fact that the marketing approach to the management of innovation processes is an integrated approach that considers the product, innovation simultaneously from the point of view of both the producer and the consumer. At the same time, one can state that in modern domestic science there is no integral concept of the formation of a system for managing innovation activity, especially in the field of organizational and economic development of industry.

The concept and types of innovative marketing.

Innovative marketing— is all objectified type of production and economic activities of a firm or institution aimed at optimizing and controlling the innovative and production and marketing activities of the organization, based on research and active influence on the market conditions of the enterprise.

In other words, this is the concept of traditional marketing, according to which the organization must continuously improve products. Innovative marketing should include:

-conducting marketing researches of the market of innovations, including perspective deducing of innovation on new markets - diffusion of innovations;

- analysis of potential industrial consumption and demand for innovations (dynamics of consumption volumes, analysis of consumer market segments, determination of their volumes, analysis of effective consumer demand, demand structure, consumer preferences analysis, consumption motivation, trends and market prospects, assessment of existing and potential market capacity) ;

- analysis of competition in the markets (determination of the main competitors and their market shares, determination and analysis of competition points - quality, product characteristics, price, sales strategies, etc., analysis of strengths and weaknesses of competitors, analysis of commodity, marketing, advertising strategy competitors);

- analysis of pricing and price structure;

The object of innovative marketing are intellectual property, new materials and components, new products, new processes, new markets, new ways of promoting goods and services, and new organizational forms of management. The main thing in the marketing of innovations is the research and forecasting of the demand for a new product, based on a thorough study of the consumer's perception of innovation and the consumer's significant qualities and properties.

The innovative policy of the enterprise is aimed, first of all, at increasing the competitiveness of the products. Product, technological and resource innovations aimed at improving the quality and technical (consumer) characteristics of products, ensure the growth of competitiveness, resulting in increased demand for products and sales at the same price. With the growth of product competitiveness, it is possible to increase the price and, correspondingly, the volume of sales with the same demand. In this case, the profit increases, as well as the profitability of production.

Innovative marketing is the first stage of the life cycle of an object and, the first function of a functional subsystem of a management system.

The main terms of innovation marketing is the innovative potential of the organization - this is the degree of its willingness to perform tasks that ensure the achievement of the stated innovative goal, i.e. degree of readiness for the implementation of an innovative project or a program of innovative transformation and innovation. Innovative activity is often treated as an activity associated with the use of new technologies. Many enterprises are trying in one form or another to carry out innovative activities independently, through specially created subsidiaries or innovation centers designed to promote and use innovative products. Specialists - professionals in patent-licensing activity, protection of intellectual

Impact Factor:

ISRA (India)	= 1.344	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 0.829	PIHHI (Russia)	= 0.207	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 4.102	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 2.031		

property and other components necessary for the commercial use of innovations are hired. As a result of successful introduction of a new product to the market, the company usually either expands its product line, or fixes a new product category. The most common, the first option, it is less risky. But in the case of bringing to the market a completely new product, you can get a big profit and take a strategically advantageous position of the leader in the new product category. The idea of targeting innovation for higher consumer effects seems highly productive, but its rationale in the literature is rather technical and technological in nature. As a result, the presented innovation classification by the degree of its radicality (basic, improving, rationalizing) either generally loses its consumer content, or turns out to be focused on the company's internal environment. With this approach, the incentive motivation for the innovation process is naturally the need to replace obsolete equipment in order to increase the competitiveness of products. Organizations are exploring the end-user market, trying to predict future demand. These studies should be carried out and used by producers of final products: bread, milk, meat, etc. They need to monitor the new developments appearing on the market and, most importantly, for their prospects for the market situation.

In innovative marketing, innovation is divided according to the degree of potential:

- radical innovations - fundamentally new products and technologies. They are few in number and, as a rule, provide for the emergence of a new consumer and / or a new market;

- combinatorial innovations - a new combination of already known elements and properties. Combinatorial innovations are usually aimed at attracting new consumer groups and / or developing new markets;

- Modifying innovations - consist in improvement or addition of existing products. Modifying innovations are usually aimed at preserving or strengthening the market positions of the enterprise.

The concept of innovation marketing is the basis for the work of the entire marketing service, market research and the search for a competitive strategy of the enterprise. The paramount task of marketing units at the initial stage of the search for innovation is market research: the level of demand and competition, the behavior of the buyer and the dynamics of his preferences, the availability of competing products and the ability to consolidate the novelty in the market.

The marketing strategy, market analysis and operational marketing consist of six principal stages:

- general economic analysis of the market
- analysis of the economic conjuncture
- special market research

- development of innovation penetration strategy

- operational marketing activities
- Estimates of costs and revenues from marketing

From the concept of marketing follows that innovative marketing in the modern sense is a unity of strategies, business philosophy, functions and management procedures and methodological basis.

Innovative marketing for countries with economies in transition is, in fact, an innovation. In industrially developed countries, the marketing concept of the company's development has been an honorable place for decades. At the same time, it should be noted that the emergence of innovative marketing as a scientific discipline had only to last decades. Innovative marketing as a concept is broader than marketing innovation, it includes the mission of the organization, the philosophy of thinking, the field of scientific research, the style of management and behavior. This is a special type of relationship and full acceptance of risk.

Specialists - professionals in patent-licensing activity, protection of intellectual property and other components. As a result of a successful introduction of a new product to the market, the company usually either expands its product line, or fixes a new product category. The most common, the first option, it is less risky. In the new product category, you can get a big profit and take a strategically advantageous position of the leader in the new product category. The idea of targeting innovation for higher consumer products seems to be highly productive, but its rationale in the literature is rather technical and technological in nature. As a result, the presented innovation by the degree of its radicality (basic, improving, rationalizing) or generally loses its consumer content, or turns out to be focused on the company's internal environment. With this approach, the incentive motivation for the innovation process is the need to replace obsolete equipment in order to increase the competitiveness of products. Organizations are exploring the end-user market, trying to predict future demand. These studies should be carried out and used by producers of final products: bread, milk, meat, etc. They need to be monitored in the market situation, most importantly, for their prospects.

In innovative marketing, innovation is divided according to the degree of potential:

- radical innovations - fundamentally new products and technologies. They are few in number and, as a rule, provide for the emergence of a new consumer and / or a new market;

- combinatorial innovations - a new combination of already known elements and properties. Combinatorial innovations are also aimed at attracting new consumer groups and / or developing new markets;

Impact Factor:

ISRA (India)	= 1.344	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 0.829	PIHHI (Russia)	= 0.207	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 4.102	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 2.031		

- Modifying innovations - consist in improvement or addition of existing products. Modifying innovations are usually aimed at preserving or strengthening the market positions of the enterprise. The concept of innovation marketing is the basis for the work of the whole marketing service, market research and the search for a competitive strategy of the enterprise. The paramount task of marketing units at the initial stage of the search for innovation is market research: the level of demand and competition, the behavior of the buyer and the dynamics of his preferences, the availability of competing products and the ability to consolidate the novelty in the market.

The marketing strategy, market analysis and operational marketing consists of six principal stages:

- general economic analysis of the market
- analysis of the economic conjuncture
- special market research
- development of innovation penetration strategy
- operational marketing activities
- Estimates of costs and revenues from marketing.

From the concept of marketing, as follows: innovative marketing in the modern sense.

Innovative marketing for countries with economies in transition is, in fact, an innovation. In industrially developed countries, the marketing concept of the company's development has an honorable place for decades. At the same time, it should be noted that the emergence of innovative marketing. Innovative marketing as a concept is broader than marketing innovation, it includes the mission of the organization, the philosophy of thinking, the field of scientific research, the style of management and behavior. This is a special type of relationship and full acceptance of risk.

The modern economy is characterized by a high level of dynamism and instability. Of course, this has a negative effect on the activities of economic entities, because they do not have the ability to adapt so quickly to changes in the external environment. To bring internal business development opportunities in line with market conditions, one of the most sound means, at the moment, is the creation and dissemination of innovations. Practice confirms that almost all enterprises that successfully develop on the market are their success namely innovation. But the facts prove that the development and commercialization of new developments is very difficult. On the world the market annually displays about 100 thousand items of new products, of which only 2% are real innovations,

However, commercial success is not more than 25% [1]. Appropriate analysis and accounting at enterprises-innovators should engage in marketing services. Proceeding from the foregoing, we note that

in order for the enterprise to develop, increase its competitiveness and took leadership positions it is necessary to adhere to two areas of activity - to develop and implement innovations and implement a marketing mix. About this, even at the beginning of the second half of the last century, such well-known scientists in the field marketing and management as F. Kotler and P. Drucker [2, 3].

According to the results of the research carried out by the authors regarding a combination of such categories as "marketing" and "innovations" It is established that there is no single definition that unites these categories. According to the authors, innovative marketing requires understanding the concept of doing business, which provides for Creation of improved or principally new products (technologies, services) - innovations - and use in the process All of its creation and distribution of improved or fundamentally new - innovative - tools, forms and methods marketing in order to better meet the needs of both consumers and producers. Let us examine in more detail the facts of the present, which the authors consider to be such that they prove the existence and necessity of The distinction in the separate concept of doing innovative marketing business. In all existing concepts, certain innovations are used. Thus, for example, the concept of production provides for the improvement of technology of production of goods, which can lead to the emergence of technology-innovation; the concept of product improvement is the improvement of the quality of the goods, which, to a certain extent, product innovation; the concept of intensification of commercial efforts;

market products, which may result in communication innovations; The concept of marketing - the emergence of new needs (consumer needs), which can be innovative; concept of social and ethical marketing provides for yet another group of needs-the needs of the entire society, that is, perhaps, of innovative needs. These facts are more the need to separate innovative marketing into a separate concept, because the process of creating and distributing innovation-part of each of the already existing concepts of doing business. But, note that it is partially. And all these concepts They do not provide for the constant creation of innovations and the use of innovative methods and marketing tools. Those, the number of innovative developments according to these concepts is not great, because it is not the goal. In recent years, the number of innovative developments, both in Ukraine and in the world, has significantly increased. One example there is China, which until recently was an underdeveloped country. In recent years, due to a significant increase in the number of China has made a sharp leap in its development and now almost all markets of the world there is Chinese products [17]. Also, The growth in the number of innovations in the

Impact Factor:

ISRA (India)	= 1.344	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 0.829	PIHHI (Russia)	= 0.207	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 4.102	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 2.031		

world is the fact that over the past 15 years the number of people working in the innovation sphere in the United States and Western Europe increased by 2 times, and in South-East Asia - by 4 times. Another important factor is that with the beginning of the use by the enterprises of the marketing concept of doing business in their activities, different kinds of marketing innovations. So, in terms of the frequency of implementation and multidimensionality, marketing innovations outstrip others. types of innovation. This is due to their relatively low "cost" and high variability [18-19]. All these facts testify to the There is a constant increase in the number of innovations. And in accordance with the second law of dialectics - the law of transition of quantity in quality, quantitative changes in phenomena up to a certain boundary are of the character of a continuous growth of one and the same itself. And at a certain stage of development, under certain conditions, the object loses its previous quality and becomes new. you m. Therefore, such a constant quantitative increase in innovation (both product and technology, and marketing) should lead to the emergence of some new quality, which, according to the authors, should be the concept of innovative marketing. Evidence that innovation development has "embraced" the world and the concept of innovative marketing is already active companies that seek to become leaders in their field are data on the 100 most innovative world companies, which were collected by the publishing house BusinessWeek and the management consulting company Boston Consulting Group [20]. So the first ten of the most innovative companies in the world included such companies as Apple, Google, 3M, Toyota, Microsoft, GE, Procter & Gamble, Nokia, Starbucks, IBM. All these companies are leaders among other companies in a certain area and all of them actively develop innovative products, services or technologies, and also use innovative approaches to implementation complex marketing. So, this is a clear example of the fact that all the most famous companies in the world carried out serious progress in their activities through daily innovation. It should be noted that according to this concept, the needs of consumers and producers are satisfied, the state of society as a whole is not yet being discussed. Therefore, the concept of innovative development should be the fifth concept - following the concept of marketing, i.e. Before the concept of social and ethical marketing. The authors believe that it is the concept of innovative marketing that can become that transitional concept, the step that co-The latter will allow to reach the peak, where the interests of producers, consumers and the whole society are united. First of all, commodity and services that are represented on the market today, do not meet the needs of society to the full, therefore need new, i.e. Innovative, in the production of which these needs will be taken into account. Secondly, in order for

consumers to understand The importance of this kind of innovation (which satisfies not only their own needs but also the needs of society) to bring this thought to their consciousness. The only way to achieve this is the tools of marketing communications. And when It is necessary to use new, non-traditional methods and tools of marketing MUNICATIONS. And, thirdly, the production and distribution of innovations needed by consumers bring in excess of the profit that is the main need of producers. The author suggests the following variant of the graphic representation of the above-mentioned, as for the concept of innovative marketing. The key concept of such a science as marketing is the concept of "needs". It is their satisfaction that is the main goal. work of specialists in the field of marketing. And in general, the goal of the whole economy, as a science, is to find ways to meet the constant-but an increasing level of needs. On the author's opinion, the level of satisfaction needs corresponds to the diameter of the so-called "bowl". So, at first the 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 in order to better meet their own needs, it is necessary to take into account the needs of their potential consumers in their production activities. Ie, the level of satisfaction of needs has increased and the bowl has filled up. Have been. So, manufacturers began to use the concept of marketing. Further, according to the evolution of the concepts of doing business, the concept of social and ethical marketing, which provides for the satisfaction of the needs of the whole society. But how already mentioned earlier, in order for this to become a reality, it is necessary to sufficiently satisfy existing, as well as hidden or new needs of producers and consumers, i.e. fill the bowl to the required level. To do this, In its activity, the concept of innovative marketing. After that, the needs of the whole society also fall to the "cup" which must also be satisfied. Here, the concept of social and ethical marketing comes to the fore. Required Add that the concept of socio-ethical marketing can not be the last, because, as you know, the needs do not remain on the one level and are constantly increasing. And, perhaps, sometime, we will need to take into account during the production process not only the needs of producers, consumers and society, as well as other needs, for example, the needs of all mankind. Thus, the authors believe that today the concept of innovative marketing is a leading concept, which will help enterprises to make a sharp breakthrough in their activities and move to a qualitatively new level of development. it will allow domestic enterprises to get out of the crisis in which they are now, and catch up with trade turnover and profits foreign enterprises that work in a similar



Impact Factor:

ISRA (India) = 1.344	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 0.829	PIHHI (Russia) = 0.207	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 4.102	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 2.031	

sphere, and after a certain time, take the leading positions in the market.

Stages of innovative marketing.

Often, innovative marketing includes a set of activities aimed at analyzing the market, developing a marketing strategy to increase sales of this product and its practical implementation. For the successful promotion of the product, it is vitally important to apply the methods of strategic innovation marketing, whose goal is to develop a technology for penetrating a new product to the market. The specifics of innovative marketing include a clear division of the developed strategy for entering the market at certain stages and their passage in strict sequence. Let's consider them in more detail:

1. Typically, strategic innovation marketing first involves studying the macroeconomic situation in the country: the rate of inflation, the solvency of the population, its composition and growth rates, the political environment, changes in tax legislation, the volume of production of products similar to the product, etc.

2. Typically, the application of tactical innovation marketing technologies begins with a thorough analysis of the market attractiveness of the product. During this period, consumers' demand for a particular product is studied, for which customer surveys are conducted at retail outlets, questionnaires, etc. After processing this information using innovative marketing tools, it becomes clear which type of product, what quality and at what price will be most in demand in a particular market segment.

3. Innovative methods of marketing include the study of product competitiveness in the market and the definition of its position among a number of similar products.

4. After that, the so-called "portfolio" analysis is conducted, which consists in studying all areas of the enterprise's activities and identifying the most profitable of them. This is done in order to apply innovative marketing strategies, promote products that are most competitive and attractive to the consumer. Then the chosen strategy is implemented in practice in order to maximize profits and expand the market share of the product. During this period, the features of innovative marketing are a clear definition of the type of goods sold, the establishment of an optimal price for it, which makes it possible to get a good profit, but attractive enough for buyers, choice of the place of its implementation and promotion strategy (advertising campaign, improvement of production technology, etc.).

➤ The following marketing strategies can be applied to the types of innovative marketing:

➤ The strategy of high prices, applied in the absence of fierce competition and the emergence of a completely new product, information about which is missing. It allows you to quickly get a significant profit at the expense of consumers with high solvency. Then the company can reduce the price and attract buyers from another market segment;

➤ penetration of the market, when the product is set low prices because of the large number of competitive goods;

➤ strategy of prestige. In this case, the use of innovative marketing is to convince the consumer that the high price corresponds to the high quality of the product, the acquisition of which is prestigious;

➤ the features of innovative marketing in the case of a strategy based on the opinion of consumers, can be attributed a thorough study of demand for a certain type of products and the establishment of the most affordable price.

References:

1. Shumpeter I. (1995) Teoriya ekonomicheskogo razvitiya. M.: Ekonomika, 1995.
2. Kotler F., Armstrong G., Sonders Dzh., Vong V. (2001) Osnovy marketinga: per. s angl. -2-ye yevrop. izd. —M.; SPb.; Kiyev. Izdatel'skiy dom "Vil'yame", 2001.
3. Kotler Filip (1990) Osnovy marketinga: Per. s angl. / Obshch. red. i vstup. St. Ye.M. Pen'kovoy. M.: Progress, 1990. - 736 p.
4. Kotler Filip., Trias de Bez F. (2004) Novyye marketingovyye tekhnologii. Metodiki sozdaniya genial'nykh idey (Lateral'nyy marketing). / Per. s angl. pod red. T.R. Teor. — SPb.: Izdatel'skiy Dom «Neva». — 2004. 192.
5. Kotler Filipp (2006) Marketing menedzhment. Ekspress-kurs, 2-ye izd. / Per. s angl. pod red. S.G. Bozhuk. — SPb.: Piter, 2006. — 464 p.



Impact Factor:

ISRA (India) = 1.344	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 0.829	PIHHI (Russia) = 0.207	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 4.102	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 2.031	

- Porter M. (2001) Konkurentsya. / Per. s angl.: Uch. posobiye. M.: Izdatel'skiy dom «Vil'yame», 2001. — 495. (Glava 5. Ot konkurentnykh preimushchestv - k korporativnoy strategii, p. 126-160).
- Zavlin P.N., Ipatov A.A., Kulagin A.C. (2004) Innovatsionnaya deyatel'nost' v usloviyakh rynka. SPb.: Nauka, 2004.
- Lyubarskiy I. (2006) Marketing «bez tormozov». (Lateral'noye myshleniye pomozhet sozdat' netrivial'nyye produkty) // «Novyy marketing» Data publikatsii: 29.03.2006.
- Golubkov Ye.P. (2005) O nekotorykh osnovopolagayushchikh ponyatiyakh marketinga. // Marketing v Rossii i za rubezhom. № 2, 2005.
- Kopeykin M. (2003) Rossiyskaya gosudarstvennaya politika v oblasti investitsiy i innovatsiy // Marketing. — 2003. №4.
- Kuz'menko V. (2006) Potrebitel'skaya innovatsiya: novyy vzglyad na innovatsionnyuyu deyatel'nost' na ryinkakh potrebitel'skikh tovarov v usloviyakh sovremennoogo obshchestva. // Upravleniye marketingom. № 3. - 2009. — p. 1619
- Kuz'menko V. (2008) Kompleksnaya otsenka innovatsionnykh proyektov sozdaniya novykh tovarov // Upravleniye marketingom. № 7. - 2008. - p. 35-39
- Sadchikova I. (2008) Novyye produkty: teoriya i real'nost' (s ispol'zovaniyem prakticheskikh primerov kompanii ROCKWOOL). // Upravleniye marketingom. № 1. - 2008. - p. 21-23
- Sultanov O. (2008) Innovatsii kak moshchnyy instrument v sozdanii i prodvizhenii novykh produktov // Upravleniye marketingom. № 5. — 2008. — p. 43-47
- Khrutskiy V.Ye., Korneyeva I.V. (2002) Sovremennyy marketing: nastol'naya kniga po issledovaniyu rynka: Ucheb. posobiye. -2-ye izd., pererab. i dop. -M.: Finansy i statistika, 2002.
- Khill Sem, Rifkin Glenn. (2004) Radikal'nyy marketing: Ot Garvarda do Kharleya — uroki desyati kompaniy, kotoryye narushali pravsha i sozdavali sensatsii. — M.: Al'pina Biznes Buks, 2004. — 416 p.
- Ahlstedt L. (1991) The strategic role of board of directors // Arenas of strategic thinking /Ed by Nasi J. Helsinki: Foundation for econ education 1991, p. 135 — 145.
- Bennis W. (1996) Changing organizations., N.-Y, 1996/
- Cowen S.S., Oslóme L. (1993) Board of directors us strategy // Journal of general management Oxford, 1993. - Vol. 19, № 2 - p. 1-13/
- French W., Bell C. (2018) Organization. Development/ Englewood Cliffs, N.Y., 73.
- Hax A.C., Majlfur N.S. (1991) Strategisches management: Ein integratives Konzept aus den MIT Frankfurt: N.Y., Campus, 1991.1. Glosarry.

