

РОЗДІЛ V

Підприємництво, торгівля та біржова діяльність

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MARKETING SUPPORT OF BUSINESS, CONSUMER AND STATE INTERACTION

This article develops the theoretical basis of the study of the marketing environment of the enterprise, in particular, the interaction of business, consumers (users, customers) and the state with the help of marketing tools. The need to find common rational solutions of the main economic actors – business, consumers and the state – to increase the pace of innovative transformations that meet national interests and aimed at economic development at all levels of government through the widespread use of marketing tools. Emphasis was placed on the urgent need for business cooperation with all economic actors in view of the rapid development of digital technologies, pandemic sentiment in society and the need for cohesion. It is shown that the purpose of cooperation is mutually beneficial cooperation and the formation of a strong ecosystem of the country. The peculiarities and the main tasks of innovative marketing at the enterprise are singled out and analyzed. The parameters of evaluating the effectiveness of entrepreneurial activity of the marketing sector with the help of financial and non-financial indicators of BSC are determined.

Key words: marketing, business, consumer, IT, enterprises, innovations, state.

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МАРКЕТИНГОВОЕ ОБЕСПЕЧЕНИЕ ВЗАИМОДЕЙСТВИЯ БИЗНЕСА, ПОТРЕБИТЕЛЕЙ И ГОСУДАРСТВА

В статье обозначена необходимость поиска совместных рациональных решений главных экономических актеров – бизнеса, потребителей и государства – по наращиванию темпов инновационных преобразований, отвечающих общегосударственным интересам и направленных на развитие экономики на всех уровнях управления посредством широкого использования маркетинговых инструментов. Показано, что целью взаимодействия является взаимовыгодное сотрудничество, а также формирование сильной экосистемы страны. Показано, что целью взаимодействия является взаимовыгодное сотрудничество и формирование сильной экосистемы страны. Выделены особенности и проанализированы основные задачи инновационного маркетинга на предприятии. Определены параметры оценки эффективности предпринимательской деятельности сектора маркетинга с помощью финансовых и нефинансовых показателей BSC.

Ключевые слова: маркетинг, бизнес, потребитель, IT, предприятия, инновации, государство.

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МАРКЕТИНГОВЕ ЗАБЕЗПЕЧЕННЯ ВЗАЄМОДІЇ БІЗНЕСУ, СПОЖИВАЧІВ ТА ДЕРЖАВИ

У даній статті розвинуто теоретичний базис дослідження маркетингового середовища підприємства, зокрема, взаємодії бізнесу, споживачів (користувачів, клієнтів) та держави за допомогою маркетингових інструментів. Позначено необхідність пошуку спільних раціональних рішень головних економічних акторів – бізнесу, споживачів та держави – щодо нарощування темпів інноваційних перетворень, що відповідають загальнодержавним інтересам та спрямовані на розвиток економіки на всіх рівнях управління за допомогою широкого використання маркетингових засобів. Наголошено на гострій необхідності співпраці бізнесу з усіма економічними акторами з огляду на бурхливий розвиток цифрових технологій, пандемічні настрої у суспільстві та потребу у згуртованості. Показано, що метою взаємодії є взаємовигідне співробітництво та формування сильної екосистеми країни. Виокремлено особливості та проаналізовано основні задачі інноваційного маркетингу на підприємстві. Визначено параметри оцінювання ефективності підприємницької діяльності сектору маркетингу за допомогою фінансових та нефінансових показників BSC.

Ключові слова: маркетинг, бізнес, споживач, ІТ, підприємства, інновації, держава.

Introduction. In today's economic environment, the issue of partnership is very important, as economic actors are increasingly distancing themselves, simplifying the exchange of information through computerization and robotics, losing trust in each other. To solve this problem, the process of systematic and purposeful formation of the enterprise development program related to the production and demand of competitive products can be used.

Analysis of recent research and publications. Philip Kotler became interested in one of the first problems of marketing development in the aspect of territorial development by means of close cooperation with the participation of the main economic actors in his work «Marketing Places Europe: How to Attract Investments, Industries, Residents and Visitors to Cities, Communities, Regions and Nations in Europe» [1]. Among the representatives of domestic scientists who have devoted their work to the problems of creating clusters of enterprises, research institutions and institutions of higher education, state institutes as the main actors of the innovation ecosystem should be distinguished such scientists as O.I. Amosha, V.P. Antonyuk, N.Yu. Gladinets, S.O. Yermak, A.I. Zemlyankin, N.T. Rud and others. However, today there is a lack of systematic research on the interaction of business and government in terms of development of marketing technologies and the use of modern marketing tools.

Selection of previously unsolved parts of the overall problem. The unfortunate fact is that as the digital divide grows, Ukraine, as a developing country, is threatened by growing technological backwardness. First, this applies to information technology used by business and government institutions. Therefore, it is extremely important to develop practical recommendations for establishing the interaction of these economic actors through modern marketing support, which is based on innovative technologies.

Results of research. The main factor in the interaction of business and government today is really information and communication technologies and, above all, digital and innovative marketing.

Information and communication technologies have become a part of our lives. Having chosen freedom of relations and participatory democracy as the basic principles of the functioning of the society of the future, for the first time representatives of the theory of post-industrialism led by D. Bell introduced the computer (as an intermediate link) into the process of «interaction social information, the huge volume of which is growing almost exponentially due to the expansion of social ties» [2]. Developing this idea, A. Touraine argued: «the complexity and high density of interactions, the growing exchange within the social whole create the conditions for the birth of the so-called «programmed society» [3].

The stage of forming the idea of the information society began in the late 60's – early 70's of the 20th century. The most representative concepts of that time were the concepts of the information society (D. Lyon, I. Masuda), the «third wave» (E. Toffler) and the theory of technotronic society (Z. Bzhezynskiy). The term «information society» was introduced by Japanese scientist Y. Hayashi, the basic principles are described by experts of Japanese organizations in reports to the government (confirming the consolidation of government with the public and business): Economic Planning Agency – «Japanese Information Society: Topics and Approaches»; Japan Computer Usage Development Institute (JACUDI) – «Information Society Plan»; Council on the structure of industry – «Outlines of policies to promote the informatization of Japanese society» [4].

According to D. Bell, the main characteristics of the information society are service economics, the central role of theoretical knowledge, development of new intellectual technology, future orientation and technology management, the power of educated professionals, increasing the role of women in employment, modern economy as information economy [2]. Interesting and relevant is the opinion of scientists S. Nora and A. Mink, who determine the main factors in the development of the information society, education and information [5, p. 135]. Accordingly, education is the foundation and information is the source of management decisions.

Entering the digital age, modern civilization is experiencing the comprehensive effects of new information realities. Information and innovation are becoming the only factors in the further socio-economic development of purposeful systems, the effectiveness of which is hoped for by all actors. Information, along with science, innovative forms and methods of organizing modern production, are becoming traditional productive forces, rising to the same level as the means of production and labor.

Modern society is based on such important technical innovations as the global information and communication system, the operation of which has defined a critical new information regime and changed the conditions for education, cultural exchange and interaction, science, business, erasing spatial, language barriers and forming a single information space.

Innovative technical and technological knowledge of new generations of knowledge-intensive technologies in the process of creating products is able to master and implement knowledge-intensive industry. As mentioned above, ICT has been identified as one of the priority areas of scientific, technological and innovation cooperation between Ukraine and EU member states. ICT is the branch, discipline, sphere of activity full of intelligible processes.

Scientists who have deeply studied innovation processes have always given the ICT industry a special place in research, among them P. Drucker, who noted, «The science-intensive industry excites the imagination»; it is talked about and written about in the media. It sets the vision of entrepreneurship and innovation, as well as promotes their acceptance in society» [6, p. 17]. Continuing his opinion, the scientist noted: «knowledge-intensive industry... is what in Latin is called *ratio cognoscendi*, the reason why we perceive and understand the phenomenon, rather than explaining its origin and the reason for its existence» [6, p. 17-18].

For the period up to 2027, the priority thematic areas of scientific, technological and innovative cooperation between Ukraine and EU member states are cybersecurity, modern information and communication technologies, digital and cloud technologies (Internet, virtual reality, augmented reality, machine learning, artificial intelligence, additive technologies (three-dimensional printing), creative industries, etc. [7].

The importance of ICTs cannot be overstated, as they are primarily shaped by the knowledge economy (via satellite and cellular, digital radio and television, the Internet, e-government and democracy, etc.). From the point of view of innovative approach, ICT development is an organizational scientific-technical-technological and socio-economic process of meeting the information needs of business, government and the public, and the ICT market is the foundation of information-innovation society.

It is critical for Ukraine's economy to start developing high-tech industries, some of which are included by the Cabinet of Ministers of Ukraine in the types of economic activities that belong to the creative industries. These include the publication of books, newspapers, magazines and periodicals, new media and

ICT: software, so-called digital technologies in art (3D printing; AR / VR, mixed reality), video games, etc. [7].

The gradual development of the ICT industry in Ukraine has been reflected in the development of the network economy. Thus, every year Ukraine strengthens its position in the ranking of the network readiness index and the index of information and communication technology development and in 2020 took 64th and 79th place, respectively, ahead of 69 and 97 countries respectively. The dynamics and forecast value of the number of ICT enterprises in Ukraine are shown in Fig. 1.

Visualization of the current state and prospects of ICT business development is possible using the methods of statistical and marketing analysis, as the development of information and communication technologies is a factor in compliance with marketing and business growth. The main components of marketing analysis are the analysis of the market, consumers, competitors, and the study of goods, pricing policy, the system of demand formation and sales promotion, advertising. This type of analysis is conducted to justify the commercial viability of the project, assess the feasibility of a product in the selected market and obtain a level of income that would cover project costs and meet the interests of investors [9].

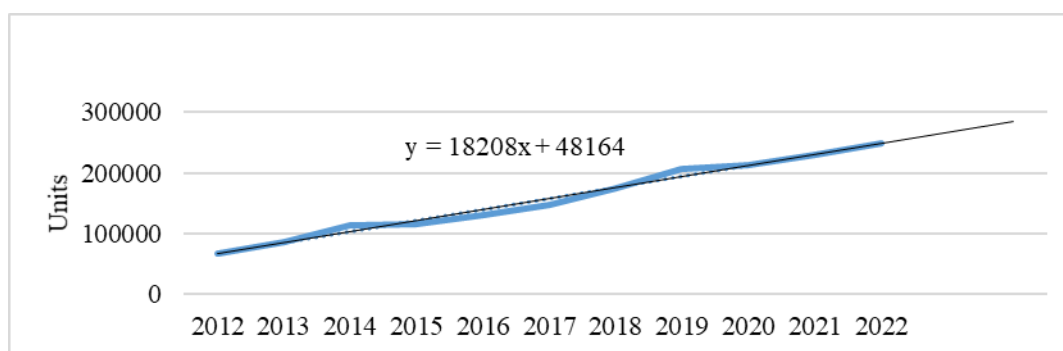


Fig. 1. Forecast of growth in the number of ICT enterprises in Ukraine

Source: built by the author according to the data [8].

Of the 1,500 head offices of IT companies in Ukraine (1,680 locations) (as of 2017), the largest share of companies with the following business models was observed:

– IT services, software development (hosting, maintenance, training, individual software solutions) – 26.8%;

– Retail services for companies (hardware, software and services, layout) – 10.1%;

– Retail services for individuals – 9.5%.

The following business models of IT companies were least observed in Ukraine:

– Web agency – 0.6%;

– IT infrastructure integrator – 2.4% and other ICT-related activities – 2.4%.

The presence of Ukrainian IT companies in the international market makes Ukraine competitive in the global economy, at least in Eastern Europe. According to estimates given in the document «Export Strategy for the Information Technology Sector for 2019-2023» [10], the share of the IT industry in Ukraine's GDP is about 3.4% (while world production of ICT products and services is estimated at 6.5% of world GDP). However, the share of ICT exports of goods in the overall structure of exports of goods is negligible and does not exceed 1%.

Digital marketing uses business models that coincide with traditional ones, in the context of the Internet it is: B2B – business companies that cooperate with each other; B2C – business of direct sales to the final consumer; C2C – business between individuals or consumers. Starting in 2020, B2B sales worldwide reached 6.7 trillion. USD USA, gradually outgrow B2C [11].

Intensive technology development makes it possible to use digital marketing strategies in online and offline environments. The above digital channels are able to ensure effective business under specific conditions, including easy access of all business participants to the resource, active consumer involvement in brand interaction, interactivity, lack of territorial restrictions in the implementation of marketing ideas,

Internet and mobile , the ability to quickly assess business activities and event management in real time [12]. Without the use of digital marketing tools, a business can only create a minimally viable product or service.

To establish a business by means of marketing communications and tools it is necessary:

- offer consumers (users, customers) relevant products and services, which is reflected in search results;
- to optimize search engines in order to advertise the company in free search results with high-quality relevant content;
- use Google Search Console to increase traffic to site;
- use a viral marketing mechanism;
- use all digital marketing tools to expand the IT industry market and increase its visibility in the world (branding and promotions abroad);
- rationally apply Web analytics, which analyzes the behavior of site visitors – from the first visit to the stage when they become regular customers, in order to evaluate search, teaser, media advertising, social media marketing, e-mail advertising;
- actively use media advertising, the principles of which are similar to billboards [13].

The main rules and postulates of digital marketing, which should take into account future and modern entrepreneurs, according to D.V. Yatsyuk, there are the following:

1) The success of digital marketing is that it involves the constant involvement of people in the communication process. The transition from television (language) media to address channels requires thoughtful thinking, which in particular means the perception of the audience as a set of people. In addition, in the conditions of domination of the main characteristic value of the modern period – hyperconnectivity – the success of digital marketing is determined for many years due to the close connection between man, man-machine and machine-machine;

2) Consumers and buyers should take an active part as participants in the business process – in the role of disseminators of information and commentators;

3) Determine which set of channels works best;

4) Content is becoming increasingly independent of the specific methods and distribution restrictions associated with the types of devices supported. Quality and relevant content is needed to ensure the continued interest of consumers;

5) Much of the content is created by consumers themselves. The role of marketers is to encourage and encourage consumers to create content in accordance with the general policy of the enterprise;

6) Correspondence with participants should be carried out only with their consent and on the basis of the stated preferences of each of them;

7) Entrepreneurs need to understand the meaning of a wide range of new media options, many of which involve a system of indicators based on the principle of payment for the result [14].

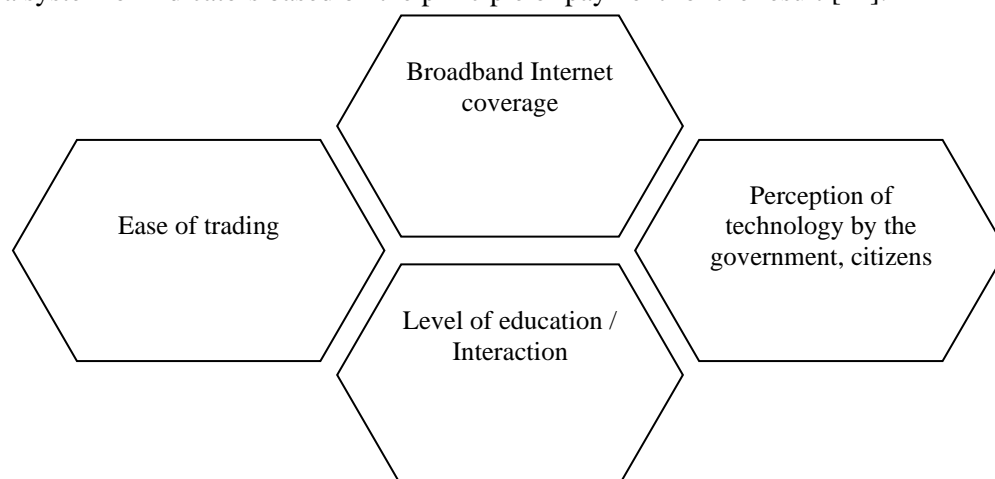


Fig. 2. Key factors in creating a favorable business ecosystem for the development of the information technology sector

Source: grouped by author by data [15]

The main factors of creating a favorable business ecosystem for the development of the IT sector are identified in the «Export Strategy for the Information Technology Sector for 2019-2023» [10] – simplicity of domestic and international trade operations, perception of technology by the government and / or citizens, coverage of broadband Internet and the level of education (interaction) (Fig. 2).

In our opinion, the growing demand for higher IT education, trainings, courses, webinars, seminars, etc. indicates that society sees them as a tool to overcome the crisis, as well as the fact that there is a rapid diffusion of innovation in education. It is in universities that it is possible to develop innovation in enterprise management.

The implementation of innovation strategies at the macro level is very important in the partnership interaction of business, consumers and the state, which provides a reference point at the meso and micro levels. According to the innovation policy, each country has key and secondary innovation strategies. General innovation strategies of Ukraine and some foreign countries are given in Table 1.

The development of an innovation strategy is preceded by a strategic analysis, which includes:

1. Creation (adjustment) of mission, goals, objectives; analysis of the internal environment (study of the strengths and weaknesses of the enterprise, as well as its capabilities and potential threats from the market and market participants through SNW and SWOT-analysis);
2. Research of potential opportunities of the enterprise at work in the foreign market by means of PEST, SPACE, PIMS and GAP analysis; study of the regulatory framework;
3. Study of supply and demand for innovation;
4. Evaluation of the activities of competitors in the market;
5. Determining the most effective way to penetrate the foreign market. Strategic planning. Development of innovation strategy and strategic map of innovation development.

The main steps towards the interaction of business and the state with a developed ICT infrastructure should be clearly constructed algorithms for the application of various methods to improve the innovative development of enterprises. In particular:

1. It is necessary to monitor public spending on research and development.
2. Establish public sector feedback from business and universities through communications and marketing research.
3. Find ways to solve problems of intellectual property and tax incentives for research.
4. Make decisions on the problems of training research staff. In particular, it is necessary to create regional, state and international university associations.

Table 1

Innovative strategies of some countries of the world

Country	The name of the strategy	Goal, main tasks
Czech Republic	Innovation Strategy of the Czech Republic 2019–2030	become one of Europe's innovation leaders by 2030; support for venture investment, search for new forms of financial instruments (tax support for research)
Brazil	National Strategy for Science, Technology and Innovation (ENCTI)	reducing the cost of investing in innovation, increasing the number of scientists and researchers (Oswaldo Cruz Foundation (Fiocruz), Adolfo Luzzu Institute, Bhutan Institute) (conducting epidemiological research on COVID-19)
Ukraine	Strategy for the development of innovation in the period up to 2030	«development of the national innovation ecosystem to ensure rapid and high-quality transformation of creative ideas into innovative products and services, increase the level of innovation of the national economy, which creates favorable conditions for innovation, increase the number of implemented developments, increase economic returns, attract investment in innovation activity» [16]

Source: systematized by the author according to the data [16].

5. Identify priority areas, such as: support for eco-innovation; promoting the development of clean technologies; good health and well-being (Sustainable Development Goals №3); improving the quality of higher education and ensuring its close connection with science, promoting the formation of education and science cities in the country (task 4.4. Sustainable Development Goals №4), etc.

6. Create centers of competence in industrial structures; corporate innovation centers.

Considering the strategic map of the Balanced Scorecard (BSC) as a conceptual model for managing innovative development of enterprises, which is able in uncertainty to generate decisions on choosing the best options for innovative development based on the interactivity of proposed measures to compare results with primary and secondary goals and objectives, namely the marketing sector, which is closely linked to the financial, investment and stakeholder sectors. Therefore, the main features of innovative marketing in the enterprise are the solution of such tasks as:

- Determination of the competitive position of the enterprise (strategic business unit);
- Analysis of the strengths of the enterprise from the standpoint of functioning in related industries;
- Analysis of international innovation hubs;
- Assessment of market niches that should show significant growth in the near future;
- Speed of innovative changes of competitors;
- Marketing assessment of innovation potential;
- Benchmarking.

According to the tasks, financial and non-financial indicators can measure the effectiveness of entrepreneurial activity, such as:

- The share of the enterprise in the (profile) market;
- Profitability of marketing costs;
- Assessment of the level of competitiveness of the enterprise;
- SWOT, BCG, Shell / DPM, HOFER / SCHENDEL, LOTS, SPACE, GAP, PIMS, PEST-analysis and other types of strategic and current analysis.

The main purpose of marketing innovation is to meet social needs, for innovative enterprises - recognition of the enterprise in the relevant innovation market, the cumulative effect of structural and qualitative changes in innovation management, long-term economic growth through a combination of intellectual resources and information, expansion and equality of innovation, consistency with the Sustainable Development Goals, emphasis on innovation as the most important aspect of business, etc.

Timely measures for Ukrainian enterprises should be the use of marketing tools, in particular innovation marketing:

- strategizing as a specific process of collective long-term work with a strategically meaningful perspective in business;
- project control as a process in which the project manager determines whether the goal and objectives are achieved, identifies the causes of destabilization of the work process and justifies management decisions;
- improving the marketing complex as a process of applying modern tools and methods used by business to achieve its market goals;
- study of investment conditions, behavioral models of competitors and consumers, indices of investor satisfaction, etc.

Conclusions and prospects for further research. Thus, the development of ICT is the basis of the architecture of the digital economy, along with digitalization, e-commerce, telecommunications, Internet platforms, hardware and software. At the same time, the digital economy is an environment for the development of innovative entrepreneurship and its strategic landmark. Problems of introducing innovative marketing as a tool for effective interaction between business, consumers and the state are timely, but most of them remain unresolved, as the vast majority of domestic enterprises suffer from lack of financial resources and inefficient marketing management system. Ukrainian business urgently needs to use and establish innovative marketing that can generate and identify demand to best meet the demands of users, consumers and customers, monitor innovation and investment projects, evaluate patterns of behavior of competitors, carefully research the business space, and the state to act as a guarantor of these processes.

The purpose of further research is to study the marketing activities of local governments on the path to sustainable economic development.

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