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EXIT FROM INNOVATION CRISIS OF UKRAINE AND IDENTIFICATION OF NEW ECONOMIC ZONES OF PROBLEM MARKETING AND LOGISTIC SITUATIONS

ВИХІД З ІННОВАЦІЙНОЇ КРИЗИ УКРАЇНИ ТА ІДЕНТИФІКАЦІЯ НОВИХ ЕКОНОМІЧНИХ ЗОН ПРОБЛЕМНИХ МАРКЕТИНГОВИХ І ЛОГІСТИЧНИХ СИТУАЦІЙ

Urgency of the research. The globalization of business permeates all spheres of life of economic agents and their functioning can not be successful without increasing the social value of marketing and logistics.

Target setting. The competent detection of problem areas in the field of marketing and logistics can influence the speed of the exit from the innovation crisis in various sectors of the economy.

Actual scientific researches and issues analysis. Significant contributions to the development of the methodological provisions on the problems of innovation economics and the interaction of marketing and logistics were made by foreign and domestic scientists, such as I. Ansoff, F. Kotler, V. L. Dykan, S. N. Ilyashenko, Ye. V. Krykavsky, N. I. Chukhray et al.

Uninvestigated parts of general matters defining. In the field of marketing and logistics include both hidden large reserves and the potential for emerging from crisis situations and the innovative development of market participants.

The objective of the research is to identify new economic zones of problem marketing and logistics situations and development of a systematic approach in innovation management activity on macro- and micro levels.

The statement of basic materials. Identification of new economic zones of problem marketing and logistics situations for the purpose of implementation of the system approach to management of innovation activity is given. The scheme of interaction of marketing and logistics with the change of priorities in the activity of the innovative active enterprise is shown.

Conclusions. Identification of problem areas and stable relationships of market agents opens up new perspectives for enriching the content of marketing and logistics relationships and their emergence from the innovation crisis.

Keywords: innovation crisis; innovative activity; economy; potential; marketing; logistics; system.

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Urgency of the research. The globalization of business in the 21st century permeates all spheres of life of economic agents. The functioning of economic agents can not be successful without increasing the public value of marketing and logistics, which potentially extends the range of interaction between market participants with different commercial and non-commercial interests that have different degrees of readiness to create their own innovations and the possibility of combining them with the use of "foreign" technical and technological knowledge. Marketing increasingly ceases to be formal and abstract science and the enrichment of its content should be considered in the context of other sciences - innovation, sociology, logistics, economics, computer science, etc.

Актуальність теми дослідження. Глобалізація бізнесу пронизує всі сфери життєдіяльності економічних агентів і їх функціонування не може бути успішним без підвищення суспільної цінності маркетингу і логістики.

Постановка проблеми. Від грамотного виявлення проблемних зон у сфері маркетингу і логістики буде залежати швидкість виходу з інноваційної кризи в різних галузях економіки.

Аналіз останніх досліджень і публікацій. Значний внесок у розвиток методологічних і методичних положень з проблем інноваційної економіки і взаємодії маркетингу та логістики внесли закордонні і вітчизняні вчені: І. Ансофф, Ф. Котлер, В. Л. Дикань, С. М. Ілляшенко, Є. В. Крикавський, Н. І. Чухрай та ін.

Виділення не досліджених частин загальної проблеми. У сфері маркетингу і логістики приховані значні резерви та потенційні можливості виходу із кризових ситуацій та інноваційного розвитку учасників ринкових відносин.

Постановка завдання. ідентифікація нових економічних зон проблемних маркетингових і логістичних ситуацій та розроблення системного підходу до управління інноваційною діяльністю на макро- і мікрорівнях.

Виклад основного матеріалу. Дано ідентифікацію нових економічних зон проблемних маркетингових і логістичних ситуацій для цілей впровадження системного підходу до управління інноваційною діяльністю. Показано схему взаємодії у сфері маркетингу і логістики при зміні пріоритетів у діяльності інноваційно активного підприємства.

Висновки. Ідентифікація проблемних зон і стійких взаємозв'язків ринкових агентів відкриває нові перспективи збагачення змісту взаємовідносин маркетингу і логістики і їх вихід з інноваційної кризи.

Ключові слова: інноваційна криза; інноваційна діяльність; економіка; потенціал; маркетинг; логістика; система.

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Target setting. Logistics activities of enterprises and management of flow processes between market agents can not be separated from the prospects of the formation of an innovative economy in Ukraine, the development of consumer and industrial markets. This activity is directly or indirectly related to the policy of distributing market power, asset control, and customer transactions. Therefore, from the competent detection of problem areas in the field of marketing and logistics will depend on the speed of the exit from the innovation crisis in various sectors of the economy.

Actual scientific researches and issues analysis. The interdependence of the factors of the development of a market economy and innovation entrepreneurship and the role of marketing of innovation was studied by I.

Ansoff, I., Kotler, F., Lamben, J. and others. Academician of the National Academy of Sciences of Ukraine O. I. Amosha gave an impetus to economic science, proved the relevance of scientific and applied research on ecology and resource conservation, technological innovations, and conducted a comparative analysis of innovation indices [1]. The scientific ideas of SM are worthy of attention. Ilyashenko, who thoroughly develops theoretical and methodological principles of formation of knowledge economy and gives a description of branch features of innovation management and marketing [2]. In scientific work N. I. Chukhray [3] demonstrates the need to integrate the principles of logistics and marketing precisely in innovative activities. The peculiarities of the development of global logistics chains and their impact on the economy of Ukraine are considered in the work of Krykavsky Ye. V. and Chornopyska N. V. [4]. Problems of formation of a competitive economy on innovative principles and approaches to their solution are reflected in O. V. Shkurupiy and N. G. Bazavlyuk [5], and in the article Fedulova L. I. initiated a scientific discussion for scientists and practitioners in the fields of economics and administration in the development of an innovative economy [6]. Any innovation is not an end in itself but a means of forming a competitive economy of the country and its development [7-9]. This requires competent identification of new economic zones of problem situations, including marketing and logistics, which are manifested both in the process of strengthening European integration processes and in the conditions of deepening of crisis phenomena.

The purpose of the article. The main objective of the article is to identify new economic zones of problem marketing and logistics situations and to develop a systematic approach to the management of innovation activities at the macro and micro levels. This causes the change of priorities in the activity of the innovative active enterprise as a result of the strengthening of the interaction of causal links in the field of marketing and logistics.

Uninvestigated parts of general matters defining. In the field of marketing and logistics, the interaction of incoming flows of various types of resources and output streams of products with different levels of technological readiness is manifested. There are hidden large reserves and the potential for emerging from crisis situations and the innovative development of market participants, which is not sufficiently investigated at this stage.

The research objective. Identification of new economic zones of problem marketing and logistics situations and development of a systematic approach to management of innovation activity at macro and macro levels.

The statement of basic materials. The empirical relationship between marketing and logistics solutions and their consequences depends on the way in which economic space they occur, which composition of exogenous variables and the direction and intensity of different resource flows in the real and financial sectors of the economy dominate at the national and international levels and which they are interlinked with the innovative phenomena in society and the strategic goals of improving the quality of life. In the world, integrated business structures are being formed in the form of innovative clusters, Ukrainian and other foreign startups are actively involved with the purpose of revitalizing innovative entrepreneurship (e-Estonia is a digital leader in Europe and a potential leader in the competitive labor market in the field of IT technologies [10]). In today's conditions, there is a growing interest in the new e-currency: Ukraine has become one of the five countries in the world where Bit Coin is most actively used, and a quarter of projects related to the development of crypto-books are created by Bitcoin is one of the ways to intensify international financial flows, limiting the possibilities of controlling

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financial logistics when withdrawing capital from Ukraine during the period of deepening the financial crisis. The spread of electronic currency weakens its financial regulation by the national government, puts management of state and corporate structures of Ukraine before the necessity of studying new threats to banking innovations, in particular, mobile banking, since the information about the real owner is not disclosed in the e-currency system and the principle of real provision is not understood.

High currency and marketing risks in national economies functioning have become a consequence of the use of old models of capital reproduction and the technological backwardness of the industrial sector, there is a fall in GDP even with an increase in their financial support. Thus, according to Bloomberg, the countries Venezuela, Brazil and Greece were among the top 10 worst economies in the world in 2016 [11]. In world practice, crisis phenomena become a filter to check the readiness of companies to create their own innovations. Although Ukraine has not yet entered the anti-rating of the worst economies in the world, the low share of implemented innovative products in the total volume of industrial sales in 2017 at the level of 0,7 %, which decreased compared to 2000 by 8,7 percentage points, is an obvious sign of the innovation crisis (Fig. 1).

On the basis of the linear regression, shown in Fig. 1, one can estimate the average annual growth of the volume of sales of industrial products in 2006-17, which amounts to 16018 million UAH. During this period, the annual decrease of the volume of sales of industrial innovative products is 2356 million UAH.

During this period, the dynamics of implemented innovative products is statistically reliably described by the parabolic form of the curve. Innovative passivity of enterprises in 2017 reached a critical level - 98.6% of their total, as a result of increased external threats - due to military conflicts with Russia, and internal threats - due to corruption, ineffective management of state and corporate structures, breaking the goals of the real and financial sectors of the economy [13; 14].

According to 2017 In the ranking of innovative countries, Ukraine occupied only 42 positions (out of 50 countries), while Poland ranked 22nd [15]. The gap of 20 positions between the countries is a serious indicator of the economic backwardness of Ukraine in high-tech markets and weak marketing potential, which is not sufficient for the full use of new market opportunities after the country's entry into the free trade zone from January 1, 2016.

Low competitive positions of domestic products in foreign markets - one of the reasons for the excess of the growth of imports over exports (in the first half of 2017 compared with the same period last year, such an excess was 5.7 pp.).

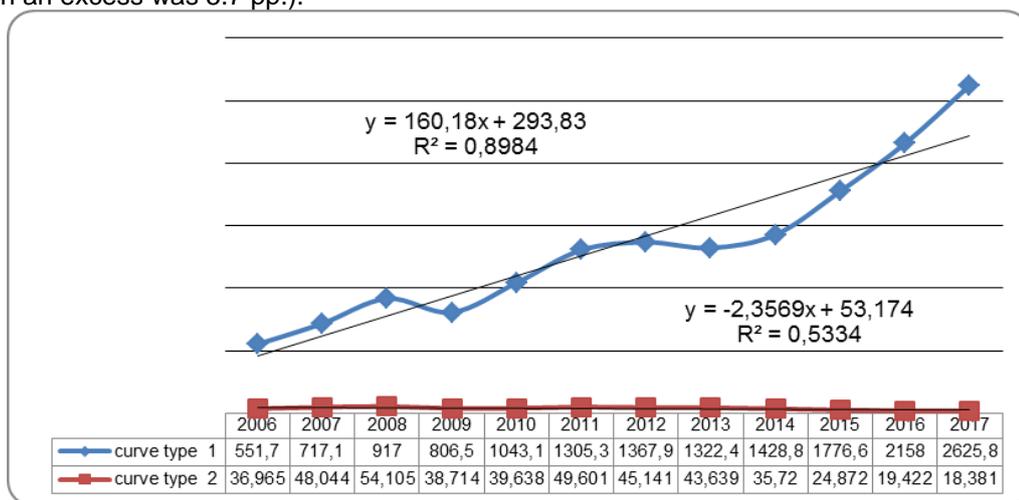


Fig. 1. Trends reflecting the volume of sales of industrial products and innovative products in Ukraine for 2006-17

Marking: curve type 1-Volume of industrial products, billion UAH

curve type 2 - Volume of innovative industrial products, billion UAH

Note: built by authors based on data [12]

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The low efficiency of management of innovative development at the macro level is evidenced by the declining annual volumes of sales of innovative products in relation to one of the technological processes put into operation (Fig. 2). Rapid decline in 2008 coincides with the beginning of the financial crisis (more than 80% of innovation financing was provided for enterprises' own funds, and their share in the total amount of innovation financing increased from 59,4% in 2010 to 84,5% in 2017).

Based on data on the number of implemented technological processes (X) and volumes of sales of innovative industrial products (U) for 2006-17, a regression model was obtained such as:

$$y = 59855,5 - 12,938x,$$

the correlation coefficient is negative and is (-0.685).

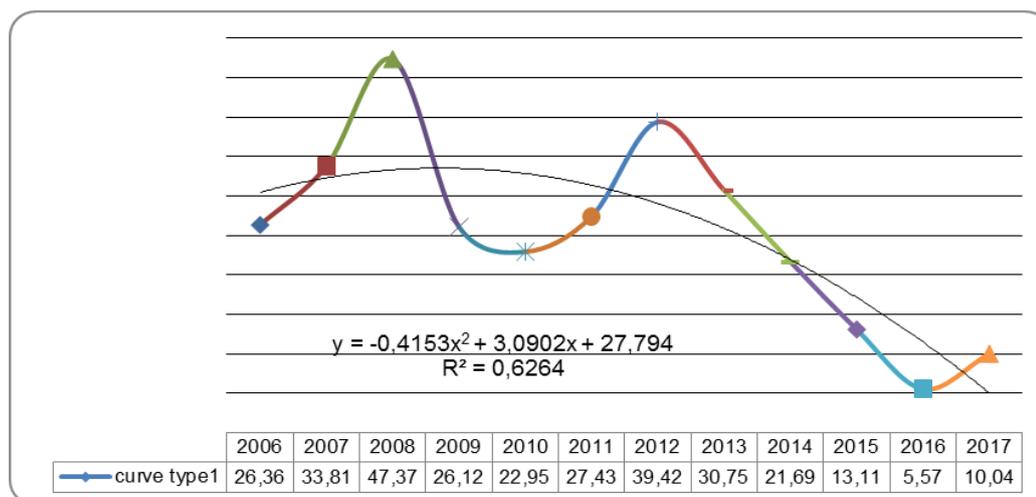


Fig. 2. Dynamics of the volume of realized innovative industrial products in one technological process in 2006-17 (in millions of UAH)

Marking: curve type1- volume of innovative industrial products /one technological process

Note: built by authors based on data [12]

This means that with the increase in the number of new technological processes introduced in the Ukrainian economy, there was a negative trend of decrease in the total value of the realized innovative products: with the increase in the unit of new technological processes, the cost of realized innovative products decreased by an average of 12.938 million UAH.

The resulting correlation-regression model can be explained, in particular, by the following reasons:

- due to the weak competitive position of innovative products in foreign markets, there was no increase in export potential, which would have brought economic benefits in the conditions of devaluation of the hryvnya;
- cycles of technological development of enterprises did not correspond to the business cycles of business partners, which potentially increases the lag of return on investment in technological projects;
- production-technological, marketing and logistics potential has not become the basis for the formation of business models of innovative entrepreneurship of various economic agents and for increasing the level of readiness of customers to industrial consumption of innovations;
- technological processes are localized within the framework of enterprises and have a narrow potential for their diffusion between different branches of the economy;
- the scale of technological projects was not sufficient to create a synergy effect between suppliers, producers and consumers, and the new technological processes were not organically linked to innovative organizational and managerial solutions or "soft" innovations due to the lack of management and migration competence "brain" abroad.

The Ukrainian economy is an open system: the ratio of total exports and imports of goods and GDP services in 2017 amounted to 104.0%, with exports of goods and services accounted for 47.9% of

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GDP [16]. Therefore, the results of such a system to a greater extent must be achieved in the international market environment, from there and should receive resources for innovation development. Trend model of the balance of Ukraine's exports and imports in trade in goods with EU countries is shown in Fig. 3.

Actually, the innovation of the economy makes it possible to solve the problem of import substitution and attract business investment funds to highly liquid assets, which are intangible assets (patents, licenses, know-how, marketing and logistics databases, experience and knowledge of personnel, etc.).

Every fifth innovation-leading company expects revenue of increase by about 15% over the next five years. Thus, the practice of postindustrial countries, in particular Japan, demonstrates the real ability of the national innovation economy to serve public debt, which at the end of 2017 equaled to 71,8% of GDP [17].

World practice shows how innovations open up new opportunities for investing, attracting venture capital, diversifying external sources of funding, increasing the elasticity of factors of production in the knowledge economy, shifting priorities for the use of natural, physical and human capital.

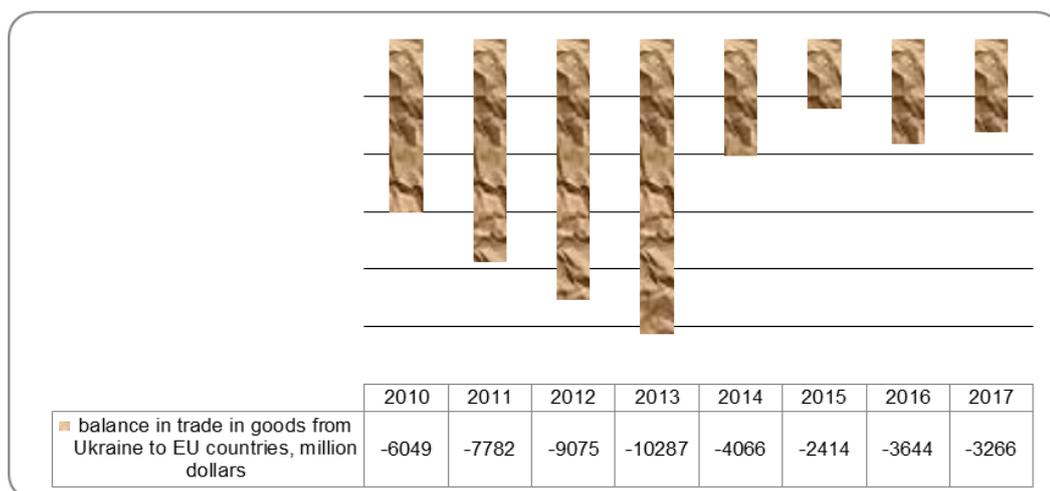


Fig. 3. Trend model of change in the balance of export and import of goods in trade between Ukraine and the EU countries

Note: built by authors on a source basis [www.ukrstat.gov.ua]

In developed countries, due to the introduction of new technologies, GDP growth is 60-90% versus 0.7% in Ukraine. Although Ukraine is among the top 10 world leaders in steel production, it has world rankings for the growth rate of startups of Ukrainian origin (accelerators and funds - 500 Startups, Techstars and Y Combinator are searching for "brains" of Ukrainians with a future offer to enter the US venture capital market, technologies and customers), but the domestic economy for a quarter century of building up an independent state has never demonstrated an innovation breakthrough. The nation's intelligence is not appreciated by the state, therefore, it is not involved in real processes of reforming the economy and its renewal on an innovative basis. This is a major cause of the outflow of talent, especially in companies with low technology without real prospects for their inclusion in national or global innovation processes. The discussion about the idea of the development of popular capitalism and its social value for an innovative economy is unfolding. In the corrupt economy of Ukraine, with the domination of the market power of oligarchic capital, the outflow of funds in offshore zones has disrupted the economic cycle of intellectual capital reproduction and the commercialization of business ideas.

Increasing R & D capital expenditures and associated transaction costs put manufacturers in front of the need to expand the scope of partnerships (as opposed to fierce competition and aggressive marketing policies). New future sources of value creation and net income generation are formed on the basis of the joint use of resources (information, marketing, logistics) at different stages of implementation of inno-

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vative projects with the involvement of public and private capital. Significant innovative potential of the development of a package of services can be found in the field of marketing and logistics, as linking links of business interests of private and public entities. Therefore, it is important for modern top management to develop the ability to understand the concept of international business, the underlying causes and interconnections in the world, European and Ukrainian economies, to define the role of foreign investments (both direct and portfolio) in stimulating the innovation activity of economic agents to eliminate weak places that are reflected in the Global Innovation Indices in 2017.

Ukraine has enormous potential for further development, since it only occupies the 80th place of 160 countries according to the Logistics Efficiency Index (IEL), calculated by the World Bank in 2017 [18]. The World Bank experts first conducted an independent logistics survey in Ukraine in December 2017. With the participation of the Ministry of Infrastructure of Ukraine, the draft Strategy for Sustainable Logistics for the purpose of realizing the country's logistics potential and increasing the export potential of the country was presented [19].

The application of more stringent conditions for competition in international markets (including environmental and social standards) has become a test for marketers and logists regarding their willingness to put into practice innovative supply chain management tools, to coordinate innovation activities at different stages of project development, to create flexible capacity balancing platforms suppliers, manufacturers and customer needs. Sustainable Logistics Strategy (SSL) is associated with four priority development directions until 2030: the introduction of a competitive and efficient transport system; innovative development of the transport sector and strategic investment projects; provision of socially safe, environmentally friendly and energy efficient transport; achievement of unimpeded mobility and regional integration. Realization of these directions will gradually expand the object-subjective base of the analysis of innovative processes and will change the functional load of transport logistics depending on the acquired new experience, achieved socio-economic and environmental performance indicators of the logistics chain participants. Therefore, the dynamic aspect of logistics and the formation of a qualitatively new type of relationship "supplier-manufacturer-consumer" becomes an important subject of research in scientific and applied research domestic and foreign scientists.

In the 21st century, the key competencies of economic agents are becoming an important competitive advantage for the purpose of the rapid reaction of the business to change the rules of the game and to develop preventive measures, the practical value of the "live" time of the implementation of logistics and marketing transactions is increasing. Therefore, the economic benefit of the formation and competent use of the logistics database and software in companies with real assets (assets-based) and in companies using non-asset based in their activities when moving to higher levels of logistics services (from 1PL - up to 5PL).

New trends in business development in Ukraine are connected with the transformation of pure IT and international logistics outsourcing into entrepreneurial structures and the formation of the necessary training infrastructure involving multinational technical giants that open their scientific and technical departments. Integration of science and business is a priority direction in reducing economic risks. Identification of new economic zones of problem marketing and logistics situations as the starting point for developing a systematic approach to managing innovation at the macro and micro levels is shown in Fig. 4. In the field of marketing and logistics, most of those risks are beyond the scope of influence of both the national government and top management, which is a serious reason for reviewing the specialization of commodity producers and a combination of factors of production that potentially can act as organizational innovation.

Due to the application of the principles of open innovation covering the business and technology strategy, the object base of information and financial logistics will expand, that is, the economic space of activity with wide technological and managerial-organizational capabilities to implement the spatial-temporal sequence of logistics operations. Therefore, the dynamic aspect of logistics and the formation of a qualitatively new type of relationship "supplier-manufacturer-consumer" becomes an important subject of research in scientific and applied research domestic and foreign scientists.

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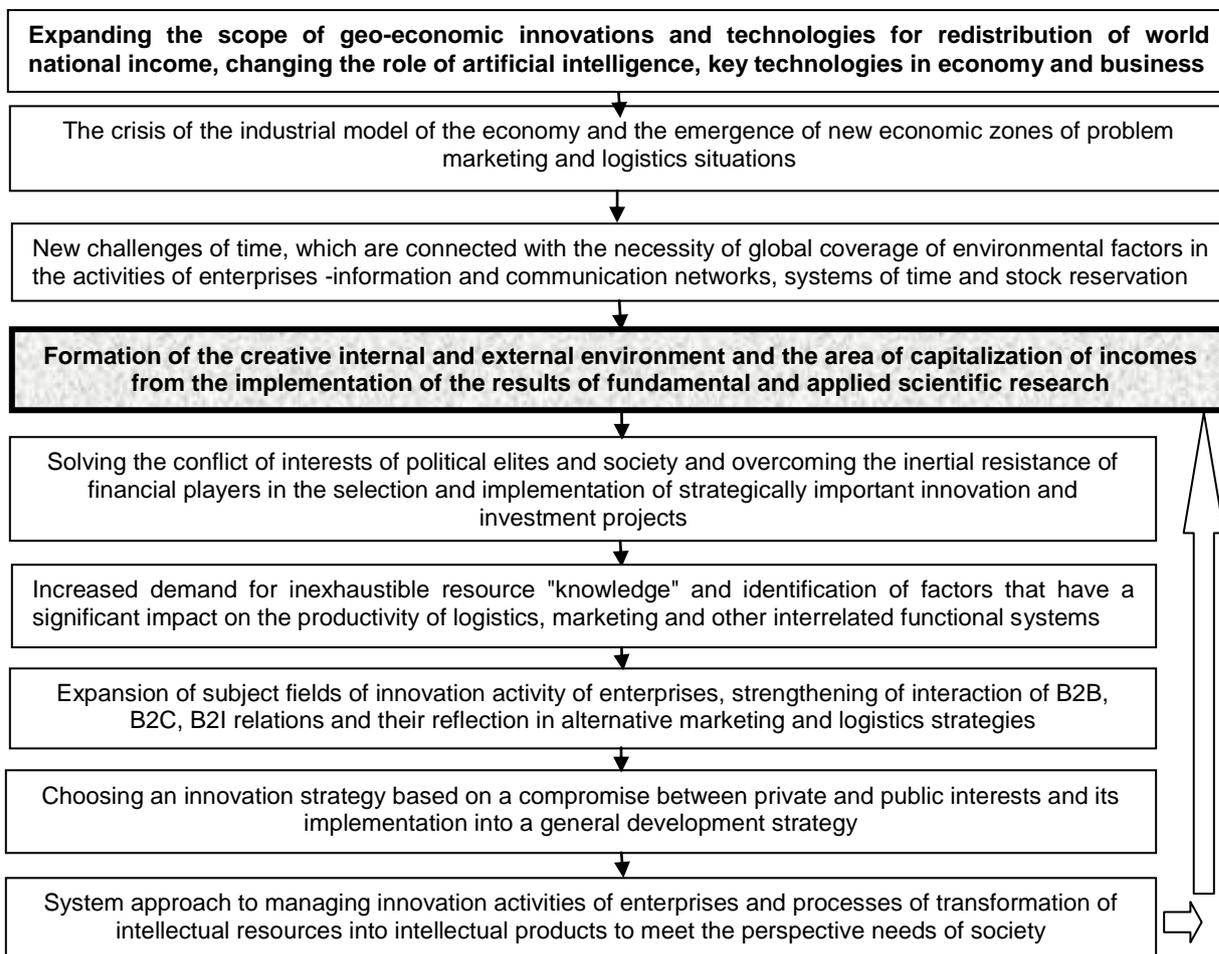


Fig. 4. Identification of new economic zones of problem marketing and logistics situations as a starting point for developing a systematic approach to managing innovation at macro and micro levels

Note: built by authors

This explains the growing requirements for the organization of commodity-material, transport-expeditionary, financial-credit and information flows, which should be reflected in the economy of logistics. Its elements are the participants, resources and activities with the appropriate centers of action of the stable system-forming links of business partners.

These connections may be dominant in the formation of the final results of logistics activities involving public and private capital. The identification of system-building links between business partners enables to identify so-called hidden, idle assets, as well as production reserves and the growth of logistics potential of all interconnected business and market structures (Fig. 5) - built by authors. The real mechanisms of attracting hidden reserves of marketing and logistics activities of corporate structures will depend, firstly, on the coherence of interests of shareholders of equity, especially with high concentration and equity capital in relation to individual co-owners, which owns more than 10% of the value of equity.

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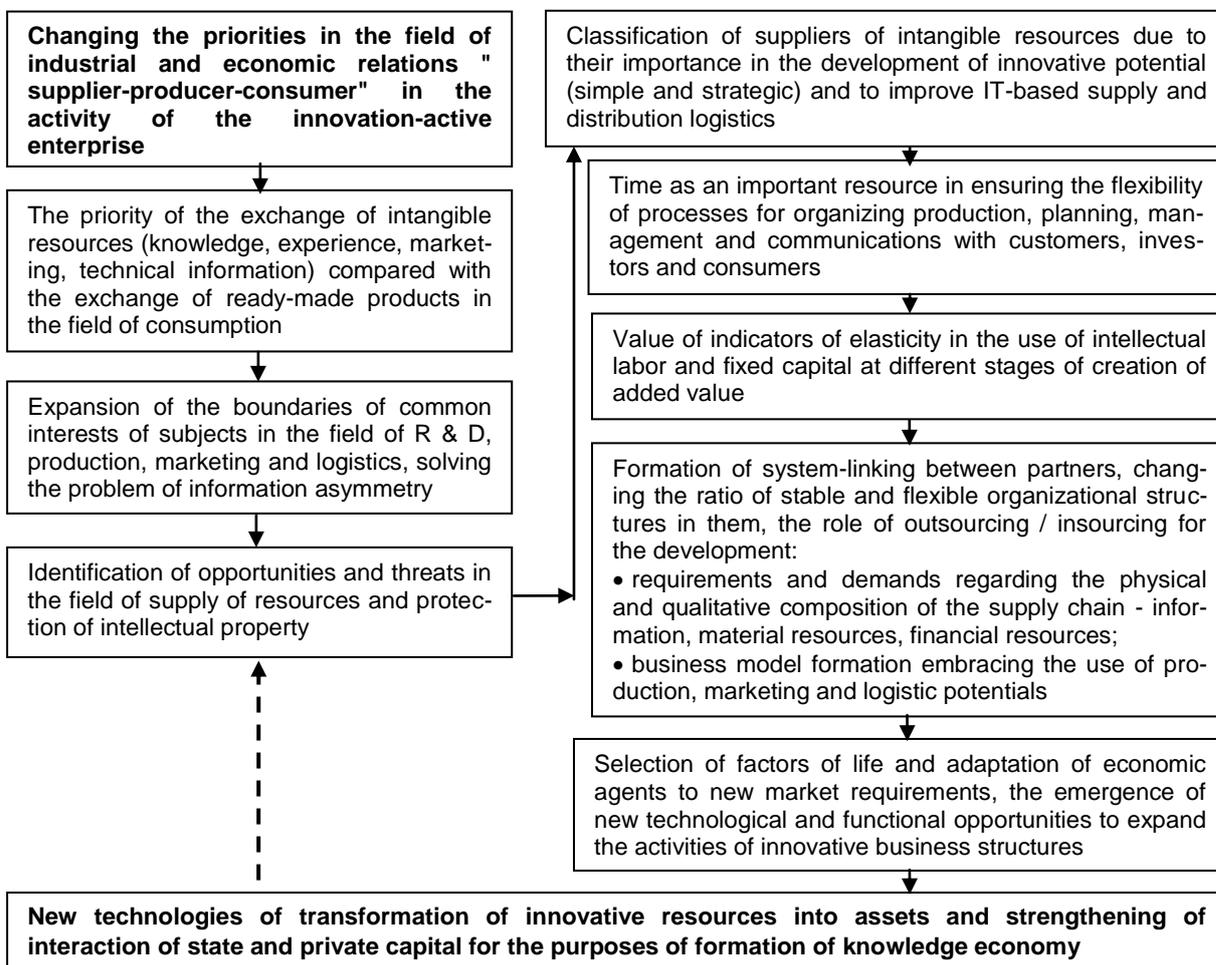


Fig. 5. Changing priorities in the activity of the innovative enterprise and the interaction of causal links in the field of marketing and logistics

Secondly, from the distribution of equity between institutional and physical persons with different levels of understanding of the specifics of business and the possibilities of capital multiplication. Thirdly, from the involvement of administrative resources or political capital in the formation of rules of the game in the market, in the management of financial and other critical flows of offshore resources zones. In September 2017, the Government of Ukraine presented the National Report "The Objectives of Sustainable Development: Ukraine", defining the basic indicators for the achievement of sustainable development goals aimed at improving productivity in the economy through diversification, technical modernization and innovation, including through the allocation of a special attention to sectors with high added value and labor-intensive sectors. However, such goals should be backed up by appropriate mechanisms for providing resource access to long-term financial resources by the NBU, changing priorities in state industrial policy and foreign trade with the Russian Federation, monitoring the transparency of e-government procurement on a competitive basis (taking into account innovative, marketing and logistics potential applicants for government procurement).

Conclusions and scientific research for further investigation. The crisis of an industrial model of the economy and the emergence of new economic zones of problem marketing and logistics situations are new challenges for science and business in the face of uncertainty about Ukraine's future.

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Problems of innovative passivity of various economic agents are systemic, and the sources of their appearance are interconnected in vertical and horizontal state and corporate governance with a different composition of subjects that take marketing and logistics solutions of current and strategical character. They are tangible to the organizational and economic mechanism for the development of open-ended socio-economic systems. It is impossible without identifying the type of interconnection and conflict of interest between market agents at the stage of formation of the knowledge economy to solve those problems. Therefore further scientific and applied research is highly recommended.

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