

STRATEGIC MARKETING IN A DYNAMIC MARKET ENVIRONMENT: ADAPTIVE APPROACHES, ANALYSIS OF TRENDS AND IMPLEMENTATION OF INNOVATIONS

MARKETING ESTRATÉGICO EM UM AMBIENTE DE MERCADO DINÂMICO: ABORDAGENS ADAPTATIVAS, ANÁLISE DE TENDÊNCIAS E IMPLEMENTAÇÃO DE INOVAÇÕES

Inna Klimova

Zhytomyr Ivan Franko State University, Zhytomyr, Ukraine
innaklimova2@gmail.com

Inna Hordieieva

Ukrainian State University of Science and Technologies, Dnipro, Ukraine
gordeyevainna@gmail.com

Nataliia Sereda

Kherson State Agrarian and Economic University, Kropyvnytskyi, Ukraine
nataliyasereda25@gmail.com

Olha Pashchenko

Zhytomyr Polytechnic State University, Zhytomyr, Ukraine
pashchenko.olga.2017@gmail.com

Ignacy Petecki

Social Sciences Akademy, Lodz, Poland
ywkryk@ukr.net

ABSTRACT

The article is devoted to the study of strategic marketing roles within the context of dynamic markets. It examines the methods and approaches that enterprises can use to achieve competitive advantages in these circumstances. The paper highlights the importance of strategic marketing in the context of modern business and explores adaptive approaches to the development of marketing strategies. Furthermore, the authors analyze the results of three key innovation rankings, the Global Innovation Index (GII), the European Innovation Scoreboard (EIS), and The Bloomberg Innovation Index, to identify the shortcomings and prospects of Ukraine's innovative development. The paper presents the dynamics of changes in the share of creative goods, works, and services in the total volume of shipped goods. The authors identify drawbacks and prospects for innovative development based on the current state of Ukraine's economy. In addition, the article analyzes the general trends in market dynamics, the impact of technological innovations on the business environment, the spread of globalization in the modern world, and how these factors affect strategic marketing. Particular attention is paid to trend analysis and forecasting methods, as well as the importance of innovation in strategic marketing. The research provides examples of successful implementation of innovative strategies in various business sectors. The authors present the prospects for innovative development in Ukraine. These prospects offer many opportunities for further growth and competitiveness on a global scale. The statistical evaluation of the research results showed the reproducibility and reliability of the data obtained.

Keywords: Innovations. Infrastructure. Indicators. Ratings. European perspectives.

RESUMO

O artigo é dedicado ao estudo dos papéis estratégicos do marketing no contexto de mercados dinâmicos. Examina os métodos e abordagens que as empresas podem utilizar para obter vantagens competitivas nestas circunstâncias. O artigo destaca a importância do marketing estratégico no contexto dos negócios modernos e explora abordagens adaptativas para o desenvolvimento de estratégias de marketing. Além disso, os autores analisam os resultados de três classificações principais de inovação, o Índice Global de Inovação (GII), o Painel Europeu de Inovação (EIS) e o Índice de Inovação Bloomberg, para identificar as deficiências e perspectivas do desenvolvimento inovador da Ucrânia. O artigo apresenta a dinâmica das mudanças na participação de bens, obras e serviços criativos no volume total de bens expedidos. Os autores identificam desvantagens e perspectivas para o desenvolvimento inovador com base no estado actual da economia da Ucrânia. Além disso, o artigo analisa as tendências gerais da dinâmica do mercado, o impacto das inovações tecnológicas no ambiente de negócios, a difusão da globalização no mundo moderno e como esses fatores afetam o marketing estratégico. É dada especial atenção aos métodos de análise e previsão de tendências, bem como à importância da inovação no marketing estratégico. A pesquisa fornece exemplos de implementação bem-sucedida de estratégias inovadoras em vários setores empresariais. Os autores apresentam as perspectivas de desenvolvimento inovador na Ucrânia. Estas perspectivas oferecem muitas oportunidades para um maior crescimento e competitividade à escala global. A avaliação estatística dos resultados da pesquisa mostrou a reprodutibilidade e confiabilidade dos dados obtidos.

Palavras-chave: Inovações. A infraestrutura. Indicadores. Avaliações. Perspectivas Europeias.

Introduction

Strategic marketing is a comprehensive approach to planning and executing marketing activities aimed at achieving a company's long-term business goals (Sala et al., 2023). Strategic marketing includes:

- analysis of the market environment;
- formulation of a product/service strategy, target audience, and competitive positioning;
- development of an action plan aimed at ensuring a sustainable competitive advantage and long-term profitability.

When it comes to strategic marketing, special attention is paid to the development of long-term strategies and plans, as well as to the analysis and adaptation to changes in the market environment (Hunt, 2020). The importance of strategic marketing in dynamic markets is especially relevant. In fact, it allows companies to adapt to unpredictable and dynamic changes in the market effectively. Strategic marketing helps to build a sustainable competitive advantage, which is especially important when competition in the market is extremely high (Franco-Ángel, 2022). It helps companies to survive and grow, even in the face of tough competition. Strategic marketing gives the following opportunities:

- to respond to rapid changes in the market environment;
- to assess potential opportunities and challenges, as well as integrate them into a strategic plan;
- to adapt to new circumstances quickly.

The conditions of dynamic markets often require greater attention to the needs and wishes of consumers (Khan, 2020). Strategic marketing helps to develop products and services that meet their needs and make timely adjustments to the product range. It also helps to efficiently organize the use of resources by focusing on the most critical areas. Strategic marketing helps to stimulate innovation in the company, contributing to the creation of new products and services that meet dynamic market needs (Dinesh, 2019). The risk of strategic disharmony may arise during changes. Strategic marketing helps to maintain a balance between short-

term and long-term goals. It is a key tool for companies to operate successfully in dynamic markets, as it helps them plan, adapt, and survive in a dynamic business environment.

Literature review

Dynamics of modern markets. Markets are becoming increasingly global, increasing competition and access to new markets for many companies (Morgan, 2019). The rapid pace of technological development is influencing consumers and creating new opportunities for companies. It may include the implementation of artificial intelligence, blockchain, the Internet of Things, and so on. Changes in the cultural and demographic patterns of consumers affect the demand for various products and services (Kumar, 2013). Consumers and companies are paying more attention to sustainability and environmental issues. Companies need to consider these aspects in their marketing strategies. The emergence of social media and other new communication channels is changing the way companies interact with consumers.

Geopolitical factors, tariffs, and duties can have a significant impact on markets and trade. These general trends indicate the complexity of the modern business environment. Companies need to analyze these trends and develop strategies that allow them to adapt to changes and take advantage of new opportunities in the market. Technological innovations create new consumer habits (Neolaka, 2023). For example, the increasing use of smartphones and mobile apps is changing how people search for and purchase goods and services. Thanks to technological innovations and e-commerce, companies can reach customers globally. This expands markets and increases competition. Technologies enable companies to collect and analyze large amounts of consumer data, allowing personalized offers and advertising. In particular, the Internet of Things (IoT) enables physical objects to be connected to the Internet, with applications in various industries, including healthcare, transportation, manufacturing, etc. It creates new market opportunities and helps improve business efficiency. The use of artificial

intelligence to analyze data, automate operations, and enhance customer service allows companies to work more efficiently and accurately (Harini, 2023). Blockchain technology can be used to verify and store transactions, increasing trust in the security and transparency of the market. Mobile payment technologies make the payment of goods and services more convenient and accessible, affecting payment methods and financial infrastructure (Harini, 2023). Many industries are becoming increasingly automated, which can lead to changes in employment and market structure. The impact of technological innovation on the market varies by industry. But overall, it is changing how businesses interact with customers, compete, and produce products and services. Successful companies use technological innovation as a tool to gain a competitive advantage in the market. The spread of globalization is an essential feature of the modern world and has a significant impact on companies' marketing.

Here are some aspects of the spread of globalization and its effects on marketing (Wuisan, 2023). Globalization expands the opportunities for companies to enter new markets worldwide. Marketing teams must analyze and develop strategies for different geographical markets. Global market access leads to increased competition. Marketing approaches must be more innovative and competitive to attract consumers' attention on a global scale. An international audience is diverse regarding cultural, linguistic, and demographic features. Marketing must be tailored to different audience segments and aligned with their needs and values. Being culturally sensitive and understanding local cultural nuances is essential in global marketing. Incorrect approaches can lead to a negative response from consumers and a risk to reputation. Companies must adapt their marketing strategies and products/services to local conditions and needs (Nozdreva, 2023). This may include changes in design, pricing, and communication.

Global networks and social media allow companies to learn about their customers in real-time and communicate with them without boundaries. This enables global marketing and feedback. Some companies develop global brands that are recognized worldwide. This helps strengthen the company's status and

influence on a global scale. Successful companies must be ready for adaptation and innovation to win in global markets and meet the needs of diverse audiences.

Adaptive marketing strategies. Adaptive approaches to strategic marketing are becoming increasingly important in dynamic markets and business environments. Here's an overview of some adaptive strategies. Adaptive strategic marketing begins with understanding the needs and desires of consumers. This involves paying heightened attention to obtaining feedback from customers, monitoring their needs, and quickly responding to them (Buhamdi, 2023). Adaptive strategies involve the ability to react promptly to changes in the market environment. It can be a response to competition, changes in legislation, or technological innovations. Adaptive marketing includes conducting tests and experiments to determine the effectiveness of different strategies. They help to find the optimal way to achieve goals. The use of data analysis and tools for collecting and processing information allows for the identification of key trends and patterns that help in choosing the most effective strategies.

Adaptive marketing involves the ability to change strategies and tactics according to the situation. This may include reviewing the target audience, adjusting the budget, changing communication channels, etc. Continuous monitoring of competitors and analyzing their actions helps identify possible strategic advantages and respond to competition. Adaptive marketing requires collaboration between different company departments, including marketing, sales, research, and development, to ensure a cohesive and coordinated approach (Rashkova, 2023). Adaptive marketing may involve streamlining bureaucratic and internal processes to make the company more flexible and responsive. Overall, an adaptive approach to strategic marketing enables companies to be more open to changes and effectively respond to them. It helps companies remain competitive and achieve their goals in times of uncertainty and transformation (Kar, 2022).

Responding to changes in market conditions is an essential aspect of strategic marketing, as market conditions are constantly changing. Companies must continually monitor changes in the market situation, including changes in demand, competition, prices, and so on. Monitoring can be done through data analysis,

customer surveys, and observing competitors' activities. Companies must be prepared to change their marketing strategies and tactics in response to changes in market conditions. This may include changing the target audience, adapting products or services, adjusting pricing, etc. Changes in market conditions can create new opportunities for innovation. Companies can consider developing new products or services that meet new consumer needs (Sudirjo, 2023).

Consumers play a significant role in shaping market conditions. Listening to their feedback, considering their preferences, and responding to them is crucial. Adapting marketing strategies to local conditions and the specific characteristics of different markets or regions may be necessary. Companies should be prepared for potential risks and negative changes in market conditions, including economic crises, political events, and natural disasters. Responding to changes in market conditions is an integral part of successful strategic marketing (Pegan, 2020). Companies that can adapt quickly to new needs and effectively respond to changes have a better chance of maintaining competitiveness and achieving their goals.

Developing flexible strategies and scenarios in Ukraine can be an important task for companies and organizations in dynamic market conditions. Developing flexible strategies and scenarios is essential for ensuring the resilience and success of your business in a dynamic environment. This approach allows companies to be better prepared for uncertainty and respond quickly to market conditions changes (Roh, 2022).

Analysis of trends and forecasting. Trends analysis plays a significant role in strategic marketing. It helps companies understand current and future trends in their industry and identify optimal development strategies. Trend analysis allows companies to predict how market conditions and consumer demands may change (Choe, 2021) and develop strategies that cater to future needs. Understanding and utilizing current trends enables companies to create products and services that stand out from competitors and capture consumers' attention.

Trends are often linked to new technologies, production methods, and business approaches. They can serve as a company's innovation source and help it stay competitive. Trends help identify different consumer groups with similar needs

and values, allowing for more precise targeting of marketing campaigns. Companies can create advertising campaigns that align with modern consumer preferences and demands by knowing current trends, increasing advertising effectiveness. Timely trend analysis helps companies identify and prepare for potential risks, which may involve developing action plans for negative trends. Using trends in their strategic marketing helps companies become more adaptive and competitive in the market. Trend analysis is a necessary component of strategic marketing that helps companies adapt to changes and succeed in an environment of uncertainty and dynamic business.

Trend analysis in the global economy can be conducted using various tools and methods. It is used to study large and complex systems in the global economy. Such analysis allows for analyzing relationships between different system parts and identifying key trends. Tracking media publications and social media can help identify hot topics of public interest and determine public opinion (Kahn, 2018).

The use of statistical data and data analysis to identify and quantitatively assess trends, including economic indicators, financial data, market research, and so on. Expert surveys in various economic fields can provide valuable insights into trend identification. Sensory technologies and the Internet of Things (IoT) are used for data collection on consumer habits and behavior. Studying the history of economic events and trends to identify patterns and forecast future events. There are many programs and services designed for trend analysis in the global economy, some of which allow the creation of graphs, models, forecasts, etc. Developing different scenarios based on trend analysis helps companies prepare for various possible future situations. These tools and methods can be used individually or in combination to gain a more comprehensive understanding of trends in the global economy.

It is important to note that trend analysis is an integral part of strategic planning and decision-making for companies and organizations to be prepared for future challenges and opportunities. Improving trend forecasting requires a systematic approach and constant attention to changes in the market situation in Ukraine. It is essential to be prepared for uncertainty and react quickly to changes,

as well as to use various sources of information and analysis methods for the most accurate trends forecasting (Sabadash, 2023).

Strategic marketing innovation. Innovations play a critical role in strategic marketing and can be a key factor in a company's success. Here are several aspects of the role of innovation in strategic marketing:

1. Innovations allow companies to create unique products or services that differentiate them from competitors. This creates competitive advantages and attracts more customers.
2. Innovations help companies develop products and services that respond to dynamic customer needs and expectations. It enhances customer satisfaction and increases loyalty.
3. Innovations can assist companies in entering new markets and penetrating regions where they were not previously present.
4. Innovations in production and operational processes can increase productivity and reduce costs, thereby enhancing profitability (Hong, 2023).
5. Companies known for their innovation capability can attract more investments and earn a positive reputation as industry leaders.
6. The business environment is constantly changing, and innovation helps companies adapt to these changes. It enables rapid responses to market conditions, technological shifts, and legislative changes.
7. Innovations can serve as the foundation for developing long-term strategies and growth plans, helping companies achieve sustainable success in the future.

Overall, innovations become a crucial element of strategic marketing. They enable companies to adapt to changes, attract new customers, improve efficiency, and remain competitive in an uncertain business environment (Tarasiuk, 2023).

Relevance of the study

The relevance of research in strategic marketing under dynamic market conditions lies in the need to develop and adapt companies' strategies to compete in an ever-changing environment and meet consumer needs effectively.

Aims

The study aims to disclose strategic marketing as a key management tool in present-day circumstances. In addition, the article aims to analyze trends in strategic marketing and ways of its implementation under dynamic market conditions.

Methods

The study focused on the ranking of countries' innovative development based on the World Bank Country and Lending Groups 2021 data. This ranking includes various indicators and metrics that reflect countries' innovation performance. The studied indicators included the level of intensity of innovation activity, labor productivity, level of business development, concentration of scientific researchers, and level of technological capabilities. The data collected was based on the World Bank Country and Lending Groups 2021. They contain information about countries and their indicators of innovative development. The necessary information for further analysis was extracted from this data.

The obtained data was analyzed and processed. This included the calculation of statistical indicators for each selected indicator. In addition, a comparative analysis was conducted among different countries and groups of countries. Based on the data analysis, the authors drew conclusions about countries' innovative development and rankings. Furthermore, recommendations for policies and development strategies in the field of innovation were proposed (Shelomentsev, 2021).

The correlation between global value chains and strategic innovations as a factor in the adaptation of national economies to GVC transformation was calculated for countries classified according to the World Bank's Atlas method (World Bank Country and Lending Groups 2021). The following formula was used for these countries (1).

$$\hat{R}(x_{n_i}, y) = \frac{\sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_{i=1}^n (x_i - \bar{x})^2} \sqrt{\sum_{i=1}^n (y_i - \bar{y})^2}} \quad (1)$$

where $\hat{R}(x_{n_i}, y)$ - is a coefficient of correlation that measures the degree of linear dependence between two variables, where values from -1 to 1 indicate the direction and strength of the relation (a value close to 1 indicates a positive correlation, close to -1 indicates a negative correlation and a value close to 0 indicates the absence of a linear relation); y - the dynamics of the share of foreign products in total output; x - the dynamics of changes in a particular economic indicator; i - an indicator number; n - the number of observations.

Statistical data analysis. The calculation of the Pearson correlation coefficient and the statistical significance of the results was performed using the Statistica software, utilizing the statistical analysis module. The authors selected analysis parameters, such as the Pearson correlation method, significance level, and the output of other statistical indicators such as r-value and p-value. They set the following levels of results significance:

- Pearson's criterion χ^2 value was set at 0.05 (5%).
- The p-value was less than the selected significance level of 0.05.
- The value of the correlation coefficient "r" close to +1 or -1 indicates a strong correlation between the variables.

Results

Following the set goal, the study established the interrelation between global value chains and strategic innovations as a factor of adaptation of national

economies to the GVC transformation. It considers a vital aspect of innovations and adaptation of enterprises to global value chains in a changing economic environment.

Using the formula (1), the authors found a significant and high ($R > |0.5|$ on the Chaddock scale) level of interdependence between the level of national economies' involvement in GVC and the dynamics of strategic innovation.

The World Bank classifies the countries considered in this study as a group of countries with per capita incomes below (GNI per capita from 1.04 to 4.05 thousand USD) and above (GNI per capita from 4.05 to 12.54 thousand USD) the average. The presence of a noticeable and high degree of interdependence between the level of national economies' involvement in GVC, defined by the share of products manufactured by foreign companies operating in host countries, and the dynamics of strategic innovations (Table 1), are represented by the growth rates of the following indicators.

Table 1 – Involvement in GVC and the dynamics of strategic innovations in different countries

Country	Income per capita	Involvement in GVC (index)	Dynamics of strategic innovations implementation (index)	χ^2	p	r
USA	Above (USD 4.05 – 12.54 thousand US dollars)	0.85	0.82	0,001	<0,05	0,98
United Kingdom	Above (USD 4.05 – 12.54 thousand US dollars)	0.82	0.76	0,00009	<0,05	0.88
Poland	Below (1.04 – 4.05 thousand US dollars)	0.62	0.68	0,0007	<0,05	0,97
Ukraine	Below (1.04 – 4.05 thousand US dollars)	0.58	0.63	0,051	<0,05	0,98
France	Above (4.05 – 12.54 thousand US dollars)	0.78	0.80	0,0011	<0,05	0,93

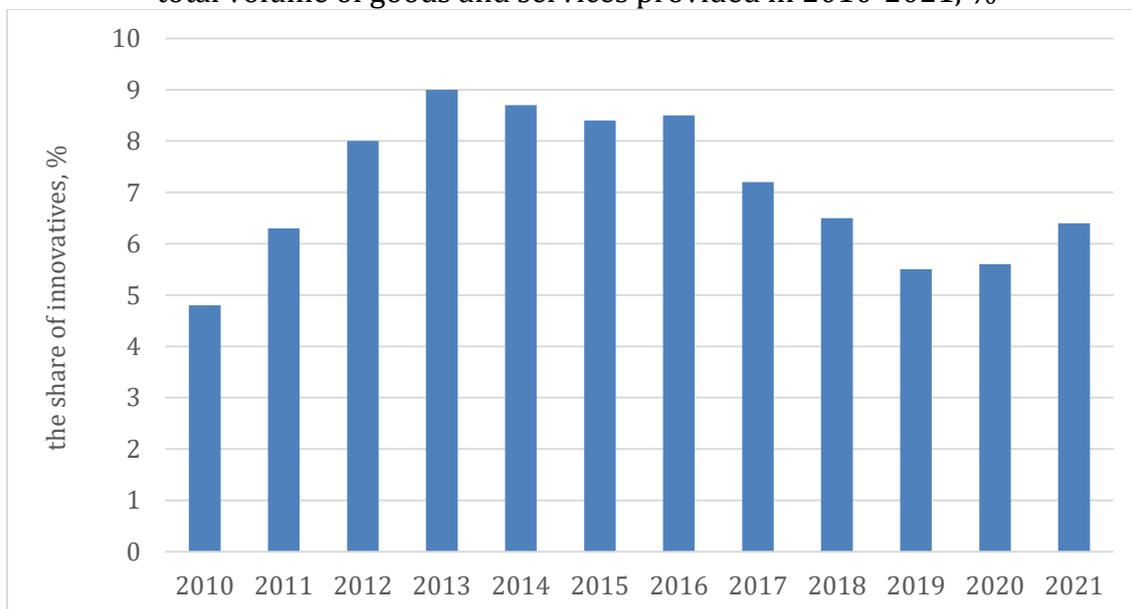
Source: compiled by the authors.

Table 1 presents data on countries with different per capita income levels (above and below USD 4.05 thousand). It defines the level of involvement in GVC and the dynamics of strategic innovations implementation as indices. The analysis of

such data can help to identify whether there is a correlation between the level of involvement in GVC and the level of innovation in countries with different income levels. Such an analysis could be helpful for determining strategies for developing innovations in different countries and regions.

According to experts, this can be explained by the lack of efficiency in the use of resources for innovation development, both financial and human, as well as the insufficiently favorable business climate and institutional regulation. The coronavirus pandemic has also caused significant damage. For example, the level of innovation activity decreased from 15.1% to 7.9% in 2021 (Wuisan, 2023). At the same time, statistics show a deterioration in other indicators of innovative development. For example, negative trends are observed in the share of innovative goods, services, and activities in the total volume of goods shipped, works performed, and services provided (see Figure 1).

Figure 1 – Dynamics of the share of innovative goods, works, and services in the total volume of goods and services provided in 2010-2021, %

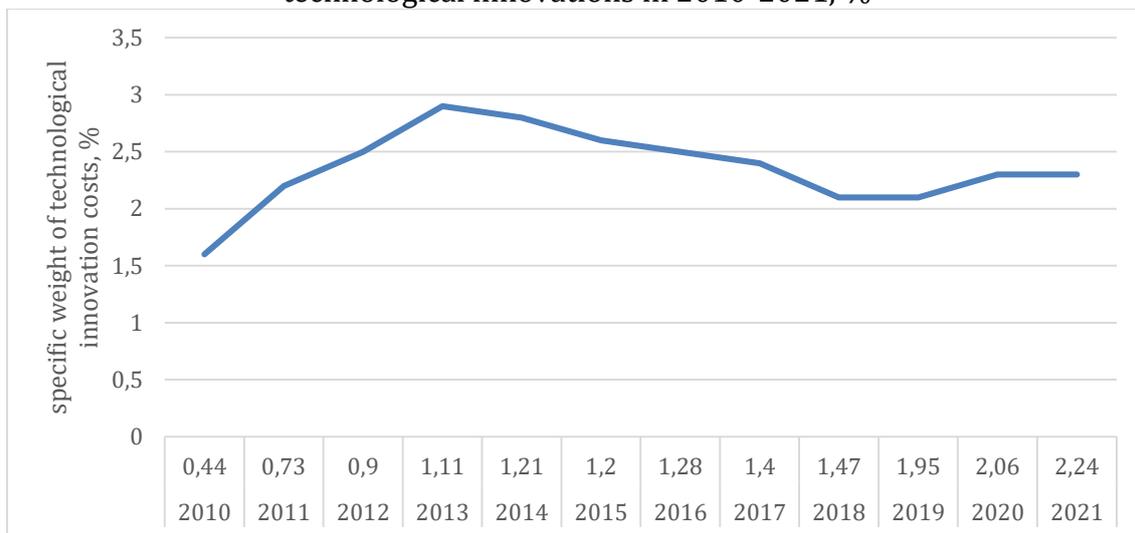


Source: built by the authors.

This figure 2 represents the dynamics of changes in the specific weight of expenditures on technological innovations from 2010 to 2021. The specific weight of expenditures is measured in percentages and indicates the portion of total

spending in the respective year that is attributed to expenses related to technological innovations. In 2010, the specific weight of expenditures on technological innovations was 1.6%, meaning that only 1.6% of total costs were directed toward innovative technologies. Over the following years, from 2011 to 2013, the specific weight of expenditures increased and reached 2.9% in 2013, indicating increased investments in technological innovations. After reaching its peak in 2013, the specific weight began to decrease. In 2018 and 2019, it stood at 2.1%. Since 2020, the specific weight increased again and remained at 2.3% in both 2020 and 2021.

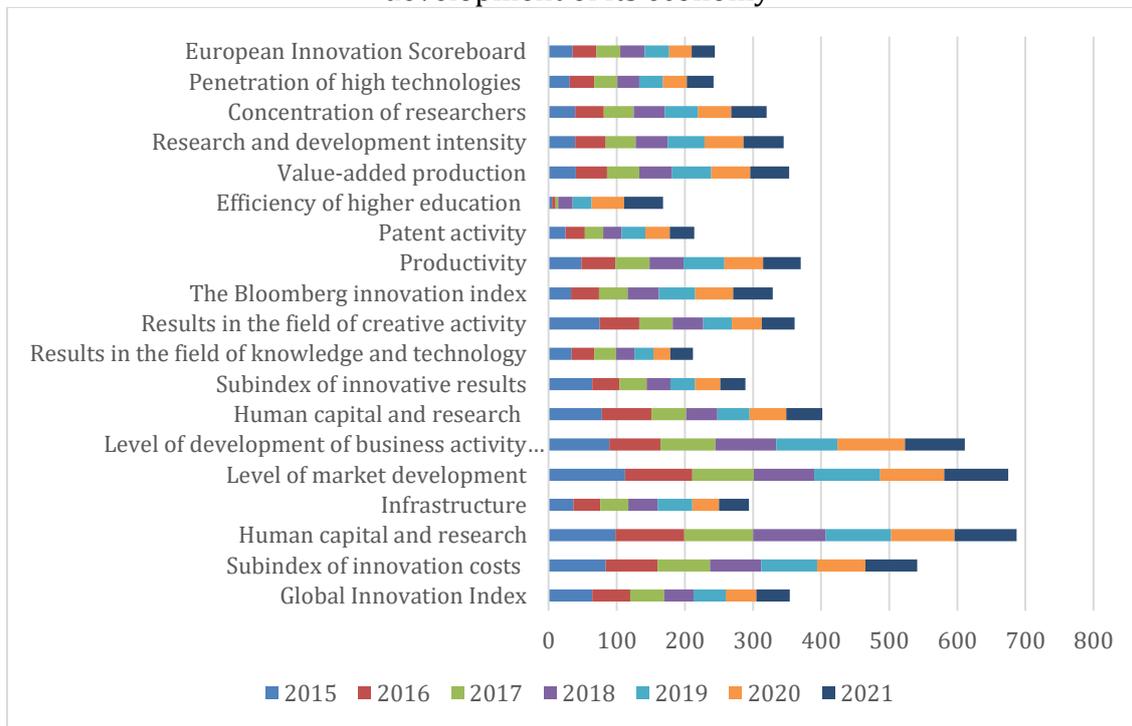
Figure 2 – Dynamics of changes in the specific weight of expenditures for technological innovations in 2010-2021, %



Source: built by the authors.

Figure 3 shows the average data of the chart that reflects Ukraine's place in the world rankings that reflect the innovative development of its economy from 2015 to 2021.

Figure 3 – The place of Ukraine in the world rankings that reflect the innovative development of its economy



Source: (Kobieliava, 2023).

Let us have a closer look at Ukraine's place in World Ranking Indicators: Global Innovation Index – 51st place; Innovation Expenditure Subindex – 77th place; Human Capital and Research – 98th place; Infrastructure – 42nd place; Market Development Level – 96th place; Business Activity Development Level – 87th place; Human Capital and Research – 57th place; Innovation Results Subindex – 41st place; Knowledge and Technology Field Results – 30th place; Creative Activity Results – 52nd place; Bloomberg Innovation Index – 47th place; Productivity – 53rd place; Patent Activity – 31st place; Higher Education Efficiency – 24th place; Value-Added Manufacturing – 50th place; Research and Development Intensity – 49th place; Researchers Concentration – 46th place; High-Tech Penetration – 35th place; European Innovation Scoreboard – 35th place.

The obtained data indicate an improvement in Ukraine's indicators of innovative development in various areas from 2015 to 2021. However, the country still remains at a relatively low level compared to other states.

Discussion

Conditions in the market are constantly changing due to technological advancements, shifts in consumer preferences, and competitive actions. Strategic marketing allows businesses to adapt to these changes and maintain competitiveness proactively. Modern companies must track and consider current trends in production, marketing, and consumer demand for effective planning. The implementation of innovations in strategic marketing can help companies create competitive advantages. This may include new products, services, customer communication methods, and market development strategies. Successful implementation of innovative strategies is crucial for many large companies and startups (Hong, 2023).

Apple is an example of a company that continually innovates in the production of smartphones and personal computers. Their innovations include the iPhone, iPad, MacBook, and other devices that have changed how people communicate and work.

Tesla has revolutionized the automotive industry by introducing innovative technologies into the production of electric vehicles. Their cars are known for their efficiency, autonomy, and high performance.

Amazon innovates in e-commerce, including the development of drones for delivering goods, the creation of the voice assistant Alexa, and the development of intelligent logistics management systems.

Netflix has transformed the way video content is consumed with its innovative streaming service. They actively invest in creating their own content and recommendation algorithms, attracting new subscribers.

SpaceX, founded by Elon Musk, is revolutionizing the space industry with innovative technologies such as the reusability of rocket first stages.

Google constantly introduces innovations in areas such as internet search, artificial intelligence, virtual reality, and others. Products like Google Search, Android, and Google Maps are examples of their success.

These companies innovate in various fields, from technology and manufacturing to logistics and product development, making them competitive and well-known in the business world. Successful innovations often require significant investments and long-term planning. However, they can lead to substantial market success (Shelomentsev, 2023).

Ukrainian brands are also actively implementing innovations in various sectors and gradually approaching international quality and competitiveness standards. One of the largest online stores in Ukraine, Rozetka, continually improves its infrastructure, including delivery system development, mobile app enhancements, and the development of its own product line (Tarasiuk, 2023).

Ukrainian company Jooole innovates in the job search field, using artificial intelligence and machine learning to streamline searching for job vacancies and candidates.

Pharmaceutical company Darnitsa actively invests in research and the development of new medical preparations, including medications for the treatment of various diseases.

Although Grammarly is an American company, it was founded by Ukrainian developers. It is a well-known tool for checking grammar and spelling that uses artificial intelligence to improve users' writing skills.

Ring Ukraine, a part of Amazon, develops innovative video calls and home security systems that utilize advanced technologies to ensure the safety and comfort of users.

These examples demonstrate that Ukrainian brands keep up with global innovation trends and actively implement them in their operations. Innovations help improve the quality of products and services, attract new customers, and expand opportunities for growth in a competitive global economy (Kobieliava, 2023).

In Ukraine, like in other countries, there are certain challenges and obstacles that can complicate the process of innovation adoption. Doing business in Ukraine can be complicated due to the tax system's complexity, inadequate intellectual property protection, corruption, and bureaucratic hurdles. Access to financing can

be limited for startups and small businesses implementing innovations. The banking system may be conservative in granting loans.

The absence of a strong scientific base and research centers to support innovation can be a challenge for companies. Ukraine needs more skilled workers who can develop and implement innovations. Many market sectors in Ukraine are saturated with competitors, making it difficult to enter the market with new innovations. The need for developed infrastructure, such as high-speed Internet and modern transportation, can hinder the implementation of technological innovations. Political and economic instability in the country can create uncertainty and risks for businesses, including innovative companies. The development and implementation of innovations should consider the Ukrainian market's cultural peculiarities and consumer habits (Tarasiuk, 2023).

Despite these obstacles, Ukraine also has much potential for innovation and development. Ukrainian companies and startups can achieve successful innovations by relying on their talent, creativity, and potential. It is vital to support innovation through policies, education, and government and non-governmental organization support.

Conclusions

The authors have studied the role of strategic marketing in dynamic markets and presented methods for achieving competitive advantages. The article has analyzed the ratings of innovations and identified the prospects and drawbacks of Ukraine's innovative development. Also, it described the general market trends, the impact of technological innovations, and globalization on strategic marketing. The paper has emphasized the importance of analyzing trends and innovations in marketing. It presented successful examples of the implementation of innovative strategies and prospects for innovative development in Ukraine.

The results of three key innovation ratings were presented to identify the shortcomings and opportunities for creative development in Ukraine. The article also focused on the dynamics of changes in the share of innovative goods and

services in the shipped volume based on the current state of the Ukrainian economy. As a result of the study, it was determined that strategic marketing in dynamic market conditions plays a vital role in ensuring the competitiveness of enterprises.

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