

The current paradigm of informational provision of marketing innovation

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The research methodology. The current paradigm of informational provision of marketing innovation was investigated by means of the dialectical method of scientific knowledge, fundamental provisions of modern economic theory, marketing, current concepts of innovation activity management.

The results. The basic theoretical aspects of informational provision of marketing innovation were studied. Comparative characteristics of the stages of informational systems development were made, as well as features of their use in marketing innovation. The process of marketing innovation was researched, which consists of the process of innovation activity and innovation management, what happens in the company in continuous communication and has a common goal – ensuring the development of the company through the most complete and efficient use of available resources and opportunities.

The novelty. The basic principles of the modern paradigm of informational support of marketing innovation were revealed, which are based on the use of the principles of parallel, alternativeness, authenticity, accuracy and independence of information sources. The key sources of information for marketing innovation are the systemized data obtained on the basis of experience, results of cabinet and field research and secondary processed information.

The practical significance. On the basis of the research of the modern paradigm of informational support of marketing innovation the sources of information were improved: the data obtained on the basis of experience, information received from the cabinet and field researches, and processed secondary information and stages of informational systems development.