

# INFORMATION AND INNOVATIVE TECHNOLOGIES IN THE TURBULENCE ERA



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# **INFORMATION AND INNOVATIVE TECHNOLOGIES IN THE TURBULENCE ERA**

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## 2.4. INNOVATIVE MANAGEMENT OF MARKETING ACTIVITIES OF THE ENTERPRISE

### Introduction.

Realization of the effective activity of enterprises and the study of their behavior in market conditions becomes important in the context of the general development of the economy of Ukraine. The urgency of the problem determines interest specialists in economic and related specialties for consideration and search methods of its solution. A central link in shaping the activities of modern enterprises consider marketing. Effective management of marketing activities is the basis for the formation of the behavior of most enterprises in the market environment Consideration of the essence of the concept of "marketing management activity" we propose to consider through the analysis of the chain of concepts "marketing – marketing activity – marketing activity management".

Fundamental restructuring of the agricultural sector, creating a market environment based on the development of various forms of ownership, the spread of new ones management methods, expansion of external economic ties are determined by those of primary importance tasks, the solution of which requires enterprises increasing business activity and manifestation commercial initiative. The issue is especially relevant now use by agricultural enterprises of marketing ting approach to production and sales and commercial activity, which allows to outline prospects for the exit of enterprises from the crisis state, choose the necessary strategy and tactics productive management, to determine promising directions of further development.

The main problems of the enterprises are: inconsistency of the existing one marketing strategy to the conditions of the external environment, imperfect activity in the field of advertising and sales promotion, low level of self-organization in the implementation of marketing activities, lack of experienced marketers. Such a situation requires the creation of an adequate market organizational structure, improvement of business processes regarding the development and sales of products, formation of a complex system quality, expansion of product sales channels, use of modern logistics methods, intensive advertising and information activities.

### 1. Methodology.

Theoretical studies and practical recommendations of the mentioned scientists formed a general methodical base for agricultural marketing management enterprises. However, the study of marketing management problems the activities of agricultural enterprises do not have sufficient systemati city and completeness The importance and significance of the specified problems determined the choice topics, setting the goal and objectives of the research.

A significant contribution to the development of marketing management was made by well-known domestic scientists such as Bai S. I., Ilyashenko A. Kh., Kaletnik G. M., Klimova I. G., Logosha R. V., Makarenko T. I., Mazur A. H., Mazur K. V., Markushyna E. P., Moshnov V. A., Mulyk T. O., Oliynyk T. O., Pidvalna O. H., Polova O. L., Pylypchyk V. P., Sabluk P. T., Skorobogat I. I., Slabkovsky Yu., Thompson A. A., Chepovy A. P., Chorna L. O., Shpykulyak O. G. and many others.

*The purpose of the study is to theoretically substantiate* is the development of theoretical foundations of innovative management marketing activity and the development of practical recommendations for the formation of marketing activity management mechanisms

*To achieve this goal provides for the following tasks:*

- generalization and development of theoretical provisions on innovative management of marketing activities of an agricultural enterprise;
- research of methodological principles for the organization of effective management of marketing activities of agrarian enterprises;
- analysis of production, economic and marketing activities in enterprises.
- assessment of the effectiveness of the management of the marketing enterprise – development of a strategy as a direction of improving management marketing activities;
- development and economic evaluation of innovative marketing measures.

*The object* of research is the processes of innovative marketing of enterprises on the market of agricultural products.

*The subject* of the study is the theoretical, methodological and applied principles of understanding and implementing innovative marketing at the enterprise.

To solve the tasks, the methods of analysis and synthesis were used to substantiate the theoretical provisions of the work; functionally value analysis – for the analysis of the company's financial condition; expert methods – for evaluating the qualitative indicators of the company's marketing activity. The main theoretical and methodological sources when writing the article were Ukrainian and foreign publications devoted to marketing and management of marketing activities at the enterprise. The use of modern research methods ensures the reliability and validity of the obtained results from the point of view of the development of scientific knowledge.

## **2. The results of the study.**

According to the definition of the Institute of Marketing (The Chartered Institute of Marketing – CIM), marketing is a management process, the purpose of which is the forecasting, establishment and satisfaction of consumer requests, in view of benefits of the organization<sup>536</sup>. The American Marketing Association defines marketing as a process management and implementation of the idea, pricing, promotion and implementation of ideas, goods and services through exchange that satisfies the goals of individuals and organizations<sup>537</sup>.

The above definitions are essentially similar. Marketing is considered:

- as a management process;
- as an activity related to the satisfaction of consumer needs;
- marketing is associated with obtaining the corresponding profit.

J. R. Evans and B. Berman consider the determining factor formation of the essence of marketing connection with demand. They formulate definition as follows: marketing is the prediction, management and satisfaction of demand for goods, services, organizations, people, territories through exchange. F. Kotler in his work "Fundamentals of Marketing" formulates the opinion that there is a demand the element around which the entire marketing system is formed enterprises. According to the reasoning of P. Doly, marketing alone cannot create needs because they are primary, but marketing can provide direction for them development, the possibility of managing the process of formation of internal desires<sup>538</sup>. That is, marketing is able to manage demand. H. Meffert considers marketing as a strategy of behavior in the market environment: it is coordination, planning and control at the firm with a goal maintenance of existing markets and capture of new ones. P. Drukker defines that marketing is a concept of company management, at the center of which is the consumer with his needs and requests, and all divisions, departments, the links and management of the firm are aimed at how best possible these needs and requests satisfy. We completely agree with the fact that customer orientation is the basis of marketing. Forming marketing activity is necessary move away from the principle of customer orientation. Another view on the definition of the essence of marketing is offered by E. Diethl and H. Hershegen. Marketing is seen as market oriented management style of thinking, which is characterized by creative, systematic and during aggressive approaches<sup>539</sup>.

We agree with this opinion, but note that that marketing is a creative science that is in constant development and requires permanent adaptation to changes in the economic environment. We believe that modern marketing should be based on principles systematicity, creativity and active influence on the activities of subjects. So, marketing is an active creative systemic management process demand, which is aimed at meeting the needs of consumers and achieving purposes of interested

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<sup>536</sup> Gogulya O. P. (2016). Improvement of marketing activity of agricultural producers. *Economy of agro-industrial complex*. No. 3. P. 61-64.

<sup>537</sup> Mazur A. G., Redko M. S. (2015). Economic essence and meaning of the restructuring of agricultural enterprises in the conditions of a transitive economy. *Economy. Finances. Management..* №. 2. P. 3-12.

<sup>538</sup> Korzh M. V. (2008). Marketing: education. manual Kyiv: Center for Educational Literature, 2008. 344 p.

<sup>539</sup> Logosha R. V. (2017). Formation of the post-industrial market of vegetable products in Ukraine: monograph. Vinnytsia: PJSC "Vinnytsia Regional Printing House". 515 p.

persons or organizations through exchange. For further consideration of the research topic, let's define the concept "marketing activity".

Marketing, in addition to business philosophy and purely scientific knowledge, is also a practical activity that is implemented as a special the enterprise management function aimed at providing informational support for management decision-making and organizing activities related to product development and management, pricing, distribution and promotion<sup>540</sup>.

Marketing activity traditionally involves implementation of justification and development processes marketing strategy. At the same time, a large group problems arising in the process of this implementation activities related not only to justification effective marketing measures, as well as with the need for their adequate implementation. Will not a false statement that it is not effective enough management of the marketing implementation process strategies can neutralize opportunities strengthening the competitive position of the enterprise, which were included in the developed strategy. So, development and implementation of marketing strategy agricultural enterprises is another necessary a prerequisite for improving marketing management ting activity of the enterprise.

For the efficient operation of an agricultural enterprise it is also important that the supply and sales department, planning and economic, accounting and other services and units cooperated closely. Besides transformation of the supply and sales service agricultural enterprise in the marketing one is expedient carry out gradually.

At the same time, the service supply and sales must be focused on performing the following tasks:

1. Analyze existing and potential sales markets for agricultural products the company
2. Monitor and analyze price dynamics on the markets for goods that are sold.
3. Determine the capacity of existing and prospective ones markets for the sale of goods.
4. Track, identify, and if necessary contribute to the creation of demand for the company's goods.
5. Constantly monitor the activities of existing and potential competitors, analyze their actions (revealing their strengths and weaknesses) and develop legal and ethical measures against competitors in order to preserve the company's position on the market.
6. Develop purchase recommendations resources necessary for production, implementation commodity products of the enterprise to ensure its competitiveness and other issues, related to supply and sales activities.
7. Develop recommendations and implement measures to promote the company's goods to buyers.

Summarizing the above-mentioned approaches of scientists, we offer a general one a scheme reflecting the elements of marketing activity at the enterprise on Fig. 1.

At the present stage there are many problems, related to the formation of the marketing service. One of the main ones is the problem of personnel selection. Therefore, it is the most justified approach components include:

- assignment of marketing functions specialists of the supply and sales service;
- assignment of marketing functions to one person or two specialists in economic and (or) accounting service. The next question we will consider is development and implementation of marketing strategy agricultural enterprises.

In our opinion, the main goals of marketing activities are as follows:

- ensuring the survival of the enterprise in conditions of economic recession and high inflation;
- quick adaptation of marketing activities and of the entire management system of agrarian enterprises to changing external and internal economic conditions.

Achieving the first goal involves execution the following tasks:

- active participation in state programs development and production of goods and services which are subsidized at the expense of the state budget;

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<sup>540</sup> Girchenko T. D. (2017). Marketing: education. manual Kyiv: Inkos, Educational Center of literature, 255 p.

- constant search for customers for products;
- gradual curtailment of ineffective ones branches of production;
- provision of advertising produced on product enterprises;
- active development of commercial activity, c including leasing of property, acquisition and sale of goods of other manufacturers;
- reduction of costs for manufactured products<sup>541</sup>.

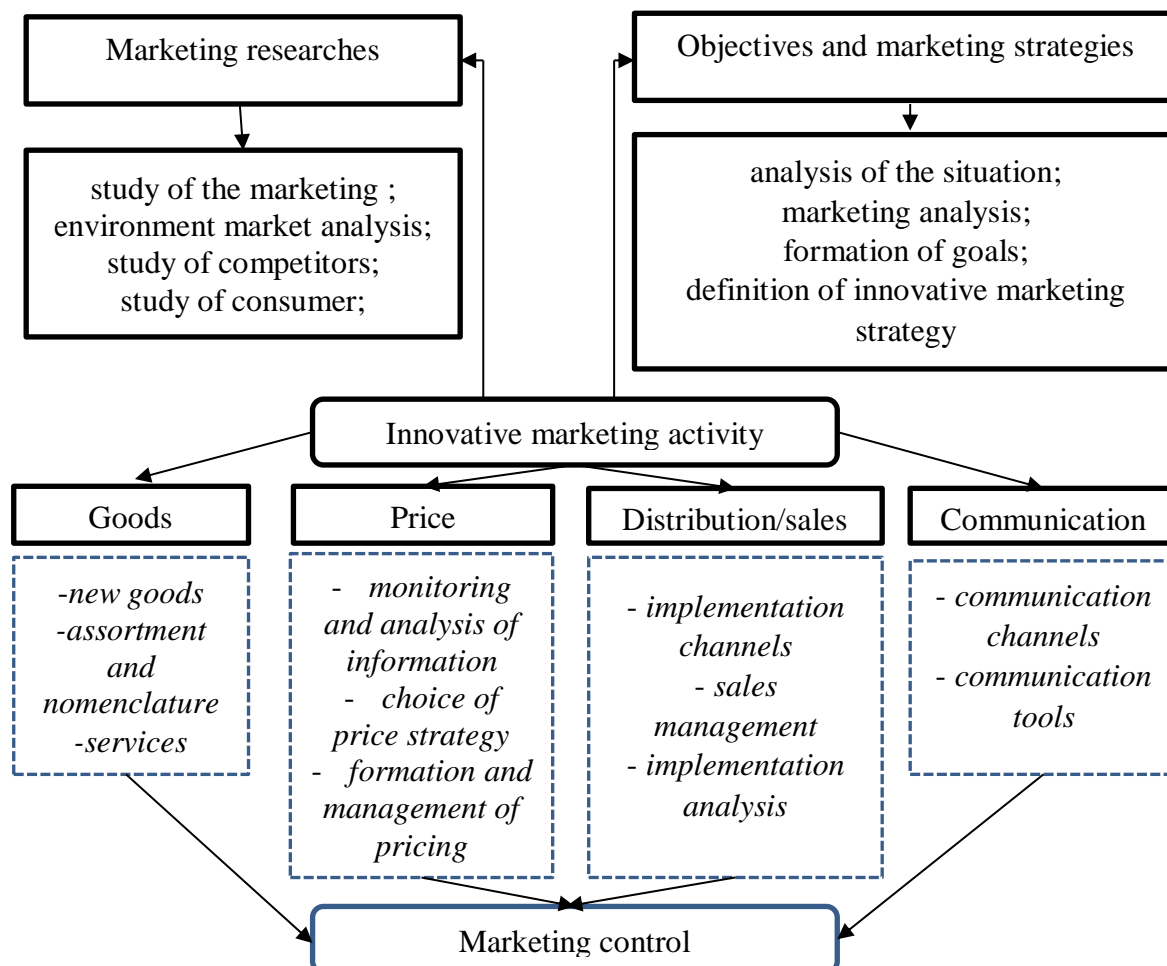


Fig 1. Innovative Marketing activity at the enterprise  
Source: generalized based on data

Note that the concept of "management of marketing activities" and "marketing management" in scientific sources are considered identical to content, which, in our opinion, is fully justified in the context of the study. According to the results of the etymological analysis of the concept "management of innovative marketing activities" we believe that this category is a combination of three general conceptual formations, namely: management, marketing and marketing activities. Primary in the process of relationships concepts, in our opinion, is management, while marketing activity is the object of this management and derived from the concept of "marketing".

F. Kotler defines the management of marketing activities through analysis, planning, implementation and control over the implementation of programs aimed at creation, maintenance and expansion of profitable relations with the target buyer to achieve the goals of the organization.

A similar opinion is expressed by Y. S. Zavadskyi: management marketing activity is the process of analysis, development and transformation into the life of measures designed

<sup>541</sup> Artimonova I. V. (2010). Formation of the agricultural marketing system at the regional level. *Formation of market relations in Ukraine*. №. 4. P. 166-170.



to establish, strengthen and maintain profitable exchanges with customers and for the purpose of achieving the goals of the organization – obtaining profit, growth in sales volume, increase in market share, etc<sup>542</sup>. According to the above opinions, we believe that marketing management activity takes place through the relevant functions of management: analysis, planning, implementation and control, which are carried out in the process of preparation and implementation of profitable exchanges.

Adaptation of marketing activities and the whole management systems of agricultural enterprises to changing external and internal economic conditions can occur using, for example, such ways as increasing aggressiveness marketing activity, acceleration of the pace development of new types of products; increase reliability of market forecasts; transition to micro-segmentation strategies, transition from marketing of one-time transactions to marketing long-term relations; search for information about new needs of consumers and appropriate modification of marketing strategies and others. The choice of one of these directions depends first of all from the change taking place in the economy. Within the framework of these schemes of marketing strategies in agricultural enterprises is carefully analyzed market dynamics, availability and quality composition of workers and specialists, possible sources financial and material resources. It is being carried out interaction with state organizations and enterprises of the agro-industrial complex are the main ones competitors, etc. In general, for strategic purposes planning in agricultural enterprises are examined five main functional areas: marketing, finance (accounting), production process, personnel, organizational culture and image enterprises<sup>543</sup>.

The current state of development of market relations in Ukraine not only determines the need to ensure a high level of competitiveness products of Ukrainian enterprises, which involves intensive development of production, but also requires improvement of production and economic organization methods activity There is also a need to improve the mechanism of market instruments firms, the main of which is the formation of marketing management. Effective introduction and use of marketing management the company needs, first of all, a clear understanding of the essence and content of marketing management, as well as the purposes of its application, functions and stages of its formation.

The fundamental characteristic of the concept of "innovation management marketing activity" is the definition of the principles of activity. Scientists consider the principles of management of marketing activities as rules that are the consequences of objective economic laws and regularities market development.

In Fig. 2 shows the system of relationships between the main ones categorical characteristics of the concept of "marketing management activity".

In our opinion, the principles allow us to outline the content of management activities and its tenets, boundaries and powers. Management principles are the core of implementation influence and the source of determining the direction of influence. The principles are summarized the rules and experience of system functioning, and provisions from which it is impossible retreat. The principles of management of marketing potential, as well as laws, are tight are intertwined with the classical principles of management of organizations and management educational institution, and are their heirs. As it is impossible to separate the main one managerial activity from marketing, and it will be incorrect to offer fundamentally new principles for managing marketing potential.

To build a marketing strategy of value to increase competitiveness of the company, it is necessary to know the values of the people who are there potential or existing customers. Knowledge of personal values gives an opportunity to understand whether a person considers a given product or brand acceptable for themselves. To understand needs in the adoption process decisions by the consumer of value occupy a special place and influence the choice evaluation criteria. Values

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<sup>542</sup> Logosha R. V., Pidvalna O. G. Mazur K. V. (2019). Modeling of contractual relations between the main recipient groups of market agents. *Economy. Finances. Management: topical issues of science and practice*. № 2. P. 30-44.

<sup>543</sup> Yerokhin K. Ya. (2002). Some aspects of ensuring the economic efficiency of agro marketing activities of enterprises. "Market transformation of the agricultural economy": Col. monograph in four parts. Ed. P. T. Sabluka, V. Ya. Ambrosova, G. E. Mazneva. Part 4. Stabilization of incomes of rural commodity producers. K.: IAE, 450 p.

for effectiveness of the company's communication strategy, because when reading of communication messages, consumers wonder if they wanted to be beaten find yourself in a similar situation? Values are persistent motivations of consumers that drive them to action. IN in a global sense, it can be argued in hindsight that these values are goals, which people try to achieve in life. If the value increases so much that it becomes stereotyped for a certain market segment or a certain group of people, then such a value is called social Such social values determine the criteria of "Normal" behavior for society or a group. Personal values determine "Normal" behavior for a specific person.

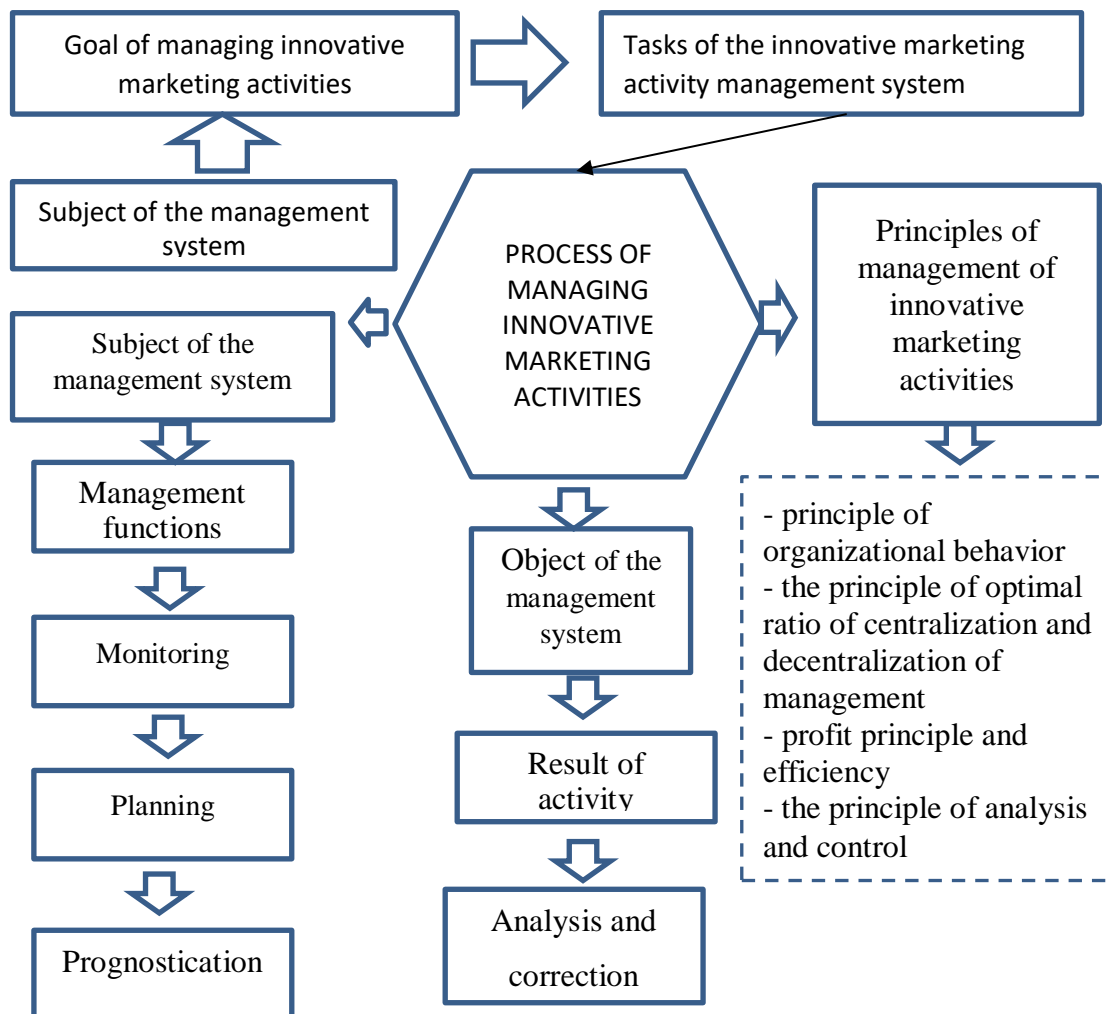


Fig 2. Relationships between the main categorical characteristics the concept of "marketing management"

Source: generalized based on data

Social values are significant affect personal values to a certain extent, as a person tends to choose. subsistence values from the list of social or other groups of values with which occurs in life. There are several sociological methods for studying values consumers, of which the most frequently used and effective is the VALS – Values and Lifestyles method is a psychographic system consumer segmentation. This technique was developed in the 1980s USA, it is based on 2 criteria for dividing consumers into groups: purchase motive and character traits they exhibit. Researching consumer values is key to building brand communication strategies. However, in our dissertation research we want to pay more attention to the research of consumer evaluation values that companies convey to them, in particular, in the fast-moving goods market rotation (on the example of dairy products).

Model of mutual influence of the consumer's values on the marketing of the company's values is presented in Fig. 3.

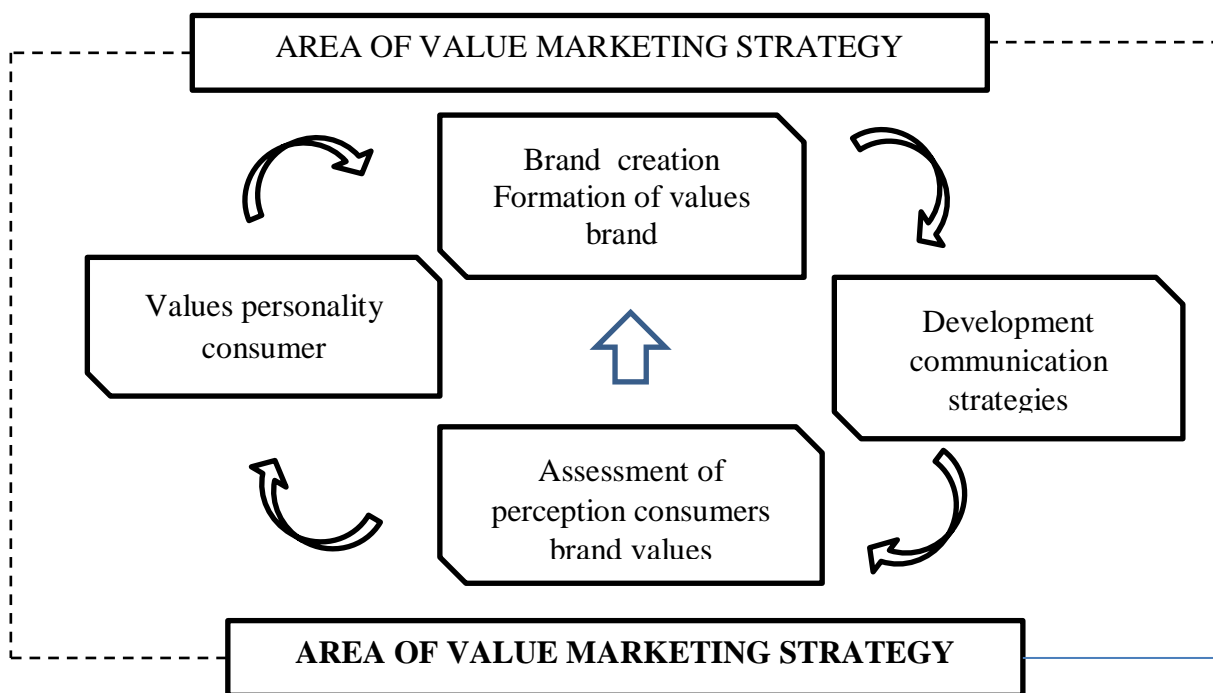


Fig 3. Model of interaction of consumer values and marketing strategy enterprise values  
 Source: generalized based on data

Marketing management activity of enterprises is one of the most influential factors in relation to organization of the effective work of subjects of the agro-industrial complex of Ukraine. Development and implementation of the organizational and methodological base management of marketing activities of agricultural sector enterprises of the economy is now a necessary condition for the further development of the industry. System analysis of market relations and marketing the environment of agro-industrial complex enterprises needs a certain methodology, which, on our view, defined through a set of views, approaches, ways, methods, procedures for obtaining a generally recognized scientific result. The problems of methodology acquire special importance in connection with rapid development of science, with a tendency to a higher level of generalization, when it becomes increasingly difficult to trace a direct connection between empirical research results and their theoretical interpretation.

Marketing activity of the enterprise requires quite significant monetary investments, and therefore it is extremely important to find out whether it was allowed to be used measures to achieve the set goals and to what extent. One of the problems that arises in the management process is that no there is a methodologically unified set of performance evaluation indicators marketing activities for various types of enterprises. Common today two measurement approaches – how the degree of achievement of the set goals and how the ratio of the effect of marketing activities to the costs of implementation. When evaluating the effectiveness of the enterprise's marketing activities a very important issue is the definition of what should be understood by results and costs of such activities. The results of marketing activities are most often understood "the number of attracted new customers, the number of retained customers from among existing ones, the frequency of customer appeals to the enterprise, the number of successful ones contacts, etc."<sup>544</sup> Degree of consumer satisfaction; level of loyalty in relation to companies; prevailing models of consumer behavior; priority brand (from the point of view of consumers) in comparison with the products competitors; level of awareness; the volume of purchases made consumers; cost and probability of switching consumers to purchase goods of competitors; consumer intentions.

<sup>544</sup> Shpykulyak O. G., Prutska O. O. (2017). Principles of the formation of institutional security of agrarian enterprises in the conditions of transformations. *Electronic scientific publication on economic sciences "Modern Economics"*. №. 4. P.130-141.

To analyze the macro environment of the enterprise, most of the marketing ones analysts usually use the standard technique of STEP analysis, which is based on the study of social, technological, economic and political environmental factors. Depending on the degree of development the economy of a particular country and the influence of factors may change analysis procedure. Analysts use two main options: STEP and PEST analyses, which are related to the order of factor research, are the first the letters of which are included in the name of the analysis.

The most for Ukraine according to experts, PEST analysis is acceptable. Analyzing the methods of macroenvironmental research, believes that the disadvantage of STEP and PEST analyzes is the impossibility of taking into account connection and influence of macro-environmental factors and events, therefore he suggests analysis of macroenvironmental factors QUEST: a rapid scanning technique external environment. This analysis is more complex, but allows for evaluation not only the number of factors, their importance and influence, but also to take into account relationship and mutual influence of selected factors. Analysts consider ETOM analysis to be an alternative to STEP analysis, which built on the matrix of threats and opportunities of the external environment with a limited number of factors and events.

Usually ETOM analysis consists of stages:

- definition of the object of analysis (enterprise, division, business units);
- definition of selection criteria and selection of experts;
- development of the format and reporting form of the analysis;
- filling out the format by each expert;
- preparation of a report form on the impact assessment of each factor;
- development of an action program for groups and individual factors;
- assessment of planned actions after the end of the planning period.

A study of the marketing microenvironment of an agrarian enterprise occurs by identifying the company's strengths and weaknesses. According to the specified methodology, the elements of the microenvironment are determined: consumers, suppliers, competitors, intermediaries and contact groups. Exactly analysis of the impact of each element on the company's activities allows us to identify its weaknesses and strengths. The information obtained is used for the development of marketing programs correcting the impact of microenvironments.

In our opinion, choose a method for analyzing the value of products for consumers is expedient from the methods of assessing the company's competitiveness. In other words, we will consider value marketing as additional indicator before calculating the integral indicator of competitiveness.

The competitiveness of fast-moving companies shows the degree of attractiveness for the general consumer, i.e. the overall value of the company beginning in a certain concrete period of time. Approaches to assessing competitiveness can be systematized by the following classification features<sup>545</sup>:

1) by the level of product competitiveness: for competitiveness of trade marks, according to the components of the complex of marketing, according to ABC-XYZ analysis (by assortment of products enterprises);

2) by types of assessment indicators: differential and complex method;

3) by theoretical approaches: the method based on the theory of effective competition, a method that uses the theory of product quality, a method that is based on the theory of competitive advantages, the benchmarking method;

4) by the method of determination: graphic-analytical and matrix methods;

5) according to the criterion of changes in indicators of the level of competitiveness over time: static and dynamic methods;

6) according to the criterion of competitiveness of the enterprise: criterion productivity, criterion of organizational culture, criterion of efficiency types of activities.

The values of the consumer's personality should be the basis of work on brand and the formation of its values, that is, those distinctive characteristics, what this brand should bring to the consumer.

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<sup>545</sup> Sak T. V., Stasyuk I. M. A comprehensive approach to the justification of the enterprise's marketing strategy.

Based on the formed list of values, which is part of the overall marketing strategy company, the development of a communication strategy, the selection of channels is carried out communication, tools, forms of value delivery, etc. After a while the company should conduct research to assess whether in fact consumers perceive the values of the brand as laid down by the strategy value marketing. Under the condition of expected perception, value strategy is preserved and developed, and under the condition of deviations of consumer ratings from to achieve the desired result, it is necessary to repeat the formation work value brand.

For a more accurate assessment of the competitiveness of products, it is advisable to take into account as many indicators as possible, which will more accurately and objectively describe it. A comprehensive assessment of the integral indicator of competitiveness for different consumers (A, B, C, D...) is recommended to be carried out by selecting the most competitive product.

The best place or the highest rating has the following product for different groups of consumers (A, B, C, D...), for which  $(R(j))$  is minimal at the highest level) (formula 1):

$$R_{(j)} = \sqrt{\sum \frac{1}{n} \sum (1 - \frac{I_{i(j)}^f}{I_{i(e)}})} \rightarrow \min \quad (1),$$

where  $I_{i(j)}^f$  – the actual value of the  $i$ -th indicator of the  $j$ -th product for groups consumers (A, B, C, D...);  $I_{i(e)}$  – reference (best) value of the  $i$ -th indicator (among the  $i$ -th indicators) of the  $j$ -th product for consumer groups (A, B, C, D...);  $n$  – is the number of estimated  $i$ -th indicators of the  $j$ -th product for groups consumers (A, B, C, D...);  $i$  – is a serial number of the studied product for consumer groups (A, B, C, D...).

To evaluate the new product of the enterprise as well the integral evaluation method can be used competitiveness, which makes it possible to compare absolute indicators to the relative with further determination of their deviation from the established ones standards or from the maximum indicators among the studied totality This is the method we tested for integration a quantified indicator of brand values for the consumer For calculation of the integral index of the new product as well it is necessary to define a list of indicators and, if necessary, divide them into groups. The integral indicator of competitive (innovative) potential is calculated separately by to each of the groups, and then the results are summed up in general.

The marketing complex is one of the main concepts modern marketing system. It is defined in ta- way: the marketing mix is a set of variables controllable marketing factors, su- the purchase of which the company uses in pursuit cause the desired appropriate reaction from the target market<sup>546</sup>.

The marketing mix includes all measures that used by the enterprise to increase the demand for its own goods. Numerous possibilities can be combined into four main groups: product, price, methods of distribution and media then stimulation. A product is a set of products and services that an enterprise offers to the target market. The price is the amount of money that consumers have to pay to receive the goods. Appointed enterprise therefore, the price should correspond to the perceived value offers, otherwise consumers will buy goods competitors Dissemination methods are activities thanks to which var becomes available to target consumers. Stimulation methods – any activity under enterprises aimed at spreading information about the high quality of its product and the conviction of the target audience consumers to buy it.

There are five main approaches, based on which comercantile organizations conduct their marketing activities ness:

- the concept of production improvement;
- the concept of product improvement;
- the concept of intensification of commercial efforts;
- the concept of classical marketing;

<sup>546</sup> Soroka K. O. (2013). Upravlinnia marketynhovoiiu diialnistiu na pidpriemstvakh mashynobuduvannia [Management of marketing activity at the enterprises of mechanical engineering]. Dnipropetrovsk: DDFa.

- the concept of modern marketing (social ethical)<sup>547</sup>.

*The concept of production improvement.* This is one of the oldest guided approaches sellers. The concept states that consumers will be committed to products that are widely known and available for price, and therefore management should focus their ability to improve production and increase efficiency of the distribution system. The application of the concept is suitable in two situations – these. The first – when the demand for the product exceeds the supply position. In this case, management should focus- to look for ways to increase production. The second is when the cost price of the product is too high it is necessary to lower, for which an increase in productivity is necessary.

*The concept of product improvement.* This theory states that consumers will be inclined to goods that have the highest quality, the best operational properties and characteristics, and therefore the organization must focus its energy on continuous improvement of the product. The concept of product improvement leads to "marketing myopia". For example: manufacturers of logarithmic rulers believed that engineers' rulers are needed, not the ability to make calculations, and ignored the "threat" from electronic calculators.

*The concept of intensification of commercial efforts.* According to this concept, consumers will not buy company goods in sufficient quantities, if it does not make significant efforts in the field of sales and stimulation. This concept is especially aggressively used in relation to passive demand goods, i.e. goods, about the purchase of which buyers usually do not think, for example: insurance, encyclopedic dictionaries. In this act- abilities developed and brought to perfection are different methods of identifying potential buyers. They practice hard selling on such running goods as cars. The purpose of all this is to "get" a client to make a purchase on the spot. Concepts of intensification of commercial efforts and classic marketing are often confused with each other. The object of the main attention in the first concept is available enterprise product.

Ensuring profitable sales requires increased commercial efforts and the use of incentives. In the concept of classical marketing, such an object is the target customers of the enterprise with their shortcomings and needs. By its meaning, the concept of classic marketing is orientation on the needs and needs of customers, determined by comprehensive marketing efforts aimed at creating consumer satisfaction as the basis for achieving the organization's goals.

*The concept of classic marketing.* This concept states that the key to achieving the organization's goals is to identify the gaps and needs of the target markets and provide the desired satisfaction in more effective and more productive ways than competitors.

*The concept of modern marketing.* Modern or socio-ethical marketing states that the task of the enterprise is to define needs and interests of target markets and their provision satisfaction is more effective than that of competitors, methods with simultaneous preservation or strengthening welfare of the consumer and society as a whole. It is caused by doubts about the relevance of the principles of classical marketing to our time with its deterioration of the environment and natural resources, demographic problems, inflation, the neglected state of the social services sector, etc. This concept requires market organizers consider three factors within marketing policy. At first, companies were motivated by their own interests to make as much profit as possible. Then they began to realize the strategic importance of meeting the consumer's purchasing needs, as a result of which and the concept of marketing appeared. Now, taking decisions, enterprises begin to think about the interests of society.

To reveal the content of marketing management, let's highlight its main tasks and functions. So, the main tasks of marketing management are: market analysis, organization, planning, motivation, implementation of tasks, implementation control and analysis of the implementation of marketing activities<sup>548</sup>. Let's move on to consider the functions of marketing management. They include:

- development of a set of tasks and goals of the company, a strategic development program organization,

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<sup>547</sup> Rudelius V., Azarian O. M., Vynohradov O. A. (2005). *Marketing* [Marketing]. Kyiv, CEUVE.

<sup>548</sup> Kurbatska, L. M. *Marketing in the enterprise management system*. Electronic scientific publication "Efficient Economy".

- determination of targeted sales markets and market positions for the enterprise,
- planning, development and promotion and sales of products,
- development of a production plan (production plan),
- correct selection of employees,
- organization of the process of collecting and processing marketing information,
- formation of marketing structure,
- formation of levels of distribution channels,
- drawing up a financial support plan,
- development of the planning process for the procurement of resources material and technical purpose,
- formation and implementation of management influence methods,
- development of price policy.

It is necessary to pay attention to the fact that the application of marketing management on the enterprise is closely related to research, analysis, and response to changes as internal (financial potential of the enterprise, technological features, personnel provision, organizational structure, etc.) and external (political situation states, the state of the economy, changes in legislative and regulatory provisions, social sphere, competitors, etc.) of the company's environment. So, systematizing research on defining the essence, tasks and functions marketing management of many economists, let's formulate this definition in the following way: marketing management is a system, program-target mechanism of interaction of marketing and management tools regarding adaptation of the enterprise to changes in the marketing environment in order to maximize satisfaction of consumer needs and organizational goals with effective distribution limited resources.

Marketing tools should be understood as: conducting marketing research, implementation of product policy, selection of optimal sales channels, effective application of price policy, conducting advertising companies, service service etc. Management tools are: hierarchy; organizational culture and the market.

A correct understanding of the concept of "marketing management" is possible when detailed study of the marketing and management tools listed above. The formation of marketing management at the enterprise requires the presence knowledge of the basics of market needs, production processes, financial and economic operations, socio-economic principles of company management, etc. The main strategic resource of the firm's marketing management should be maximum satisfaction of the needs of the market, i.e. the consumer. For the correct formation of marketing management by the enterprise it is necessary to understand the sequence of implementation of the marketing process management.

Among the main trends of modern development marketing in Ukraine, note the chaotic use of separation of individual elements of marketing, summarized marketing functions only to stimulation sales, focus on short-term prospects tiveness, lack of flexibility and ignorance of one's own consumers Such activity is aimed at maximizing profit regardless of the level of satisfaction and further interest of consumers in products of the enterprise<sup>549</sup>. The main reasons for the insufficient development of marketing activities in Ukraine are the shortage of qualified personnel and the underdevelopment of institutions marketing infrastructure, marketing business culture, practical absence institute of responsibility in business, orientation on short-term entrepreneurial result activities due to the instability of the macroeconomic environment. We should also note the lack of consumer orientation in marketing activities domestic enterprises, service culture, high-quality after-sales service, insufficient the level of constructive work with the client. This is often results in the consumer responding to a limited set of marketing tools such as assortment and sales promotion activities. Therefore, quite often Ukrainian enterprises turn to companies that specialize in marketing research.

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<sup>549</sup> Demkiv Ya. V. Problems of the formation and modern stage of development of marketing in Ukraine. Materials of the Internet conference: Current state of the economy: problems and prospects for development.

In the market structure of marketing research of Ukraine, currently no trend is observed attraction to one or another category of customers. Over the past five years, the structure has been changing to some extent, apparently due to the appearance of certain large customers on the market, and not due to clearly defined trends. The only thing worth noting is the reduction in the volume of orders from foreign companies that are being prepared enter the Ukrainian market (Table 1).

*Table 1. Assessment of the market structure of marketing research in Ukraine in 2016-2020, by categories of customers<sup>550</sup>*

Customers of marketing research	2016		2017		2018		2019		2020	
	million UAH	%	million UAH	%	million UAH	%	million UAH	%	million UAH	%
Ukrainian (local) company	266	29,3	256	29,5	282	30,0	369	28,6	376	34,4
Foreign (transnational) company	462	50,8	300	34,6	547	58,3	769	59,5	510	46,6
Research Agency – non-resident of Ukraine	71	7,8	99	11,46	31	3,3	52	4,1	61	5,6
Research order in other countries	28	3,2	96	11,1	78	8,4	100	7,8	22	6,6
Business orders from others countries (non-residents of Ukraine)									75	6,8
Sum	909,0	100,0	869,57	100,0	939,73	100,0	1293,0	100,0	1094	100,0

In 2020, the trend that transnational national companies are the main customers marketing research is maintained. 10 companies also indicated that they conducted research in other countries. Among these companies: Umbrella LLC, MASMI – Ukraine, MDM and Proxima Research International, CBR (Consumer and Business Research), AIM, PP "International Marketing Group Kyiv", KANTAR Ukraine, Advanter Group of Companies Group, ~ing]DIVISION™. In 2020, its cooperation with international they are active donor organizations in Ukraine indicated such companies as: Info Sapiens (35% of the company's turnover), KMIS (10%), IRS Group (11%), InMind (7%), Group of companies Advanter Group (4%), KANTAR Ukraine (3.8%), GFK Ukraine (1%).

From March 8, 2021, NielsenIQ (formerly Nielsen Holdings PLC) is an independent, privately held company following its acquisition by Advent International in partnership with new Executive Chairman and CEO James "Jim" Peck (James "Jim" Peck). As a separate NielsenIQ's business has more opportunities to accelerate transformation and strengthening its leading positions in the market. "NielsenIQ has a unique opportunity to become a reliable partner that has the flexibility to increase strategic investments and innovations in the future," he said Jim Peck, Executive Chairman and CEO of NielsenIQ. Customers will be able to continue to rely on the best in the NielsenIQ products industry, while the company is building capabilities and improving its operations. Being a reliable partner who operates with deep knowledge in the field of consumer goods and retail, NielsenIQ adapts to customer needs and offers innovative solutions that meet their needs. Nielsen previously announced the sale Advent's Global Connect division international for 2.7 billion dollars. NielsenIQ is a leading global company that which provides the most complete and objective information about consumer behavior. Our advanced data processing platforms and powerful analytics capabilities enable the largest retailers and FMCG manufacturers to make bold, confident decisions. Using a rich

<sup>550</sup> Lylyk I. (2021). Marketing market research in Ukraine in 2020: expert evaluation and analysis of UAM. *Marketing in Ukraine*. № 1. P. 4-26.



set of data, measuring online and offline sales, NielsenIQ helps clients gain a forward-looking view of consumer behavior and improve business results across all channels sales. Our open approach to data integration makes it possible to create the world's most influential data set about consumers.

However, this is also explained in two ways: Ukrainian the market becomes less attractive for foreigners companies, and foreign companies give preference own research compared to the research of domestic research agencies. According to the Ukrainian Marketing Association, the number of domestic customer companies is greater, but the volumes of their orders are not very significant. The assumption that domestic companies are better oriented seems quite likely in the Ukrainian market, only certain ones are ordered part of the research, doing the rest of the work yourself. Although the assumption that domestic companies neglect the need to carry out marketing research seems no less probable. According to the same Ukrainian association, a significant contribution to the total order portfolio is made by large transnational corporations (about 50%).

The key to the success of any enterprise is complex management, effective organization marketing activity. Since marketing focused on meeting the needs of consumers, then marketing activity always begins from comprehensive market research. In the course of market research, consumer behavior is studied, their tastes and needs, consumer preferences, motives, that prompt them to make a decision to purchase a product. Market research also involves study and forecasting of product demand, analysis prices and products of competitors, determination of capacity market and the company's share in it. Such an analysis helps to assess market opportunities, determine an attractive direction of marketing activity and acquire competitive advantages. At the same time, the company is looking for its potential customers, whose needs the company seeks to satisfy.

At the same time, they use a very important marketing technique – market segmentation, that is, the division of consumers into groups based on the difference in their needs, characteristics and behavior. If the company has correctly chosen the market segment for further cooperation, it means that it has found its "place" in the market.

Marketing analysis involves the definition and assessment of the enterprise's market, the study of the external environment in order to identify potential opportunities for work, as well as obtaining a competitive advantage. The definition of the weak will be no less important parties of the enterprise for further planning of methods of their elimination and strengthening of positions in fields of specialization. The information is necessary for marketing analysis is collected as a result conducting marketing research. Speaking of performance evaluation marketing services in general, it should be noted that it is very difficult to measure the effectiveness of the functioning of many divisions of the organization (accounting, personnel department). Such units also include the marketing service. Expenses related to functioning (wages, expenses for acquisition and operation of information and technical means, etc.) is quite easy to determine. The main difficulty lies in evaluating the results of their activities and the impact of these results on the organization as a whole. In our opinion, the efficiency of work marketing services should be defined:

- a) the effectiveness of the organization of the marketing service (its potential);
- b) efficiency of its functioning (use of potential).

To evaluate the effectiveness of the functioning of services marketing can be done with the help of various criteria terii, among which it is necessary to highlight:

- quality, timeliness and depth of analysis market conditions and, as a result, the accuracy of the made forecasts of the volume of sales for the main types of products for short-, medium- and long-term periods;
- identification of the main reasons for clients' refusal to enter into contracts, search for new types and forms of settlements with consumers and development new market segments;
- the quality and timeliness of work performance in in the field of development of proposals for planning and improvement of the assortment, organization of trade, advertising, including exhibition activities, formation of the image of the enterprise.

The role of marketing research can be demonstrated using Ansoff's matrix, in which four business situations are displayed depending on whether the company belongs to an existing market or a new one, whether our product is new or it already exists in the product portfolio (Fig. 5).

New goods	Market research can show but the probability of accepting new ones goods	Market research can determine the level of satisfaction client to establish how to obtain concurrent advantage.
Existing products	Market research can show dissatisfied needs and help to understand unfamiliar markets	Market research can find new ones territory for the distribution of goods or services
	Existing markets	New markets

*Fig. 4. Ansoff's matrix and the role of marketing research*

*Source: generalized based on data*

As you can see, marketing research plays an important role in all four situations. Market research shows ways of rejuvenating the product, deriving new characteristics or finding new markets.

Improving the marketing management process can be carried out from the positions of five approaches: improvement production, goods; intensification of commercial efforts; marketing; social and ethical marketing. In concept improvement of production, it is claimed that consumers eyes will favor goods that are widely distributed and affordable, and as a result, the company should focus their efforts on improving production and increasing the efficiency of the distribution system. The main one the idea behind the product improvement concept is the statement that consumers will favor products of the highest quality quality, with the best operational characteristics and properties, so the company should focus their efforts to constantly improve the product.

The concept of intensification of commercial efforts states that that consumers will not buy the company's products in sufficient quantities unless the company makes sufficient efforts in the field of sales and promotion. The essence of the concept of marketing lies in the fact that it is a guarantee of achieving the organization's goal is to define the needs of target markets and ensure the desired satisfaction more efficiently and productively, than competitors, in ways. Orientation in this concept goes to the needs of customers. According to the concept of socioethical marketing, the company's task is to establish needs and interests of target markets and ensuring the desired satisfaction in more effective and productive ways while simultaneously strengthening the well-being of the consumer and society in general<sup>551</sup>.

In general, it is necessary to determine the following trends in the development of markets during the pandemic period, which had an impact on marketing activities and which became the basis of the management system. 1. The pandemic significantly limited the horizon of the long-term vision of consumer behavior and reoriented the efforts of marketers to online activities. The strategic approach, based on the management of the activities of modern enterprises, includes, among other things, the development of marketing strategies. The changes that have occurred in consumer needs are likely to remain after the pandemic and will influence future industry trends. 2. The prevailing style of communication between the producer and the consumer before the pandemic has forever been replaced by online exchange. Restrictions on movement and mobility due to quarantine measures actualized the development of digital marketing and the mastery of its tools by firms. 3. The dynamic change in supply and demand has led to price instability in the markets of most manufacturers' products, and therefore requires a review of the cost structure, including for marketing activities. 4. Change in logistics supply chains, both at the stage of procurement and at the stage of supply, which to a greater extent lead to the orientation of production on customers. One of one of the main modern trends is contactless courier delivery, which determines the development of delivery using "drones" and "autopilot" delivery<sup>552</sup>.

<sup>551</sup> Mosiychuk, I. V. Peculiarities of management of marketing activities of enterprises in Ukraine. In: Implementation of scientific principles and prospects of perfect marketing activity of enterprises as a market-oriented concept of their development: collection. monograph. 2017. P. 278-302.

<sup>552</sup> Babko N. M., Kvyatko T. M., Duzkryatchenko V. V., & Mikitas A. V. (2020) Osoblyvosti marketynhovoyi diyal'nosti kompaniyi v umovakh pandemiyi koronavirusu [Features of the company's marketing activities in the context of the coronavirus pandemic]. University Scientific Notes, 3-4 (75-76), 86-92.

Forming the structure of the marketing management system activity, it is not enough to single out only its elements system, it is necessary to justify their inclusion in the system. For this purpose, it is advisable to start with the selection of system elements identification of the system-forming factor by determining the "structure of the system", which means the organization of connections and relations between subsystems and elements systems, as well as the composition of these subsystems and elements, each of which corresponds to a certain function.

The function of marketing management is implemented in relation to all electronic ments of the management object. The determination of system elements is based on detection:

1. Main (general) functions – reflect the essence of marketing management. These include: forecasting and planning, organization, motivation (stimulation), control (accounting and analysis), coordination and regulation.

2. Specific (specific) functions – reveal the content of the marketing management process, i.e. the management function is implemented in relation to certain objects (elements of marketing), which in general can be classify in terms of typical marketing policies: product policy management, price policy management, communication policy management, distribution policy management.

3. Marketing management support functions – create conditions and include tools for the operation of marketing management subsystems, which are formed on the basis of basic and specific functions<sup>553</sup>.

Therefore, the strategy of innovative marketing is a complex of basic of decisions aimed at achieving the goal of the enterprise taking into account own capabilities, as well as factors environment. It is an effective innovative marketing strategy that will help the enterprise function in unfavorable external environment. Analyzing examples of the choice and application of different strategies by different firms, we can talk about a great variety of marketing strategies. Despite the fact that the basic purpose of functioning of all firms on the market is to make a profit, there is no single marketing strategy regarding its achievement, which would be acceptable for the enterprise. There are a large number of different strategies, which are classified according to certain characteristics in order to simplify the search necessary During the formation of the marketing strategy it is necessary to take into account the goals of the enterprise, available resources, the position of the enterprise on the market, the state of demand, general economic enterprise indicators.

The marketing strategy is decisive for the development of creation, implementation and application in the process of strategic management of enterprises, because under the given conditions it corresponds to the state economic policy as much as possible and at the same time provides commercial structures with the necessary efficiency, profitability and material interest in the results of work. The properties of the innovative marketing strategy of the enterprise are manifested in the fact that it is a long-term and means of realizing the marketing goals of the enterprise; is based on the results of marketing strategic analysis; has a certain subordination in the hierarchy of enterprise strategies; determines the market direction of the enterprise's activity; is an integral part of the process of forming the company's development strategy, which involves a certain logic, consistency and cyclicity.

Each component of marketing activity in the enterprise management system is of great importance and requires a special approach on the part of enterprise managers. As evidenced by practice and conducted scientific research, the more complex the external conditions in which the enterprise operates become, the more necessary the development of marketing management is to ensure the appropriate level of competitiveness of the enterprise, which ensures adaptability to external economic conditions. It is positive that at the level of the enterprise for in the last period, managers began to recognize what was due the importance of marketing, the need for marketing development tools, functioning of the marketing service and others

Having organized the main elements of marketing management, their interdependence among themselves on the sub- under the influence of European integration processes, the managers of an individual enterprise must form their own conceptual principles of marketing policy and

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<sup>553</sup> Ploha O. B. (2012). Evaluation of the effectiveness of the functioning of the marketing management system at the enterprise. *Business information*. № 5. P. 258-260.

the corresponding strategy of marketing development, which will take into account the specifics of financial and economic processes at each enterprise, the level of development of foreign economic activity, available competitive advantages, resource and financial support, available potential.

Today, the issue of using a marketing approach to production, sales and commercial activity by agricultural enterprises, which allows to outline prospects for the exit of enterprises from the crisis state. In addition, the slow growth of volumes sale of agricultural products by agrarians by enterprises does not allow them to keep sustainable positions on the market. So there is an urgent need development of ways to improve management marketing activities of agricultural enterprises. To the main ways of improving management marketing activities of agricultural enterprises we took:

- creation of full-fledged marketing services;
- development and implementation of marketing strategies of agricultural enterprises.

One of the most successful methods of organization sales and supply in agricultural enterprises are functional type of supply organization and sales. According to organizational requirements Scientific works. State management of the algorithm for creating this type of services, they include special units responsible for the performance of certain functions. Development and implementation of an innovative marketing strategy agricultural enterprises involves a combination different strategic alternatives.

New market conditions of activity caused by the pandemic require adaptation of the entire set of marketing measures and increases their importance in the development of enterprises as a whole. The pandemic has instantly changed the set of successful marketing technologies and put overall business performance on its ability to adapt market and marketing tools to these changes. Enterprises need a combination of: long-term and short-term plans of marketing activities; expanding the range of research methods market and marketing activities; taking into account the results of marketing activities in the process of improving business models of enterprise development. To strengthen the company's position on market, the importance of finding new species is growing products, and therefore innovative activity. Key forms of marketing activities, the development of which accelerated in the conditions of the pandemic have become digital marketing, situational marketing and individually oriented marketing. A comprehensive approach to the implementation of marketing means taking into account both current and long-term consumer requests.

### **Conclusions.**

The following conclusions should be made as a result of the conducted research. The formation of marketing management at an enterprise of any industry and form of ownership is an objective necessity, since under the conditions of a market economy the level of competition and risk of the firm increases. The company needs to be able to respond in a timely manner to changes in the marketing environment. Organization of activities of domestic enterprises based on effective marketing management will allow to increase the efficiency of their functioning. As a result of the analysis and generalization of scientific works of domestic and foreign economists, the following definition of the economic category "innovative marketing management" is proposed: innovative Marketing Management is a systemic, program-targeted interaction mechanism marketing and management tools for the adaptation of the enterprise to changes in the marketing environment in order to maximally satisfy the needs of consumers and goals of the organization with the effective allocation of limited resources. Therefore, the analysis and generalization of the theoretical foundations of marketing management is a prerequisite for the effective functioning of the enterprise's marketing management

Summarizing, you can assert that marketing activities are an integral sphere of the enterprise's functioning, often determining for other areas of the organization's activity. In order for the products manufactured by the company to "come" to the buyer, effective measures in the field of marketing are required. It is possible to reach the level of world-class manufacturers only if all processes are successfully integrated, related to development, production and implementation new products that the consumer would like. As international marketing practice shows research is not only important, but necessary for almost all types of enterprises. Unfortunately, at this stage of development, Ukrainian enterprises do not yet carry out marketing research efficiently enough, but there is hope

for the fact that the situation will improve in the near future, because without marketing research, no company will be able to correctly navigate a difficult market situation, reliably assess its position on the market, and also make a forecast of its future development.

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## **2.5. INNOVATIVE TECHNOLOGIES IN BANKING ACTIVITIES AS THE DRIVING FORCE OF THE EFFICIENT FUNCTIONING OF THE BANKING MARKET**

In the conditions of a market economy, commercial banks, as institutions that carry out effective redistribution of financial resources, occupy one of the key places in the state's activities. Thanks to them, temporarily free funds are mobilized in the most profitable areas of the enterprise, which ultimately leads to economic growth and improvement of the standard of living in the country as a whole.

In the conditions of serious technological innovations, commercial banks face new challenges, both in terms of improving the level of service quality and creating qualitatively new products in general. Although commercial banks are quite conservative institutions, fierce competition in the market forces them to take active actions in this direction.

Today, information technologies are an integral part of the activity of commercial banks, and create a new basis for the provision of banking services. Already now, hundreds of companies are emerging on the financial and banking markets of Ukraine that combine financial and banking activities with information technologies, which has become the key to acquiring new customers and effective communication with them. The study of this topic will make it possible to better understand the impact of information technologies on the activities of commercial banks, and to determine the main directions of such activities.

The issue of research on the development of innovations in banking Kyiv sphere dedicated work such scientificists, as S. Egorycheva, I. Balobanov, I. Kryvych, V. Tkachuk, V. Vykulov, O. Merenkova, O. Hlushchenko.

Successful banking requires constant changes and innovations. First, banks constantly interact with clients and must preserve and increase the capital of their clients, offer them new ways to expand their business activities and increase profitability.

Secondly, there is a lot of competition between banking institutions, which forces banking organizations to constantly change and modernize their policies, to adapt to rapidly changing economic conditions. The introduction of innovations is a necessary condition for the stability and competitiveness of domestic banks.

Possible to single out a number of reasons that make it necessary to introduce innovations in banking activity:

- 1) ensuring the profitable operation of the bank in the long term;
- 2) increasing operational efficiency, which in modern conditions requires the introduction of process innovations, which helps to reduce the costs of performing certain operations while simultaneously improving the quality of service;
- 3) the ability of the banking institution to generate new streams of income as a result of the introduction of innovative products, high quality customer service, which is ensured by the implementation of innovative solutions, which qualitatively distinguishes the bank from competitors;
- 4) compliance with the requirements of state regulation of banking activity, which is aimed at ensuring the stable and reliable functioning of the banking system by controlling the risks assumed by commercial banks as financial and credit intermediaries;
- 5) the desire of financial and credit institutions to create and maintain the image of a modern, dynamic institution that is sensitive to changes in the needs of clients, is interested in solving their financial problems, provides affordable and comfortable service;
- 6) significant changes in the structure and nature of the needs of consumers of financial services that have occurred in recent decades.

Innovation literally means "investment in innovation".

Innovations operating in the financial sphere are financial innovations. Banking innovation is part of financial innovation.

Banking innovation is the final result of the bank's innovative activity implemented in the form of a new banking product or transaction.

## **2.2. Olena Martseniuk. INTERNET BANKING – INNOVATIVE DEVELOPMENT OF THE BANKING SECTOR IN UKRAINE**

Internet banking service is an intangible information form of conducting commercial and banking business in the international online space. The trends of their formation have a powerful influence on international electronic business and the international monetary and financial sphere, the banking system, which are systematically subject to financial crises and global currency transformations.

The article is devoted to the study of the use of digital and Internet technologies in banking activities on the territory of Ukraine, taking into account the European experience. Features of remote banking services for retail customers are summarized. The essence and main forms of Internet banking services for retail customers are considered. The mechanism of remote service to the population, which is an important element of the banking business, has been studied. The prerequisites and factors that became the driving force behind the development of channels for the provision of banking services are highlighted. The analysis of transitional forms of providing banking services in Ukraine was carried out. Banking services, which are formed under the influence of the development of digital Internet technologies, have been evaluated. The possibilities of improving the Internet banking service process are substantiated.

Given the economic importance of digital technologies in banking in the face of modern challenges, recommendations on improving the efficiency of providing Internet banking services to customers, which are associated with improving the quality of service through the use of innovations, as well as recommendations on avoiding risks inherent in alternative channels, are substantiated implementation and identification of current models of banking activity.

## **2.3. Mariia Miroshnykova. INCREASING THE EFFICIENCY OF REFRIGERATING EQUIPMENT OF PASSENGER CARS**

Most of the passenger cars operated on Ukrainian railways were built in the 70s and 80s of the last century and their service life is coming to an end. Under the condition of limited funding, carrying out restorative repairs by car repair plants and railways remains the main means of maintaining the car park in the required number.

Thus, during the operation of passenger car air conditioners, the internal surfaces of their pipelines are contaminated (primarily due to the accumulation of oil residues on them), as a result of which the performance of the air conditioner decreases.

In addition, the passenger car park has cars equipped with refrigerating equipment designed for the use of freon-12 (R12), freon-22 (R22) refrigerants. Therefore, it is necessary to clean the internal surfaces of pipelines and refrigerating equipment of air conditioning systems from mineral oil residues and impurities when replacing (retrofit) R12, R22 with ozone-safe alternative refrigerants.

## **2.4. Olena Polova. INNOVATIVE MANAGEMENT OF MARKETING ACTIVITIES OF THE ENTERPRISE**

The modern stage of development of the agrarian sector of the economy of Ukraine is characterized by the gradual creation of fundamentally new conditions entrepreneurial activity. An economic situation is formed, under which it arises urgent need for further development of market orientation of production. The global food crisis caused a number of peculiarities in implementation of the production and commercial process of this industry. In this regard a real economic tool for organizing agricultural activities enterprises, taking into account the requirements of the market, becomes a marketing activity – complex and systematic method of solving problems of agricultural organization production All this requires solving a number of research tasks based on system approach, development and implementation of market strategies management for agricultural enterprises.

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