




Monika Hudáková - Naqib Daneshjo - Peter Hanák

**Marketing Innovations – a Guarantee
of Competitiveness of a Modern
Organisation**

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Authors:

- © Prof. h. c. prof. Ing. Monika Hudáková, PhD., MBA 
- Prof. Ing. Naqib Daneshjo, PhD. 
- Ing. Peter Hanák, PhD. 

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Reviewers:

:

Prof. Dr. Róbert Magda PhD., Hungary

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INTRODUCTION

Innovative activity has become an essential prerequisite for enhancing organizational efficiency under modern conditions. The external environment is characterized by dynamism and uncertainty, and operating within it entails a high degree of risk; however, refraining from innovation poses an even greater risk. Leading global companies attribute their success to the understanding that innovation is both necessary and manageable, and that innovation management is key to maintaining a high level of performance. A company's inability to harness innovation reflects its incapacity to adapt to external conditions, ultimately leading to bankruptcy. Innovative activity is regarded as a type of endeavor focused on transforming scientific and technological ideas, inventions, and developments into outcomes suitable for practical application. In its full scope, it encompasses all types of scientific activities, design and engineering, technological and experimental development, and activities aimed at advancing innovations in production and among consumers through the implementation of innovations. Interest in innovation grew significantly during the 1940s, prompted by the need to explain why certain countries experienced economic growth without the utilization of significant labor and capital resources. Within innovation theory, it has been established that scientific and technological progress and innovative activities are persistent drivers of economic development. The management of innovation processes has traditionally been addressed by innovation management, which comprises a set of principles, methods, and forms of managing innovative activities, organizational structures engaged in such endeavors, and their personnel. Currently, innovation theory is increasingly acquiring a marketing dimension, as issues related to generating demand for innovative technologies, goods and services, as well as stimulating activities for their creation, come to the forefront. Under these circumstances, it is crucial to train qualified professionals in the field of innovation who possess expertise not only in technical matters but also in economic and marketing aspects. Innovative activity serves as a foundation for the sustainable economic development of the country as a whole, and particularly for individual enterprises. In today's environ-

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ment of intensified market competition, the development and delivery of innovations to consumers has become the primary condition for enhancing competitiveness.

In the modern conditions of globalization and the development of Internet marketing, the task of ensuring competitiveness is complicated, which requires the development of new innovative methodological approaches to the analysis and justification of the applied principles of strategizing the policy of expansion into industry markets, considering the specifics of competition in them and the financial and resource capabilities of enterprises [73]. There is a pressing need to develop innovative approaches to methodological and practical support for the strategic management of business expansion into new and existing markets, thereby strengthening businesses' competitiveness amid intense competition in domestic and international markets for goods and services.

In the new economy, organizations that can develop and adopt an invention quickly and profitably across all areas of business gain a competitive advantage over competitors. The growing importance of innovation in function of achieving a sustainable competitive advantage determined a brand new concept and innovation classification [73, 74].

In the context of globalization and constant changes taking place in the world market the basis for the competitiveness of the enterprise is constant innovation. Their presence provides a competitive advantage and helps to take a stable place in the market. This situation allows innovation to become a factor in enterprise development. The increased degree of business uncertainty that arises from constant change requires adaptive action by organizations. Failure to meet these challenges causes decline and hinders innovation. On the other hand, companies that do not conduct such activities are also at risk. This is the connection with marketing, the service of which is aimed at studying market conditions, identifying threats, analyzing them, as well as finding opportunities to innovate that would meet the company's strategies and realize its real potential in relevant market segments [10].