
MANAGING ECONOMIC GROWTH: MARKETING, MANAGEMENT, AND INNOVATIONS

Illiashenko, S.M., Strielkowski, W. (eds.)



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INTRODUCTION

The completion of the downward wave of the 5th technological order and the beginning of the 4th industrial revolution are characterized by rapid change of the socio-economic development vector of individual organizations, industries, states and etc. These changes are dualistic in nature. On one hand, they dramatically increase market uncertainty and risks caused by it, on the other – provide the opportunity for the advanced development based on the various types of innovation creation and implementation. The information and knowledge embodied in new products, their production technologies and marketing, management methods, and etc. come out on the leading position among the factors different levels of business entities (individual organization, industry, market, national or international) economic growth.

In these circumstances, the problem of the research methods of development and scientific substantiation, development and implementation of comparative business entities competitive advantages, which would have provided the opportunity to maximize available market opportunities of innovative development and to provide the conditions for their long-term survival and growth according to their mission is actualized.

From these positions the authors of the monograph have attempted to examine the organizational-economic preconditions of the theoretical and methodological framework improvement, as well as existing management tools and methods of innovative development at different levels of aggregation and to suggest on this basis their own approaches that allow to align more effectively the innovative development internal capabilities (the innovative development potential) of business entities accordingly to the external, which are generated by the market.

The authors of the monograph covered a fairly wide range of management problems of economic growth based on innovations and innovation activities. In particular, they investigated the innovation factors role in ensuring the comparative competitive advantages of the national economy, as well as the industry-specific transition features to separate industries (in the example of Ukraine) innovative way of development.

The methodological bases of innovative growth management has not been omitted by the authors' attention. So the relationship between economic growth and the information society development, the problems of ensuring national security innovation are analyzed by them, certain fundamental aspects of socio-economic simulation development processes, and etc. are revealed.

The regional features of business spatial organization as the innovation driving force, and the problem of its infrastructural support while improving and harmonizing it with the realities of the people preparation and retraining system: the regional research universities formation, the innovative postgraduate business education development and etc. are shown.

Considerable attention is paid to the organizational and economic instruments development of the innovative solutions adoption: the methodological foundations of innovation process management are deepened; the new methods of decision-making in the cost management field and the new approaches to the formation of corporate reporting are introduced; the approaches to the innovation process organization in enterprises and institutions are improved.

The fundamental and applied aspects of innovations marketing, as the support innovation marketing and simultaneously one of its major components are studied. Another is the research and development activity. The marketing innovation role in the strategic industrial enterprises management, which is manifested depending on the enterprise category (large, medium, small) is shown.

The approaches to the innovative development management of industrial enterprises market opportunities are significantly developed. In this context, considerable interest of the import substitution strategy in the design and implementation in the competition aggravation conditions from foreign producers side is developed.

According to the existing trends towards the economic development socialization processes, the problem of business social responsibility, the compliance prospects with the principles of socio-ethical marketing in the innovation activities are investigated by the authors. The peculiarities of its use in commercial and non-commercial areas (according to the various activity sectors) are highlighted.

The authors studied the questions of the innovative activity ecologization and innovative development, based on this methodology and methodological tools of innovative activity management from the standpoint of sustainable development.

The innovations marketing and logistics role and place in tool support for the innovation are clarified. Some aspects of the modern marketing theory development, and practical applications features of these tools are shown. The applied aspects of selected innovative approaches to the enterprises and institutions communication policy development and implementation are highlighted. The innovation theoretical-methodological and practical aspects in the logistics activity are analyzed.

The book includes the participants' scientific works of the X International scientific-practical conference «Innovations marketing and innovations in marketing» (September 29 – October 1, 2016, Sumy, Ukraine), the authors' initiative, some research results of the Department of marketing and innovative activity management (SSU, Sumy state University (SSU):

- «The fundamental principles of development management of industrial enterprises innovative culture» № DR 0115U000687;
- «The problems research and prospects of national economy innovative development» № DR 0116U006360;
- «The marketing and innovations use in various activity fields», № DR 0116U006359;
- «Development of the enterprises marketing policy fundamentals in market economy conditions», № DR 0115U001004.

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8.3. Social media marketing (SMM)-tools using in publishing industry in Ukraine: descriptive analysis

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In modern conditions of society development, the role and importance of the intellectual capital of the nation are increasing as well as the value of knowledge. The main source of accumulation of knowledge is book output. The book as a specific product requires special approaches to promote it in the market to fulfill the spiritual and information needs of consumers.

There are many ways of book output distribution, which occurred at different times under the influence of various factors. However, the changes in the world and the postsoviet information space, pushed the publishing industry representatives to talk about getting in a communication vacuum, which affects the positioning of publishing and promoting publishing products in the market. This, in turn, leads to constant loss

of communication with readers and buyers. This situation requires search of ways and methods of information disseminating, which should be effective, mass, and at the same time enjoy the high level of trust among people. One of the most effective and most popular of these tools allows you to combine great marketing opportunities and sales process of publishing products is social media. They meet the requirements, but have not found considerable popularity as a tool for doing business among publishers yet, and thus require careful study.

Nowadays, there are quite a few developments on specific aspects of the topic, but clear, systematic and analytical study of using social media as a way of book output promotion has not been made yet.

It is worth noting that marketing communication of publishing is a comprehensive impact on its internal and external environment, which aims to achieve the objectives of publishing, publishing policy optimization, creating a positive image of publishing, buyers' persuasion to purchase a product [10, p. 13].

The main means of marketing communications in book industry are: public relations (PR) publicity, advertising (radio advertising, television advertising, press advertising), sales promotion, direct marketing, sponsorship, exhibitions and fairs etc. In addition, various means of promoting books can be used together or separately. It depends on the publishing-house and market specific character.

Famous polish marketing specialist, J. Włodarczyk, in his book «Marketing in Publishing – fantasy or reality?» (2002) examines the concept of «public relations» as «the art of building trust and affection between the publishing house and its environment» [3, p.93]. Therefore, we can say that public relations includes creating a positive image of the company and establishing close relations between the publishing house and its contact audiences such as readers, authors, trade agents, media, service providers and others. As a result, publishing house image – is how customers see publishing house the and list of products and services, that are offered by it.

The most difficult marketing task that stands before publishing house is changing the acquired customers perceptions of it. That is why the careful image development of publishing house, which is made by consumers, is essential to the success of its work.

Besides that, an important role in promoting the book market plays the author. Some authors can write advertisements, come up with a name or speak on the radio better than publishers. Therefore, holding public meetings and interviews with the authors, a variety of press conferences, briefings, presentations promote books, demonstrate book output, present new projects, establish relations with the press.

Also, effective and cheap way for publishers in terms of popularizing books and sharing information with consumers is Internet. The scientist J. Fialko, considering different ways of promoting books on the Internet, divides them into two groups:

- 1) «natives of traditional media»;
- 2) «generated by network» [13, p. 175-179].

The first group includes various online-application, photo contests, reports, interviews with writers, book reviews, announcing events related to the release of new products. Among the most common forms of popularization of products belonging to the second group, are the following: online advertising, websites, forums, blogs, chat rooms, social networks etc. These methods of popularization by using the Internet help publishers to establish a direct relationship with consumers, obtain the necessary information concerning the request of readers. For example, the website can publish information about books, publishing house, as a whole, photos, texts and videotaping of interviews etc.

Marketing of Social Media or Social Media Marketing (SMM) is a new area of modern enterprises. SMM is the complex and multifaceted concept, that is, single definition does not currently exist. For example, an American researcher D. Nations defines «social media marketing» as the implementation process of marketing through social networks [9].

Broader definition of Social Media Marketing is represented in the work of Russian scientists E. Kuchin and V. Tinyakova. Researchers describe the SMM as a tool to attract visitors to corporate site through social networks, blogs and online-community [7].

According to Ukrainian scientist S. Ilyashenko, Social Media Marketing involves promotion of products and services, improving the image and announcing events on social media [5, p. 66].

In turn, the Ukrainian scientist M. Rudy considers SMM as a set of actions, aimed at increasing the popularity, promotion and advertising of goods and services through a variety of social resources [11, p. 175-179].

Summarizing the above discussed definitions, we can conclude that Social Media Marketing is one of the marketing tools that aims to promote the company's product or service (in this case the promotion of book output by publishers) by using social media.

Social Media Marketing uses a number of methods and tools to promote products. Analyzing in particular the works of such Ukrainian scientists as I. Bashynska [2] M. Rudy [11] A. Mryglod [8] and Russian practitioners of SMM-promotion D. Halilov [14], we can identify the following basic tools of promotion on social media:

- 1) Building groups and brand communities are the creation of companies' representatives (of publishers) on social media. This tool is mostly

used in social networks (Facebook, VKontakte). It allows you to combine real and potential consumers in one circle, quickly distribute information among them, invite customers to special events, and company events, to announce the yield of new products, to conduct target audience research? to identify their needs etc. For example, publishers post information in established communities about various literary news, events, contests, interviews with writers.

2) Reputation Management is a set of measures of forming reputation, audience loyalty support to the brand [8]. One of the main factors that make a company's reputation (of publishers) is customers feedback.

3) Working with the blogosphere includes tools such as corporate blogging and work with «opinion leaders». In particular, writers' blogs are important in the SMM-promoting book production that provide information about the works and, thus, help publishers boost sales.

4) Guerrilla marketing is to monitor and conduct discussions on forums about a brand or a product (in this case, the book production or publishers) [1, p. 175-179].

5) Internet advertising is one of the effective tools to promote products in the SM. In particular, the Ukrainian scientist S. Ilyashenko in his book «Modern trends in the use of Internet technologies in marketing» (2011) defines the types of Internet advertising: contextual (search) advertising, media (banner) advertising, video (digital) advertising, background advertising [5, p. 67-68].

In particular, these types of advertising like banner and booktrailer are often used to promote books. Book banner advertising is used more often, but booktrailer is more interesting. Booktrailer is a short video, which shows the content of the work [13, p. 264]. This tool of popularization of books is effective, especially for those users and visitors who do not like to read long reviews. It should also be noted that effective marketing communications on social media are social plugins. Social plugins are the so-called «likes» («Like» on Facebook, «I like» on VKontakte, «+1» On Google+, etc.) commenting blocks, navigational bar to the various sites with using accounts in social media.

In addition to the aforementioned SMM-promotion instruments, a Russian expert D. Khalilov highlights the next ones: e-commerce site creation; site optimization for social networking, online-organizing quizzes and contests on social media (particularly social networks); placement and promotion video and photo content; writing and distributing social releases, announcements of events; posting on the website unique, free content (such as e-books); surveys among the target audience, online-service visitors [14].

Making effective SMM is an important factor in successful product promotion or company in the market, so it is important to determine methods and technologies that will enable to analyze the operation of the company, utilization efficiency of communication activities, elected by its, in social media, etc.

Ukrainian scholar V. Sowa identifies the following key criteria for assessing the effectiveness of corporate pages of SMM:

- the amount of the audience – the number of supporters signed to update web-page users (e.g. number of «followers» on Twitter, the number of followers in the network VKontakte, etc.).
- the involvement of the audience is determined by the number of discussions, recommendations, comments («retweets» on Twitter, «likes» on Facebook and others).
- quality characteristics are measured according to audience filled profiles, some of them are opinion leaders [12].

It should be noted that Ukrainian publishers along with other modern foreign publishers use the possibility of social media not at the same level. The greatest interest in innovative promotion tool among Eastern European countries show the representatives of the publishing sphere of Poland and Russia. Ukrainian publishers use the lowest potential of SMM for the book promotions.

We know that the most popular SM among publishers of Poland is the social network Facebook and LinkedIn, microblog Twitter. Less popular are Pinterest, Google+, Nk miejsce spotkania and others. Also Polish publishers are constantly placing visuals and booktrailers on YouTube [4, p.33].

According to the study of information-analytical magazine «Univer-sytetska knyha» in Russia, among 12 analyzed SM, representatives of the publishing industry use Facebook (79,0%), Vkontakte (69,4%), Google+ (25,8 %), Odnoklassniki (21,0%), YouTube and blog Twitter (51,6%), Livejournal (48,4%), BlogPost (12,9%) [6].

SM has less demand among the Ukrainian publishers, which were noted above. In particular, the Ukrainian researcher C. Vodolazka in her work notes that 75% of leading Ukrainian publishing houses generally are not represented in any of the social media [4, p. 32-33].

In order to determine how Ukrainian publishers trust social media, we have analyzed the work of the ten most popular publishers of Ukraine per 2015 by criterion of priority reference in the search engine Google. The list includes the following publishers: publishers «Zeleny pes», «Folio» publishers «Osnovy», «Karavela», «Znannia», publishing house «Machaon-Ukraine», «A-BA-BA-HA-LA-MA-HA», «Kameniar», «The Old Lion Publishing House», publisher «Ranok».

Table 8.3. The characteristics of popular Ukrainian publishers SMM-tools implementation

SMM-tools	«Zeleny pes»	«Folio»	«Osnovy»	«Karavela»	«Znannia»	«A-BA-BA-HA-LA-MA-HA»	«Machaon-Ukraine»	«Kameniam»	«Ranok»	«The Old Lion Publishing House»
Communicative activity (0,1)	-	+	-	-	-	-	-	-	-	-
Site optimization for social networks (0,1)	-	-	+	-	-	+	-	+	+	+
Site optimization for e-commerce site (0,1)	-	+	+	-	+	+	+	+	+	+
Keeping a corporate blog (0,1)	-	+	-	-	-	-	-	-	-	+
Keeping microblogging (0,2): Twitter (0,1) Google+ (0,1)	- -	+ -	+ +	- -	- -	- -	- -	+ +	- -	+ +
The establishment of representative offices in social networks (0,3): VKontakte (0,1) Facebook (0,1) LinkedIn (0,1)	+ + -	- + -	+ + -	- - -	+ + -	+ + -	- + -	+ + -	+ + -	+ + -
Use of video service YouTube (0,	-	+	+	-	+	+	+	-	+	+

The analysis was carried out on such certain characteristics – basic tools SMM: 1) communicative activity (communication with the audience at the Forum) 2) site optimization for social networks; 3) site optimization for e-commerce site; 4) keeping a corporate blog; 5) keeping microblogging (Twitter, Google+); 6) the establishment of representative offices in social networks (VKontakte, Facebook, LinkedIn); 7) use of video service YouTube. Each indicator was given its share which is based on the specific implementation of publishing tools SMM (table 8.3). Maximum use of mentioned SMM-instruments by publisher is 100%.

According to the data (table 8.4) the standard of using tools by SMM Ukrainian publishers can be determined.

The average grade is 0.46. This suggests that considered publishers use only 46% capacity of SMM-tools.

Apparently, among the selected national publishers the top rating has «The Old Lion Publishing House» (80% of potential tools SMM) the lowest rating has publishing house «Karavela» (0% potential SMM tools), which do not use these SMM tools to promote books (fig. 8.1).

Table 8.4. The level of implementation SMM-tools by Ukrainian publishers

Title of publisher	Grade
«The Old Lion Publishing House»	0,8
«Osnovy»	0,7
«Folio»	0,6
«Kameniar»	0,6
«A-BA-BA-HA-LA-MA-HA»	0,5
«Ranok»	0,5
«Znannia»	0,4
«Machaon-Ukraine»	0,3
«Zeleny pes»	0,2
«Karavela»	0

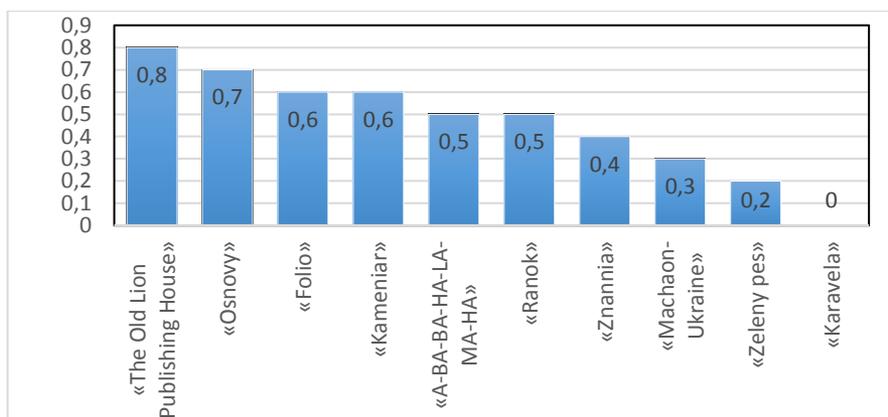


Figure 8.1. The rating evaluation of implementation SMM-tools by Ukrainian publishers

In addition, analyzing the ten most popular publishing house in the list, it should be noted that among the cast features (SMM-tools) the highest level of implementation has site optimization for online e-commerce, creation of representative offices (of publishing house) of using YouTube video service on social networks, a shade less is keeping microblogging. Specifically, nine out of ten publishers are represented on social network Facebook, seven out of ten on Vkontakte, seven out of ten publishers have a presentation videos on YouTube, only four publishers use Twitter and microblogging and three use Google+.

However, indicators such as communication with the audience at the forum and maintenance of corporate data blog publishers used the least.

Communication with the audience at the Forum uses only one edition of ten (publishing house «Folio»), corporate blog is used by two publishers («The Old Lion Publishing House» and «Folio»).

Thus, compared to US publishers, Poland and Russia, social media for Ukrainian publishers is something new and not widespread. Publishing houses of Ukraine, implementing its activities in SMM, prefer networks like Facebook and VKontakte, video service YouTube, much less microblog Twitter and Google+. The situation is quite unattractive, because social media is a powerful communication channel that has significant potential and reaches a wide audience both in territorial and age groups.

It is necessary to define such common problems of using social media for publishing Ukrainian market:

Incapacity of Ukrainian publishing houses to take full advantage of tools SMM. The problem is that significant part of the Ukrainian publishers does not use social media marketing tools or if they use, only some of them, which is inefficient to promote book production.

Irrational understanding of Ukrainian publishing houses segmentation of target audiences and their needs. Important in this regard is a clear ability to identify information needs and requests of users and target audience, at whom the publishing product is directed. In order to avoid this problem, the publisher should conduct various monitoring studies. Publishers need to know which online service the audience prefers, users age of the network, online-service features and then according to this, articulate key messages to them.

Poor establishment and operation of publishers' Internet services. Unfortunately, the Internet sites of many Ukrainian publishers are not functioning in full mode, they serve outdated information, not updates. In addition, a small number of so-called «likes» and comments under common records indicates a lack of interaction between publisher and users. Accordingly, there is another problem, that is slow feedback from publishers to readers. Publishers respond non-operationally to users' information requests. There are problems with the book orders and their purchase.

Uniformity of content. The problem is that many Ukrainian publishers on their pages on social networks submit monotonous information. For publishing, a great way of attracting consumers is placing on website free unique content, such as e-books or presentation of a key chapter. Considering that, the user is involved in reading and eventually buys the book.

So, after a detailed study of issues related to social media marketing in the field of book publishing is advisable to select the following key provisions:

1) Publishing occupies an important place in the system of information products and services. Books are one of the most common types of publishing products. However, the book publishing business is a complex system that aims to meet the information needs of both the individual and society, as a whole, in the book output. The components of the publishing business are publishing, manufacturing and distribution of publishing (book) products.

2) For the effective functioning of the market, publishing structure conducts communication policy, thus creating a positive publishing image and persuading buyer to purchase products. The main marketing tools of promoting publishing products in the market are: PR, sponsorship, publicity, exhibitions, fairs and internet marketing.

3) It is necessary to distinguish the following basic tools of promotion of books in social media: building groups (communities) interest, reputation management, working with the blogosphere (corporate blogging), using Internet advertising, covert or guerilla marketing, social plugins and others.

4) Ukrainian publishers along with other modern foreign publishers use the possibility of social media not at the same level. In particular, Ukrainian publishers, which implement their activities in social media marketing, prefer networks like Facebook and VKontakte, video service YouTube, much less microblog Twitter and Google+. The situation is quite unattractive because social media is a powerful communication channel that has significant potential and reach a wide audience both in territorial and age groups.

5) Based on international experience implementing and analyzing features of social media marketing in the activities of foreign and Ukrainian publishers can define such common problems using social media for Ukrainian publishing market: the inability of Ukrainian publishing houses to use all the advantages of tools SMM; inefficient use of Ukrainian publishing houses segmentation of target audiences and their needs; uniformity of content; poor establishment and operation of Internet publishing services; low feedback from publishers to readers.

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APPENDICES

This monograph continues the series of books, that have released the results of International scientific-practical conference «Innovations marketing and innovations in marketing». The scientific results that are presented in the monograph reveal the theoretical-methodological and methodical aspects of innovative development management at different levels of aggregation (individual enterprise or establishment, industry, national economy, etc.) on the basis of innovation marketing, which is considered as the activity which has been directed on search of new spheres and ways of the enterprise potential use, on this basis new products (goods or services) development and technologies of their promotion on the market in order to meet the consumers' needs and demands more effectively than competitors way due to this, getting profits and ensuring the long-term survival and development in the market.

The authors covered a fairly wide range of theoretical and methodological problems that hinder of the creation processes management and innovation diffusion, the tools and methods for innovation management and marketing innovation improvement. In particular, the problems relating to: the innovation place and role and innovation activities in the economic growth processes are clarified; the mechanism of innovative development market-oriented management is improved; the innovation business social responsibility, overcoming the contradictions between the environment growth and preservation, or even improvement; the innovation marketing and logistic creation and implementation as a tool for promoting innovation development and etc.

The different scientific school's representatives' approaches from different perspectives reveal certain aspects of the organizational-economic mechanism of innovative development marketing management are presented in the book. This approach, despite some contradictory approaches, allows to reveal fully the peculiarities of mechanism components functioning and their elements, to identify existing conflicts and to find ways for effective resolving them. Many years experience in the monograph preparation and publication has shown that each of them complements and builds upon the innovation management theory and marketing innovation and innovative marketing, identifies the relevant areas for the further research. A number of authors' ideas and scientific achievements that have been outlined in the previous monographs, have been developed in the further studies and have been successfully defended the master's or doctoral theses.

The last editions were written in the Ukrainian language that limited the readership and were not allowed to convey the authors' ideas and achievements of a wide readers circle, first of all, the foreign one. Writing a monograph in English the authors goal was to expand the readers circle due to the English-speaking scholars and practitioners who are interested in the subject, to familiarize them with the scientific results. The unbiased critical reviews will allow to adjust the research direction, taking into account global trends, to consider these tendencies in the further studies. On the other hand, the authors try to include English-speaking scientists in their studies and hope that they will participate in next further editions.

The authors do not claim to be peremptory of their findings and recommendations and will greatly appreciate the colleagues' critical comments that will be taken into account in the further studies.

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MARKETING, MANAGEMENT,
AND INNOVATIONS**

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