

ABSTRACTS

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INNOVATIVE TRANSFORMATION OF A MARKETING COMMUNICATION MIX IN THE CONTEXT OF GLOBALIZATION

In the article revealed the content and features of the innovative transformation of marketing communication mix, strategic directions of transformation of marketing communication mix based on the introduction of innovative tools and solutions for domestic enterprises in the modern context of globalization.

According to the Eurostat database, in recent years there is a gradual decline in the share of innovative companies in the EU, including the companies implementing marketing innovation. This unfavorable trend, according to the authors, can be explained by the exhaustion of technoeconomic paradigm that exists, and permanent crisis caused by decreasing stage of K-wave cycle. However, most of innovative companies prefer modern communication methods and promotion technologies.

In order to identify the share of domestic enterprises that implement various marketing innovations in its activity, the authors surveyed the leaders of 27 Dnipro companies from different areas (trade, manufacturing and service industries). According to a study the authors elaborated a conclusion about the insufficient use of modern marketing methods and tools of domestic enterprises. The survey result found that Ukrainian enterprises in need of conceptual change of approaches to communication policy and strategy for promotion of products according to the global information society imperatives.

In the current context of globalization and the intensification of integration processes for domestic enterprises, the importance of integrated marketing communication mix as a powerful tool for promoting domestic products in foreign markets increases. To ensure the effective promotion of products in new foreign markets there is an urgent need for strategic transformation of marketing communication mix on innovative principles using the most advanced digital, mobile and Internet technologies. The authors proved the need for a broader inclusion of Digital Marketing tools to the companies' integrated marketing communication mix.