

Koval V.V.

Doctor of Economic Sciences,
Professor at Department of Applied Economics
Odessa Institute of Trade and Economics
Kyiv National University of Trade and Economics

Kolesnikova E.S.

Senior Instructor at Department of Applied Economics
Odessa Institute of Trade and Economics
Kyiv National University of Trade and Economics

CONTEMPORARY FOUNDATIONS OF ECONOMIC ANALYSIS OF MARKETING OPERATIONS

The article describes the directions of the economic analysis of ideas about the product potential to evaluation and selection of innovative projects. The influence of socio-cultural factors of the macro-environment to the marketing activity of the company is discovered. Possibilities of application of marketing researches in the field of innovative activity of the enterprise to conduct gap-analysis in the determination of market segments are determined.

In the modern conditions of the enterprise activity there is a need to justify management system with it marketing activity using the methods of economic analysis for efficacy improving of decision-making, especially in the field of innovation. In addition, taking into account the social-cultural and economic factors in the functioning of the marketing system it is one of the objectives of improving the efficiency of business activities of any entity. In the theoretical developments of the domestic scientists partly were examined the task of carrying out of the market research in the domestic business, namely in partial consideration of the factors of socio-cultural nature that affect the final economic result, which makes possibility to consider these problems in future developments.

Questions about studying marketing models and methods taking into account cultural factors were engaged by leading scientists: V. Ilyin, P. Kotler, F. Rogers and others. They consider culture as an important market factor and characteristic of consumer that

their theory describes cultural factors only by external manifestations. Modern scholars M. Mark H. Klein and Karl Pearson in their works emphasize to take into account in models underlying cultural factors and reveal conceptual questions of analysis of marketing activity.

The need for development and implementation of innovative products or complement of the existing product lines as a rule occurs in the process of analyzing of strategic areas of business enterprises of corporate type. Probably, that such decision may be as a result of trends of consumers' requirements. In addition, the rapidly changing of modern economy marketing criteria is varied in the process of their importance and relevance, requiring of the formulation based on measure of the social-cultural character.

In the article is presented the justifying of marketing activity of enterprises as a process designed to meet the needs of consumers, which is manifested in particular, and taking into account social-cultural factors of business. Economic analysis of marketing activity supposes determining the presence and action resources and results of marketing activities, its structure and properties, as well as identifying causal factors to affect to the business. There are not only market factors, economic, technical and technological factors but the social-cultural factors in this article.

The need for the development and implementation of innovative products may occur

in the analysis process of strategic areas of economic activity. The process of developing and breeding innovations to market comprises the steps from generating ideas till the

start of commercial sales. Effective business innovation policy should include a thorough marketing concept of new products in the early stages of innovation.