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**INTEGRATION OF REGIONAL MARKETING INTO
INNOVATIVE REGIONAL DEVELOPMENT IN THE CONTEXT
OF GLOBALIZATION OF THE WORLD ECONOMY**

**INTEGRACJA MARKETINGU REGIONALNEGO
W INNOWACYJNYM ROZWOJU REGIONÓW
W KONTEKŚCIE GLOBALIZACJI EKONOMIKI ŚWIATOWEJ**

Abstract: the article presents justification for the importance of innovative regional development in the globalization of the world economy, definition of the role of regional marketing and proof of the need to implement marketing levers of management into the innovative development of Ukraine's regions. The author proposes conceptual approach to the integration of regional marketing into the innovative development of central regions of Ukraine.

Keywords: globalization, competitiveness, innovative development, regional marketing, integration

Streszczenie: Badania potwierdziły znaczenie innowacji dla rozwoju regionalnego w dobie globalizacji gospodarki światowej, określiły rolę marketingu regionalnego i konieczność realizacji dźwigni marketingowej zarządzania w innowacyjnym rozwoju regionów Ukrainy. Zaproponowano koncepcyjne podejście do integracji marketingu regionalnego w innowacyjnym rozwoju centralnych regionów Ukrainy.

Słowa kluczowe: globalizacja, konkurencyjność, rozwój innowacyjny, marketing regionalny, integracja

Introduction

Development of marketing approaches to the regional management in Ukraine is determined, primarily, by the world economic globalization and growing competition for resources, including investment, among the regions. In modern world the globalization process practically formed a market of territories, in which each territorial unit, each region tries to offer the most attractive product in a form of living environment, entrepreneurial activity and recreation. Obviously, consumers choose a region that better suits their demands, hence creating the need for any region to apply the concept of regional marketing and create its marketing potential to advance into the global territorial market.

We should note the importance of addressing the problem of successful use of marketing tools for the regional development. In highly dynamic economic and social situation both within the region and beyond, all the more pressing becomes making justifiable and timely management decisions, aimed at creating competitive advantages of the region and enhancing its appeal to the public with special emphasis on its distinctive features, development and strengthening of positive investment dynamics.

1. Global Competitiveness Rating of Ukraine as an indicator of its regional development in the context of globalization

The current state of social and economic development of Ukraine is characterized by contradictory trends which are caused, on the one hand, by the objective factors of global economic environment and, on the other hand, by the weak performance of domestic economic policy.

Strategic development of Ukraine can't happen without taking into account all factors of globalization and global competition since they affect and will continue to affect the lives of nations. In this case the priority must necessarily be given to the internal processes, internal adaptation of Ukrainian economy to the conditions of the world economic

environment. Internal development strategy of Ukraine should be globally oriented, both in terms of countering new disruptive effects of globalization and pragmatic in terms of using new features and benefits that it grants¹. A special role in the globalization of the economy belongs to the technological progress, therefore, the success of social and economic development of the country and its competitiveness depends on the effective use of its innovation potential. All this is required for successful entry into the world economy as a full partner.

The criteria for evaluation of the effectiveness of economic development exist in the form of relevant rankings and ratings, and one of them is Global Competitiveness Rating.

The position of Ukraine in Global Competitiveness Rating (GCI – Global Competitiveness Index) is presented in Table 1. It should be noted that Global Competitiveness Rating measures the ability of national economies for dynamic growth in the medium term and is based on the evaluation of 113 indicators, divided in 12 groups, which represent 4 basic factors, 6 efficiency increase factors and 2 innovation factors²:

- 1) quality of institutions;
- 2) infrastructure;
- 3) macroeconomic stability;
- 4) health and primary education;
- 5) higher education and professional training;
- 6) commodities and services markets efficiency;
- 7) labor market efficiency;
- 8) financial market development;
- 9) technological developments;
- 10) volume of domestic market;
- 11) competitiveness of companies;
- 12) innovation potential.

Table 1. Position of Ukraine in Global Competitiveness Rating

Tabela 1. Pozycjonowanie Ukrainy w ratingu globalnej konkurencyjności

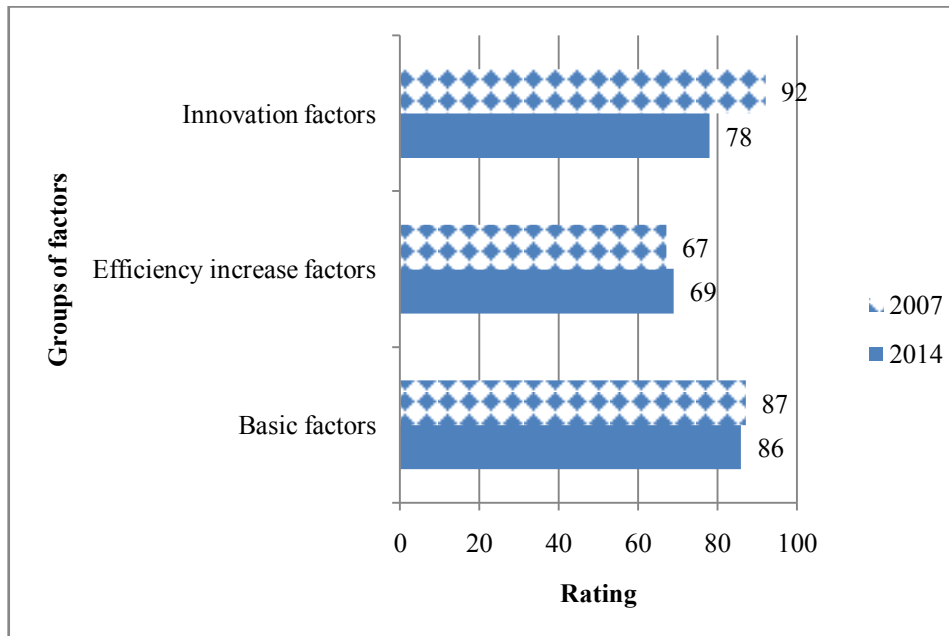
Years	Global Competitiveness Rating	
	Rating, points	Index
2007	78	3,89
2008	73	3,98
2009	72	4,09
2010	82	3,95
2011	89	3,90
2012	82	4,00
2013	84	4,05
2014	76	4,1

Source: opracowanie własne na podstawie danych: <http://www.weforum.org/reports/global-competitiveness-report-2014-2015>

As shown in Table 1, the Global Competitiveness Rating of Ukraine in the period of 2007 - 2014 can be described as unstable. During this period Ukraine improved and rapidly lost its positions, and in 2014 ranked 76th among 148 countries. At the same time, its Global Competitiveness Index reached level of 4.1 out of 7 possible and was on par with Slovenia, Croatia, Guatemala and Algeria.

In order to identify the reasons for deterioration of the country's competitiveness it is necessary to investigate the dynamics of factors, grouped in a certain sphere of influence. Figure 1 presents the rating of considered factors. It demonstrates decrease in ranking of the basic factors and, especially, innovation factors of Ukraine's competitiveness. The positive dynamics lies in the increase in efficiency factors, which have the best position among the considered factors.

Figure 1. Position of Ukraine's competitiveness groups of factors in 2007 and 2014
Rysunek 1. Pozycjonowanie Ukrainy z czynników konkurencyjności w roku 2007 i 2014



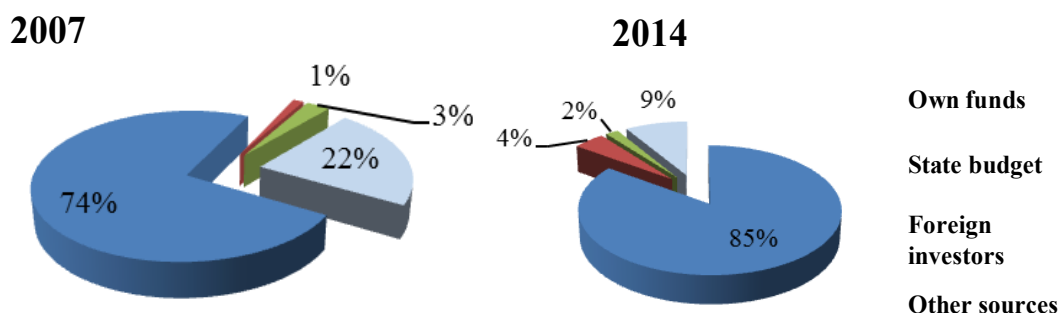
Source: opracowanie własne na podstawie danych: <http://www.weforum.org/reports/global-competitiveness-report-2014-2015>

A more detailed study of 12 groups of factors revealed a weak innovation potential of Ukraine, indicating a lack of innovative activity of domestic companies and the low level of domestic modern technologies. It should be noted that the increase of quality rating of research institutes and availability of scientists and engineers is experienced within the group's structure. At the same time, the innovation potential of the country is not provided by its own developments and research to large extent, but by the acquisition of new technologies

and products through the purchase of licenses and patents. According to researchers, this situation is caused by the decrease in the share of high-tech industries that led to reduced demand for the research and developed applications and hinders the transfer of technologies³.

Nowadays, the main obstacle for effective innovative development of Ukraine and its regions, in particular, is the lack of proper funding for innovation projects and the impossibility, for the same reason, of the introduction of new technologies in production, thus making national products uncompetitive in the global market. Studying the structure of financing sources for innovative activity in Ukraine, we can note that the national enterprises increasingly support innovations by their own efforts (Figure 2). Thus, in 2014 the companies' own funds amounted to 85% of the total funding for innovations, increasing by 11.3% from 2007. At the same time, the financing from foreign investors and other sources decreased, indicating the reduction of potential of certain industries, attractive to raise funds. The state budget funds accounted for only 4% of the total funding in 2014, which suggests an ineffective economic policy, in which intensification plays insignificant role.

Figure 2. Structure of innovation activity financing in 2007 and 2014
Rysunek 2. Struktura źródeł finansowania działalności innowacyjnej w 2007 oraz 2014 r.



Source: opracowanie własne na podstawie danych: <http://www.ukrstat.gov.ua/>

The researchers at the National Institute for Strategic Studies stated that in the recent years the economy of Ukraine develops in conditions of slow dynamics of global commodity markets, low predisposition of economic agents towards investment and excess liquidity in the global financial system. Their research showed that the domestic demand will remain the main source of domestic economy growth during the forecasted period; therefore, the key task of economic policy should lie in the creation of favorable conditions for domestic producers in the domestic market⁴. In the context of globalized economy and insufficient domestic funding for innovative regional development, the problem can be solved by the use of non-financial levers. They enhance the role of regional marketing as the main coordinator of the domestic market processes that is able to create added value for products and services of the regional market that meet its needs.

2. The role of regional marketing in innovative development of the region

The innovative development of the region is based on the interaction of various factors: informational support of innovation activity, regulatory environment, efficient functioning of innovation infrastructure, and scientific activities, including the intellectual resources of the territory. Taken into account the market competition, marketing leverages of innovative development should be a priority. Also a large role should be given to the level of region susceptibility of not only to its own innovations, but also to the experience of other territories.

The innovative development of the region should meet the current challenges of the market and the external environment, therefore, the role of regional marketing lies in the creation of incentives for continuous improvement of products and services that are created within it, the organization of production, exchange, distribution and consumption of innovation.

According to the system approach, the integration of regional marketing into the innovative development of the region, on the one hand, lies in the creation of principally new integrated system with properties that are not inherent to the innovation system of regional development. The goal of regional marketing is not only the design of brand new characteristics of innovative system, but also the demonstration of differences in innovative potential of the regions, based on their territorial characteristics. On the other hand, integration lies in determining its structural elements and relationships between them that are subjects and objects of regional marketing as they provide marketing management of innovative development of the region.

During the integration process regional marketing performs the following tasks:

- coordination of the effective interaction among all participants of the innovation process;
- development of the adequate regional innovation policy;
- allocation of the priority sectors, evaluation of the effectiveness of current innovation policies, exchange of best practices (benchmarking);
- development of the innovation culture in society.

Unfortunately, in Ukraine the existing innovative approaches to the regional development do not take into account the role of marketing in the formation of innovative potential of the region and increase of its competitiveness on an innovative basis. Meanwhile, as international experience shows, the influence of marketing factors, principles and instruments at the innovation level of the region is significant. Regional marketing has particular importance in implementing system innovations. Their functional role in the regional marketing is determined by their importance in the creation of added value chain on the basis of institutional capacity, which was justified by Japanese researcher Mitsuaki Simaguti⁵.

The marketing component of the regional innovation system should be designed to solve the following problems:

- 1) segmentation of innovations market and study of the demand for innovative products;

- 2) positioning of innovative products in the region;
- 3) targeting of the local market, where innovative products of the region will be in demand (in the case of the consumer market) or used for production of other goods and services (speaking of the industrial market);
- 4) selection and justification of pricing methods for innovations;
- 5) search and selection of innovative intermediaries that provide innovations promotion in the region;
- 6) establishment and support of communication among all participants of the innovative process in the region;
- 7) creation of portfolio of companies, which are considered innovation leaders (or leading branches) and are seeking to build its activity on innovation basis;
- 8) market evaluation of intellectual property.

Therefore, the role of regional marketing in the innovative development of the region is to harmonize demand and supply of innovation, providing continuous, bilateral and effective communication among all participants of the innovation process. Also it lies in the commercialization and successfully promotion of innovations in the target markets, research of actual and potential demand and preferences of the target customers. In addition, successful positioning of the region and its positive image and reputation increases investment and, most importantly, innovative interest from investors. This contributes to the creation of synergy from integration interaction of regional economic relations. It confirms the view of P. Kotler, renowned scientist, who believes that the use of marketing in the territory management and creation of a positive image can bring no less benefit than in business marketing⁶.

The basic system of principles as conceptual ideas of innovative development of the region on the basis of regional marketing is defined as:

- 1) valuable principles that guide the innovation activity of the region on marketing philosophy, that is meeting the existing and future needs of innovation for the public and businesses, and, thus, improvement of the welfare of the region;
- 2) coordination principles, which define the balance of innovation portfolio of the region: resources, capabilities, institutions of innovation infrastructure, innovation projects, innovations, which are already on the market, etc;
- 3) principles of situational analysis and development of operational programs, which are based on needs of short- and medium-term planning and forecasting of innovative development of the region.

An effective tool for activation of innovative activity is a modeling of interaction processes of economic agents, focused on creation of innovative products that generates added value for its customers and, thus, provides innovative development of social and economic system of the region. The “triangle model” became widespread with its three elements - institutions that are involved in the innovative development of the region - the state, business and science. The dominant role was reserved for the state in the model. The state acts as the main initiator and leader of innovations in the regional system. The innovative system of the USSR was an example of “triangle model”. However, it proved in-

efficiency of the vast role of the state in the innovative development of the country, leading to the lack of initiative on the part of businesses and research organizations.

Later “triangle model” was a subject for changes, depending on what institute played a dominant role in the innovative development. Lundvall model (1992) and Nelson model (1993) reserve the main role in the innovation process for the business as the initiator, creator and promoter of new ideas, products, and services in the region. State plays the role of “regulator” and “stabilizer”. The lack of partner business relationships between science and business in these models creates difficulties in the transfer of scientific achievements and adequate support of the results of fundamental and applied science.

Nowadays, the theory recognizes the role of all institutions involved in the innovation process and the respective model is called “triple helix” (Henry Itskovits)⁷. “Triple helix” model is based on the interaction of the three participants in the innovation process and coordination of their activities in order to reduce the uncertainty of innovative development. Taking this into account, we believe that marketing, whose main function is to promote innovative product on the market, should become a “coordinator” of interaction among the participants of “triple helix”.

3. Conceptual approach to the integration of regional marketing into innovative development of the central regions of Ukraine

The research of the conceptual approach to the integration of regional marketing into the innovative development of the regions showed that it is directly affected by the features of the central regions of Ukraine, namely their mainly agro-industrial specialization, availability of resources and scientific potential, typical for the central zone living conditions, business and recreation environment.

The conceptual approach involves the justification of the basic goals and ways to achieve them, using the marketing tools and leverages in the creation and promotion of innovative products, according to regional specifics.

The analysis of innovation activity of the central regions made it possible to determine that the innovative development of the regions with the use of tools and technologies of regional marketing should be formed in two directions - tourism and business, which includes all basic industries with high added value.

Tourism industry is an active consumer of informational innovations. It is proved by the use of IT (Information Technology) for tourism: the introduction of cellular Internet, e-catalogs, widespread on-line-booking for retail agencies as well as for direct customers.

Extraordinary ideas, automation and availability of reference information, development of the new tourist routes, software and applications' solutions - these are just some examples that illustrate the innovation and its further direction of development⁸.

Business direction of regional marketing is the most interesting and promising for the innovative development of the central regions. We outlined a range of major challenges that need to be resolved by means of regional marketing as part of this trend.

1. Increase of investment attractiveness of the regions. Nowadays, one of the reasons for the low level of investment attractiveness of central regions is the insufficient business activity, due to the small number of businesses and little investment and spending for innovation. The solution for the problem of attraction of investment into intellectual property objects requires the assessment of their attractiveness and market demand in order to develop the programs for promotion of promising industries that are in need of fixed assets modernization. Unfortunately, as for now the regions don't use marketing tools of such type to solve this problem.

2. Increase of the region's attractiveness in terms of the new industries location and projects implementation, particularly projects relating to the innovations. For example, in Cherkasy region the Department of Investment and Innovation Policy and Foreign Economic Relations of Cherkasy Regional State Administration is responsible for performing this purely marketing task. Of course, the functions performed by the abovementioned Department do not fully cover all the tasks of the regional marketing, and it can be concluded that the region has no experience in the marketing of innovative development and the use of marketing tools for the strategic objectives in this area. In other central regions of Ukraine no institutions exist that perform the functions of regional marketing management at the administrative level.

3. Enhancement of innovation activity in the regions. Taking into consideration the abovementioned reasonable necessity for intensification of innovation activity, it should be noted that the integration of regional marketing into the innovative development of the central regions is an urgent need and requires careful consideration, which we will carry out for Cherkasy region as an example.

Research of the innovative potential of the central regions of Ukraine revealed a weak innovation activity of industrial enterprises due to the low level of implementation of the new technological processes and products, marketing and organizational innovations. The main reason for this situation, as was noted earlier, is the lack of adequate funding for the innovations from the state, domestic investors, local budgets and off-budget funds.

The survey performed on the company's managers in Cherkasy region showed that nearly half of respondents believe that state procurement and tendering has led to the technological innovations in the region. On the opposite, the business cooperation with the local universities and research institutes in the field of research development is hardly observed, indicating a lack of innovative environment that would facilitate the emergence of innovative ideas commercialization.

All this leads to the conclusion that the application of marketing communication technologies is really necessary for informing potential users about the most promising sites and areas of the new production facilities. That will lead to the increase of efficiency of regional innovation projects and introduction of the products with high consumer value into the manufacturing.

Based on the all said above, we consider that the model of "triple helix" should constitute the basis for the integration of regional marketing into the innovative development in the central regions, which is determined by several factors. Firstly, state regulation of science and

innovation that exists today doesn't create proper conditions for sufficient meeting of the interests of participants in the innovation process, because of the lack of appropriate legislative frameworks and financial support. Secondly, the low business activity in the creation of innovative product, which is observed in recent years, is mostly due to the financial "hunger", caused by the economic crisis and social and political situation in the country. The consequence of such situation is a "short-term" strategic vision of the economic subjects and their tendency to minimize risk by investing money into less risky projects and activities. In order to overcome these problems, the main task of the regional marketing should lie in the search and promotion of the unique opportunities of the territory in order to attract potential investors and new industries with high innovation potential.

A weak motivation of scientists for conduction of fundamental research within the universities is the obstacle that can be eliminated by the means of regional marketing. Nowadays, the biggest share of fundamental research is carried out mainly by the state institutions (National Academy of Sciences of Ukraine and other research organizations), but in most countries this function is entrusted to the universities. It should be noted that the rapid development of marketing technologies, especially in the field of innovation and IT finds the greatest response within the young generation, seeking to realize their professional potential. Therefore, the broad involvement of not only scientists, but also students from regional universities, especially those majoring in "Marketing" and "Management of innovative activity" will boost the innovation activity in the regions. The scope of the students' tasks in the process of scientific research can include the field marketing research, development and introduction of the communication means into the regional innovative processes.

A modern innovative model of the regional development should be based on the marketing tools along with the methods of direct and indirect state support for innovation. M. Porter noted that the modern role of government is to act as a catalyst and searcher for novelty; it should encourage or even push companies to innovate, search for new opportunities and competitive advantages⁹. Successful regional marketing policy is a policy that will create a favorable environment in which companies can achieve competitive advantages and constantly increase their capacity and not the one, in which regional governments are directly involved in the innovation process. Thus, regional marketing has to play the role of "invisible hand" in the innovative development of the region.

The deficit of methods of non-financial support, particularly marketing consultation, information and training in commercialization and promotion of innovation on the market constitutes a big obstacle for successful innovative development. In our opinion, the non-financial assistance for businesses that develop and implement innovation is equally important at all stages of development, and the need for financial incentives increases in proportion to the intensity of research and development.

An integration of science, business and a state requires the establishment of appropriate infrastructure. It should be provided with the legal framework for governance of the interests of all participants in the innovation process in the region. The functions of marketing support of innovative development in the central regions, in our opinion, should be put on

the existing structures of regional management, for instance, Department of Investment and Innovation Policy and Foreign Economic Relations. A regional marketing center can be created, which will act as a link between the authorities and universities, innovative companies, innovators, and the public through the implementation of marketing functions.

The following key objectives for regional marketing center of the central region were defined:

- Regular and reliable informational support on the market conditions in the region for the innovation process participants: producers, consumers, investors and other;
- High-priority promotion of the regional innovation products on domestic and foreign markets;
- Removal of the informational barriers between the major parties of innovative model for the effective cooperation among production, science, government and business;
- Promotion of cooperative ties with other regions and countries;
- Analysis of the competitiveness of innovative products in the region, evaluation of innovative projects, development of marketing strategies, marketing consulting;
- Organization of promotional and exhibition activities in the field of innovations;
- Exchange of the expertise with the partners - other regional marketing centers;
- Creation of the databases on the most promising innovation companies, products and intermediaries;
- Market research for the analysis of the main trends and monitoring of changes in the demands of business, public and other target audiences in the region;
- Participation in the discussions about innovative regional development programs, mechanisms of investment attraction and stimulation of innovation activity of the regional businesses;
- Development of the proposals on pricing, product, distribution and communication policies of the region in the field of innovation;
- Development of the proposals for improving the effectiveness of innovation activity in the region.

Therefore, the integration of regional marketing into the innovative development of the central regions requires proper justification of the goals, strategy development and conditions of its implementation, mutual confrontation and coordination of the national interests, development and decision-making in the field of legal regulation of relations in the innovation process and in the state and regional financing.

On the basis of the analysis of marketing potential and current state of the innovative development of the central region, we have defined the main functions of the regional marketing in the innovative development:

1. Planning – both operational and strategic planning, informational support, preparation of proposals for the programs of innovative development.
2. Research and Analytics – study of the internal and external factors of the regional innovations market, research of the competitiveness and determination of the competitive advantages of the region.

3. Forecasting – analysis of the major trends in the innovation processes in the region and forecast of their development.

4. Distribution – organization of the regional channels of tangible and intangible flows, improvement of the innovation infrastructure in the region.

5. Communication – enhancement of the brand awareness in the region, advertising and PR-activity for promotion of the regional innovation projects, goods and services, development and coordination of marketing communications.

These functions can be executed through the operation of the marketing information systems and regional marketing center.

Marketing information system (MIS) of the region covers the operational and strategic activities in the field of innovations. Operational activities include the collection, processing, analysis and transmission of information; strategic activities refer to planning of regional MIS operations, preparation of management decisions, and development of information database of regional MIS.

We suggest the following order of the regional marketing integration into the innovative model of the central region.

1. Development of the regional marketing concept in the field of innovative development, based on the following tasks:

- Research of the innovations market in the region;
- Analysis and forecast of the factors of innovative development of the region;
- Analysis of the business relations of regional industries with external markets;
- Analysis and forecast of the resource base of the region, the state of innovation infrastructure.

2. Implementation of the regional marketing concept in the field of innovative development, which includes the following tasks:

- Coordination of the structure and content of the regional marketing with regional authorities and representatives of regional innovation companies;
- Design of organizational scheme for the regional marketing system;
- Development of regulation documents for governance of the regional marketing functioning;
- Control over regulatory and technical documentation, developed in the framework of regional marketing.

3. Development of a system for promotion of the regional innovative products on the internal and external markets, which requires the following:

- Definition of the objectives for promotion of the regional innovative products on the target markets;
- Development of the methods, rules and means of promotion of the innovative products;
- Identification of the incentives for promotion of the innovative products.

4. Provision of the marketing research that lies in the training of human resources, providing of the required technical means, internal and external communications.

We have identified the key five directions of the innovative development of the central region, which we propose to include in the area of regional marketing competence.

Direction №1. Promotion of the innovation activity among the existing companies. The main tasks of this direction are the following:

- 1) assistance in providing the informational support on the availability of the skilled personnel, business partners and the promotion of the opportunities to the innovation businesses;
- 2) support in the creation of specialized organizations that will communicate with the businesses (innovation commercialization center);
- 3) support of the promising innovative projects implemented for the benefits of the region;
- 4) preparation of the proposals regarding the conduction of the technological expertise of the major projects, evaluation of their level of innovation and competitiveness;
- 5) support of the companies that attract students, researches and young professionals to create innovative products and services;
- 6) provision of a constant and independent monitoring of results.

The main expected results of the direction №1:

- 1) improvement of a support efficiency and focus in the relation to the innovation activity of the companies;
- 2) acquisition and improvement of the skills and experience of the innovative management and marketing;
- 3) creation of the new links between universities, research organizations and companies;
- 4) higher rate of growth for the companies, involved in the process of implementation of the concept of innovative development;
- 5) increase of the competitiveness and profit growth for innovative companies.

Direction №2. Promotion of the creation, growth and development of the business innovation organizations. The major tasks for this direction are:

- 1) support of the higher education institutions in the training of innovation management and marketing professionals with the involvement of the leaders of successful innovation businesses in the region;
- 2) proposal of a list of measures regarding the creation of a system of preparation and implementation of innovative projects - carrying out the research and development work on the territory and using the equipment of the companies (organizations) with the involvement of highly qualified experts (scientists, engineers, managers);
- 3) assistance of the higher education and specialized institutions in the creation and development of the student business incubators (university type business incubators); regional enterprises (organizations) in the creation and development of the technology parks and innovative industry business incubators;
- 4) establishment of a modern system of scientific and technical information that will not only provide a broad public access to the knowledge about the new advances in science and technology, access to patent information, but will also enable users to introduce modern information technologies for development and optimization of their businesses; creation of a registry of electronic informational resources available in the region;

5) proposal of a list of measures for the creation of a system that promotes innovation in production and efficient sales of innovative products.

The main expected results of the direction №2:

1) creation of the positive image of the region as one of the leading centers for the creation and production of the innovative products;

2) involvement in the economic development of the public sector, creation of the positive attitude to the process of commercialization of scientific results and the use of scientific potential for the business development;

3) formation of the positive examples of the companies that are based on the scientific institutions and cooperate with them;

4) growth in the exported amounts of the innovative products and services;

5) increase in the number of the companies transferred to the new formats of business conducting.

Direction №3. Attraction of the foreign investments in high-tech sector. The main tasks to be fulfilled are:

1) organizational support in the promotion of investment attractiveness of the region in the technological industries;

2) organizational support in the creation of the joint ventures and opening of the branches of Ukrainian and foreign companies, especially those working in the manufacturing sector;

3) assistance to the innovation companies in the field of personnel certification according to the quality management system standards and implementation of the international product quality standards in the regional enterprises.

The main expected results of implementation of direction №3:

1) increase in the number of different forms of commercial agreements in the technological sectors related to the operation of international research centers;

2) attraction of the leading innovative companies into the region;

3) popularization of the region in the global scientific and technological markets.

Direction №4. Development of the infrastructure for innovations. The main tasks of this area are the following:

1) organization of the activities that contribute to the development of infrastructure networks (seminars, conferences, exhibitions and so on);

2) promotion of the external relations of the innovation infrastructure organizations.

The main expected results of implementation of the direction №4:

1) presence of the professionals, which are able to provide support according to the demands of different target groups innovational businesses;

2) maximum reduction of the transaction costs by placing all the participants in one compact area with a high concentration of the personnel from various fields.

Direction №5. Increase of the innovation culture level. The major tasks for this direction are:

1) proposal to the regional higher education institutions the organization of the targeted training for growing innovative enterprises, training of highly qualified consultants

for the innovation infrastructure organizations, including internships at industrial enterprises;

2) assistance in the formation of scientific and design schools; organization of the training for ministries' staff and other executive authorities with the purpose of assimilation of the foundations of the innovation and regional marketing and modern concepts of the innovation processes in the economy;

3) radical improvement of the system of analysis and dissemination of scientific and technical information in order to ensure its accessibility to the general public;

4) creation of the effective incentives and real opportunities for the inclusion of every management employee in the system of continuous education and training, including the use of distance learning.

The main expected results of the direction №5:

1) improvement of the efficiency of interaction among the different target groups, involved in the implementation of the most attractive areas of the innovative development of the region;

2) development of the human resources in the field of innovation;

3) increase of the human resources skills in the companies to the level of international standards.

On the basis of the conducted study it was determined that the optimal marketing strategy for the central regions, given the low level of the innovative capacity, is the retraction of innovation projects. Innovative projects of a particular region should be exceptional, sustainable, potentially demanded by the market, socially and economically effective. Projects that meet all the criteria are getting investment support at all stages - from marketing and commercial research to commercialization and promotion of the project into the market.

The primary prerequisites for implementing the retraction strategy in the central regions already exist: gradually emerging innovation infrastructure and the system of innovation support by the regional authorities. However, the informational awareness of potential innovators and investors of the feasibility of projects in the regions should play an important role. Thus, the retraction strategy assumes the creation of such favorable conditions in which innovators would get benefits from the implementation of their innovative ideas and projects in the central region.

Conclusion

The globalization of the world economy is an important factor in the formation of the market of different areas of a country, which leads to increased competition between the regions of the country for resources, including investment capital. Under these conditions, the regional development of innovation must meet current challenges of the market and the outside environment. The main obstacle to effective development and innovation of Ukraine's regions is a lack of funding for innovations, which makes Ukraine's products uncompetitive in the global market. The role of regional marketing in the development of

innovations of the region is to ensure the implementation of innovations into production, their commercialization and successful promotion in the market by non-price methods of influence. Therefore, the marketing levers of innovation development become a priority and integration of regional marketing in regional innovation management system will create necessary conditions for fuller realization of innovation potential of regions which will increase their competitiveness and the competitiveness of the country in general.

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