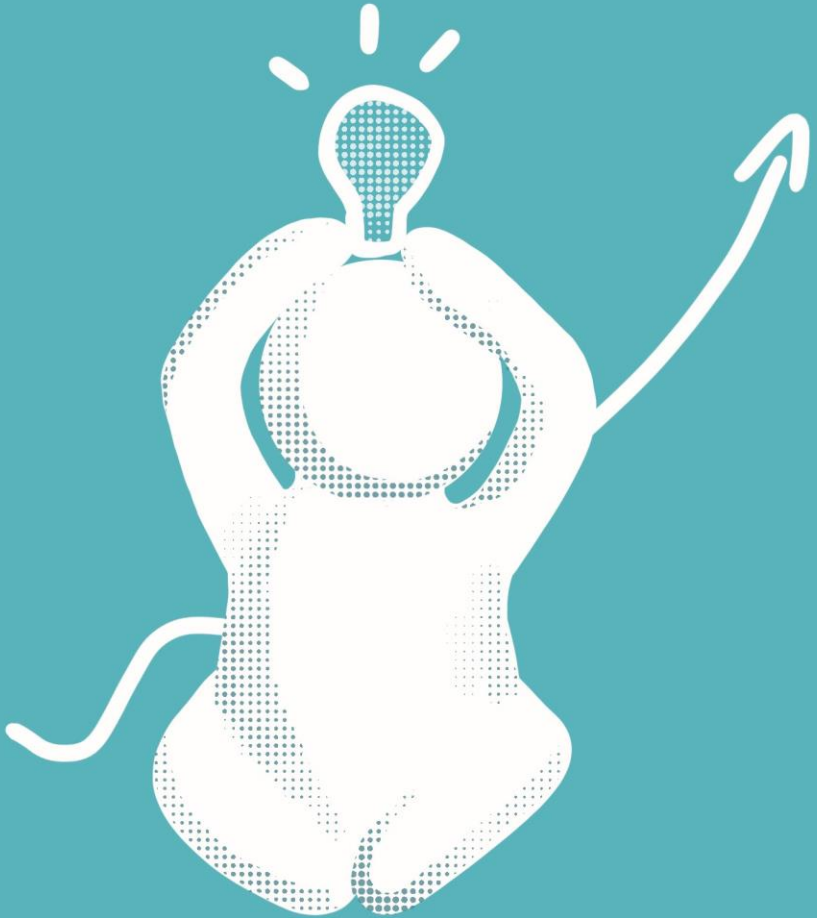


Marketing of innovations. Innovations in marketing



2025

University of Economics and Humanities
Bielsko-Biala, Poland

Materials of the International Scientific Internet Conference

**MARKETING OF
INNOVATIONS.
INNOVATIONS IN MARKETING**

December 2025

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The topical issues of marketing of innovations and innovations in marketing, market-oriented management of innovation development, digital marketing, etc. are considered.

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CONTENT

1. MARKETING OF INNOVATIONS

Bilukha M. Dynamics of countries' innovation activity in the global economic space	10
Chaikowska M.P. Cross-cultural concept of neuromarketing research on innovative products based on virtual test environments	12
Ievsieiev A.S. Technological scouting as a tool for innovation commercialization	15
Polinkevych O.M. Marketing of innovations in smart enterprises: digital tools, analytics, and managerial decisions	17
Zubko O. Marketingowe imperatywy cyfrowej transformacji modeli biznesowych przedsiębiorstw przemysłowych	20
Скрипчук М.П., Логвин С.Ю. Маркетинг інновацій: превентивність нормативного забезпечення щодо водного сліду та кооперації	23

2. INNOVATIONS IN MARKETING

Bilotkach I. PR in the marketing management system of institutional development of enterprises	27
Bojczuk I. Funkcjonalne zastosowanie usług internetowych w praktyce marketingowej	30
Illiashenko N.S., Bilash S. Peculiarities of consumer behavior of clients of psychological centers	33
Kasian S., Shebanov O., Nemesc A. Tools for ensuring long-term customer loyalty	35
Kosenko O., Luchynskyi M. Evolution of marketing: the concept of metamarketing and immersive customer experience metrics	38
Maslak O., Maslak M., Yakovenko Y. Grant fundraising as a specific type of B2D (business-to-donor) marketing	40
Nagy S., Pererva P. Marketing strategy for promoting the erasmus+ programme	43

Vydrya Y.V. Commercialization opportunities for innovations in universities	169
Zakharova O.V. Coaching techniques in forming a scientist's brand	172
Семенюк С.Б. Цифрові комунікації в системі вищої освіти	175
Телстова С.Г., Телстов О.С. Резильєнтність закладів вищої освіти як чинник їх конкурентоспроможності: маркетинговий аспект	177

6. DIGITAL METHODS AND TOOLS AT MARKETING

Baldzhy M. Application of digital technologies in agricultural enterprises	182
Bilovodska O., Kutsyk A. Main advantages of e-commerce in the distribution system	184
Chernobrovkina S.V., Soroka Y.O. Software-driven strategies in modern digital advertising	187
Ivanova L.O., Vovchanska O.M. Digital influencers as a strategic marketing and branding tool	190
Kolodieieva O., Shkeda O. Influencer marketing optimization as a digital economy tool	194
Komarnytskyy I.M., Komarnytska H.O. Digital communication channels in territory marketing	198
Kosenko O., Shein O., Kosenko S. Programmatic advertising: key factors that determine ROI in a digital marketing strategy	201
Kosenko O., Tkachova N., Kosenko Y. Conceptualization and metrics of omnichannel marketing effectiveness in the conditions of fragmentation of the digital customer path	204
Likarenko I.Yu., Shkeda O.O. Rage bait as an element of attention management in marketing communications in the digital space	207
Saloid H.S., Zhyhalkevych Z.M. Digital branding strategy for B2B marketing research companies in crisis conditions ..	210
Savytska N., Polevych K. Marketing tools in social media: strategic priorities in the context of digitalization	213

Another important direction is the analysis of the economic efficiency of various forms of commercialization, including licensing, startup creation, participation in joint projects, and the development of innovation infrastructure. Assessing costs, revenues, risks, and social impact will help justify the selection of optimal strategies for specific universities.

It is also advisable to study the impact of digital technologies on commercialization processes, particularly the use of open innovation platforms, blockchain solutions for intellectual property rights management, and artificial intelligence for analyzing the market attractiveness of technologies. This opens new possibilities for scaling innovations and integrating universities into global digital ecosystems.

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COACHING TECHNIQUES IN FORMING A SCIENTIST'S BRAND

Enhancing a researcher's personal brand is becoming increasingly relevant in the contemporary academic environment, where competition for grants, partnerships, and the visibility of research outcomes continues to intensify. A strong academic personal brand enables scholars to increase the recognition of their scientific achievements, leading to broader citation of their work and greater professional acknowledgement. The globalisation of science requires researchers to engage actively with the international academic community, and a well-established brand significantly facilitates

integration into global scientific networks. The advancement of digital technologies and the rise of open science impose new demands on how researchers present themselves online, rendering reputational capital critically important. At the same time, a powerful personal brand allows researchers to interact more effectively with industry, government, and society, creating new opportunities for the practical implementation of research findings. A strong scientific brand of a higher education institution likewise contributes to attracting talented students and doctoral candidates, thereby increasing the competitiveness of academic programmes and research teams. Thus, the development of a researcher's brand is an essential prerequisite for personal professional success, reputational resilience, and the growing influence of science within society.

It is also important to note that in the developed world, a researcher's brand, serving as a recognition and certain formalisation of their talent, plays a crucial role in the innovative development of society. Indeed, an outstanding scholar has greater opportunities to attract investments from various sources to support research activities, which is a strategically significant prerequisite for accelerating the socio-economic development of a region and the country as a whole. This is particularly relevant for the revitalisation of the Ukrainian economy in the post-war period. In this context, a new initiative launched in Ukraine under the Concept of the "National Researcher System," starting in early 2026, is especially valuable, as it introduces a mechanism of individual financial support for researchers who achieve the highest results within their respective fields [1]. The support for top-ranked researchers is envisaged in the form of monthly payments over three years, with a six-month preparatory phase dedicated to forming the rankings and completing the necessary organisational procedures. Consequently, each of the approximately 80,000 Ukrainian researchers now has an opportunity to thoroughly reconsider their personal academic brand development strategy and introduce the necessary adjustments to achieve the desired outcomes. To accomplish this, it is essential to identify effective tools, which, in our view, can be found within the domain of coaching methodologies.

Coaching, as an innovative technology for personal and professional development, facilitates the cultivation of awareness,

responsibility, and the ability to make independent decisions [2]. The application of coaching methods in scientific activity enhances the effectiveness of generating and disseminating new and innovative content, while also encouraging specialists to engage in creativity and critical thinking. It is important to emphasise that coaching processes are implemented through a structured system of questions posed by the coach, to which the client must provide their own responses. It is precisely these honest self-reflections that enable individuals to identify the path necessary to achieve their desired and aspired outcomes. The coach's role is limited to formulating the right questions—those that are most relevant for a particular client in a specific context.

One of the effective and widely tested coaching tools used in large-scale business practice is the Osterwalder–Pigneur business model. In our view, this framework can serve as a universal instrument for visualising the self-assessment process by which each researcher evaluates the extent to which their own potential is being realised, as well as for identifying hidden or explicit levers that may enable them to achieve the desired professional success in the near future. The Osterwalder–Pigneur business model comprises nine interrelated segments, each of which highlights specific aspects of a business environment. The novelty of our study lies in the reinterpretation of each segment of the model in relation to a researcher's professional activity. Therefore, we will outline each block and provide a brief interpretation of its application in the context of scientific research.

The Customer Segment refers to identifying the audiences for whom the researcher's results will be valuable, which will, by definition, enhance both their citation potential and overall scholarly significance. The Value Proposition involves a strategic approach to selecting research topics and anticipating the level of innovation and uniqueness of future findings. Communication Channels represent the mechanisms and tools used to disseminate information about the researcher's work. Customer Relationships concern the forms of interaction with other scholars in the same or adjacent fields to broaden the impact and scalability of research outcomes. The Revenue Streams component corresponds to an objective determination of the researcher's academic ranking across different criteria, systems,

indicators, and metrics. Key Resources involve assessing the researcher's access to the resources necessary for personal and professional development. Key Activities reflect an evaluation of the scope and diversity of the researcher's scholarly activities. Key Partnerships focus on examining the efforts undertaken by the researcher to expand their network of scientific collaboration. Finally, Cost Structure pertains to assessing the effectiveness of the time invested by the researcher in their own professional growth.

It is not recommended to deviate from the described sequence of segment analysis, as this order enables a gradual unfolding of the logic behind constructing the business model and highlights the interconnections among all its components in the context of scientific activity.

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ЦИФРОВІ КОМУНІКАЦІЇ В СИСТЕМІ ВИЩОЇ ОСВІТИ

У сучасній вищій освіті цифрові технології активно змінюють традиційні методи навчання та комунікації. Використання цифрових комунікацій забезпечує швидкий обмін інформацією, підтримує взаємодію між студентами та викладачами, а також сприяє підвищенню доступності навчальних матеріалів.

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