

Models of increasing commercialization of innovative airlines

*I. Kalina, PhD in Economics, docent Department
of Management and Marketing
University of Economics and Law «KROK»
irakln@mail.ru*

*I.M. Perebuynic, master, Department of management of innovative activity
University of Economics and Law «KROK»
iren_s84@mail.ru*

The research methodology. With the dialectical method of scientific knowledge, economic methods and systematic approach the current models of increasing commercialization of innovation airline was investigated.

The results. The basic theoretical aspects of the commercialization of innovation was investigated. A comparative description and analysis of the basic models of commercialization increasing of innovative activity in the domestic airlines as well as on foreign airline market were made.

The novelty. Reveals the basic formation and use of system model commercializing innovative activities of airlines that affects the adoption of marketing innovation.

The practical significance. The study of contemporary models increasing commercialization of innovative activities of airlines improved system model increase the airline business in the aviation market.