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## **BUSINESS PROMOTION INFORMATION TECHNOLOGIES FOR INNOVATIVE ECONOMIC DEVELOPMENT**

*Abstract.* The article is devoted to the analysis of innovation activity during the rapid development of the information society and the introduction of innovations to capture a larger market segment. The article focuses on the uncommon but important for business promotion and customer loyalty, ways and methods of advertising business on the Internet.

*Key words:* innovations, targeting advertising, information society, innovative business, contextual advertising.

**Introduction.** Innovation is one of the most important aspects in the development of large and small enterprises, and therefore the economy as a whole. The growth of competitiveness is facilitated by innovations focused on new markets, on the creation and capture of a completely different market segment, and accompanied by original developments.

Innovative activity of industrial enterprises has long been the main condition for their productive functioning and requires systematic management. In the XXI century, those enterprises that are innovatively active will win in the competition. If the company is not a leader in the industry, it is innovation that becomes the key to maintaining it in the market or even survival [1].

Today, it is difficult to find a successful company that does not have a website on the Internet, e-mail, a specially designed mobile application and whose employees do not use certain technological means of communication. After all, these simple and clear tools significantly increase business efficiency.

But this is only a small percentage of the real opportunities provided by information technology. Business promotion is carried out through search and contextual advertising provided by such providers as: Google AdWords, Yandex, Yahoo!, Publisher Network, Microsoft adCenter and others.

It is necessary to emphasize targeted advertising. With the help of targeting, it is possible to show advertising to the audience that is probably interested in certain products or services. Consider the main features of this feature that increase the effectiveness of advertising:

1) Keywords. These are words or phrases related to goods and services, and when a user enters these terms in a search or visits sites with similar content, the system will show him the necessary advertising.

2) Placement of the announcement. You can run ads on relevant search results pages and websites in the Google Search and Display Networks.

3) Age, place of residence and language. According to these criteria, manufacturers and sellers can find their potential customers.

4) Days, time of day and frequency. Being able to specify which days of the week, at what time of day, and how often your ads will show, has a certain advantage if you know your potential audience.

5) Devices. You can choose on which devices users will see this or that ad.

**The main content of the work.** The Pay-As-You-Go IT model will be launched in the near future. Previously, small, medium and large businesses to build their IT infrastructure, purchase servers and software, look for engineers to service it all, and have all the assets in their possession, now the "cloud technology" model offers them a new solution. If the company has the simplest computer and has access to the Internet, then all IT services today can be obtained from the Internet, and receive the model Pay-As-You-Go, ie pay only for what you use [2].

The world's leading research and consulting company in the field

of information technology Gartner names the following key technologies for business: machine learning and artificial intelligence for use in business processes, "smart" applications, augmented and virtual reality, individual digital marketing management, chat systems, applications and network service architecture, digital technology platforms.

This proves that innovations can be implemented in different areas of the company. Today, creating a business, companies create their own audience and highlight their market segment.

The introduction of information technology can lead to organizational changes of varying degrees: from minimal to far-reaching. It all depends on the company's development strategy, the subject area of its activities, the development of the business process network, the degree of integration of information resources and, of course, the degree of determination and perseverance of senior management to bring the transformation to a logical conclusion [3] (Table 1).

*Table 1*

**Implementation of innovations in various areas of the company**

Opportunity	Organizational result
Business	IT will turn unstructured processes into partially structured and structured, suitable for automation of decision preparation
Automation	IT replaces or reduces the role of the performer in performing standard (routine) functions and operations
Analysis	IT provides the analyst with the necessary information and powerful analytical tools
Information	IT delivers all the necessary information to the management and production processes of the end user
Parallelism and access	IT allows you to build processes in the right sequence with the ability to perform the same type of operations in parallel and simultaneous access to many devices and performers

Data and knowledge management	IT organizes the collection, processing, systematization of data, formation and dissemination of knowledge, expert and audit actions to improve processes
Tracking and control	IT provides detailed monitoring of process performance and control of management actions
Integration	IT directly integrates parts of activities into interdependent processes that were previously linked through intermediaries and intermediate management
Geographical and telecommunication	IT quickly transmits information to execute processes, regardless of their location

Source: systematized by the author on the basis of [ 3,4]

We can identify the following basic principles of the concept of innovative business development in the information society:

1) deepening the level of validity of investment decisions made for the development of innovations, through the mediation of multivariate (not less than 3) and multifactorial assessments (technological, economic, social and others);

2) a high degree of coordination and control in the implementation of investment projects; 3) systematic analysis and constant monitoring of external changes all types of resources, various uncertain circumstances and negative factors that arise along the investment cycle).

The US model of innovative development is an example of the most successful country, which is an innovative leader in the global dimension, which has concentrated significant innovation and economic potential and actively uses the resources of other countries. The transformation of the US economy is aimed at intensifying STP and increasing its importance in economic development. In this process, the decisive role is played by legislative and legal and organizational and managerial support [4].

The United States remains the world leader in R&D spending.

The share of funding from the federal budget in total research and development spending in 2017 in the United States is about 27.7%.

The US innovation process is rightly recognized as the most effective in the world, defined by various features of which is the world's largest R&D funding; means part of the state allocations; active protection of intellectual property; close partnerships between the private sector, government agencies, universities and non-profit research organizations; dynamic development of venture business. At the international level, an integrated assessment of the state of development of the innovation system based on information is widely used. Ukraine is represented in several international rankings that assess innovation potential, technological and innovative competitiveness.

The most authoritative are the Global Innovation Index, the Global Competitiveness Index, the EU Innovation Union Scoreboard, the Bloomberg Innovation Index. The Global Innovation Index. GII) is a study of the innovative climate of countries, conducted since 2007 by the INSEAD School of Business, as well as the World Intellectual Property Organization and Cornell University.

The Global Innovation Index (GII) in 2015 covered 141 economies of the world, among which Ukraine took 64th place in the ranking, losing 1 position compared to 2014. During the period 2010–2015, Ukraine's position in the GII fluctuated within 60–71 place, i.e., there was no significant improvement in the indicators that affect the calculation of this index [5].

Already in 2016, Ukraine is located between Mongolia and Bahrain, which occupy 55 and 57 places, respectively. In the group of countries with below average income, which includes our country, it took second place after Moldova. In the Europe region, Ukraine ranks 34th out of 39, ahead of Macedonia (58), Serbia (65), and Belarus (79). At the same time, our country is the only European country in the overall ranking from 50 to 100, which has improved its position.

The weakest criteria in the Innovation Index for Ukraine are

"Political Stability and Security" (125th out of 128), "Ease of Bankruptcy" (113 - behind Honduras and Iran), "Political Environment" (123), "GDP per unit used energy "(115th place after Russia). Also, a weak point is the category "Investment", where our country took 77th place in the indicator "Ease of protection of minority shareholders", 76 - in the "Market Capitalization" of national companies. According to the indicator "Number of venture investments" per billion dollars of GDP Ukraine ranks 42<sup>nd</sup> [5].

In 2017, Ukraine took the highest position in the last 7 years - 50th place, ahead of Thailand and behind Montenegro and Qatar. And in the below-average income group, Ukraine ranked 2nd after Vietnam, ahead of Mongolia, Moldova, Armenia and India.

Given that these components are the factors that form the basis for the development of innovation, it is necessary to carry out qualitative transformations and new implementations related to the political, regulatory and business environment, including: government efficiency, political stability, quality of regulatory policy, ease of obtaining information on insolvency. Infrastructure development indicators also remain low: gross capital formation in% of GDP, environmental sustainability.

The factor hindering innovative development is the low level of R&D costs, which leads to the search for other sources of funding and the migration of scientists outside Ukraine. According to the State Statistics Service of Ukraine, over the past 2 years the number of scientists has decreased by almost 18%, and compared to 1991 - by 78% [7] Of course, the outflow of intellectual capital is due to lack of motivation of scientists. The Government of Ukraine is trying to introduce a digital economy, provided that there is no effective national innovation system with a market mechanism.

**Conclusions.** Enterprises that compete in the market today, in order to maintain and increase their competitiveness, need to attract a strategy of business innovation, not business innovation.

The problem of innovation, on the one hand, is caused by various external factors that affect the company, as well as human

resources, which are accustomed to perform their standard functions. Innovations are unique and unpredictable. Therefore, among people who are accustomed to working by the rules, there is opposition to innovation. They work as they are used to, supporting a key business. But companies must effectively implement and use innovations in their activities to implement any improvements.

The main components of the innovation implementation process are:

- adjustment to a significant direction of technology development,
- study of the trend,
- understanding how to evolve, i.e., to be able to innovate organizationally,
- correct scaling of the changed aspect of business,
- involvement of the company's employees in innovations.

Most companies that implement innovations try to overcome problems and take advantage of almost unlimited opportunities provided by the current state of the Ukrainian economy. Experts believe that the decisive factor for success is the involvement of people in the business strategy of the organization at the stage of developing any potential innovations. After all, the principles of open innovation and design thinking allow uniting people from different fields of competence, covering business strategy and technology.

At the macro level, it is expedient to introduce the improvement of the regulatory framework to ensure the development of the innovation system of Ukraine and to improve the mechanisms of state stimulation of innovation activity of enterprises.

Large markets for IT and telecommunications provide global and regional coverage of key trends and challenges in the field of innovative development. Ukrainian companies can use these promising areas. After all, the acceleration of digital processing and technological innovation changes the role of the main business direction. And to successfully conduct digital transformation,

organizations need to go beyond digital experiments and start applying digital best practices for scaling.

The variety of innovative tools and experience of foreign partners and successful international firms, allows companies to choose a mechanism that corresponds to the number of resources, internal corporate characteristics and management preferences and to operate successfully.

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