

Innovation Consulting Services Within the Context of the Formation of a New Model of Marketing Innovation

¹Irina Rozdolskaya, ¹Marya Ledovskaya and ²Ilya Afanasiev

¹Belgorod University of Cooperation, Economics and Law Russia,
308000, Belgorod, Sadovayast., 116a

²Shukhov Belgorod State Technological University. VG Russia,
308012, Belgorod, Kostyukovst., 46

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Abstract: The article deals with the problem of consulting as one of the developing direction, the use of which will promote innovation business growth. Special attention is paid to the importance and promptness of the use of innovative consulting services. Arsenal of tools of innovation consulting is defined. The importance and place of innovation consulting with the theory of innovative marketing is emphasized.

Key words: Consulting • Consulting services • Innovative consulting • Tools • Innovative consulting • Marketing innovation • Marketing of innovation

INTRODUCTION

In recent years, the Russian innovation environment has rapidly grown as an essential condition for the effective tool of innovation and intensification of socio-economic development of economic systems. The improvement of legislation, increasing the availability of financial resources enables it. The increase in the number of participants in the high-tech market forces them to think seriously about the business strategy, attraction of the investment, protection of their intellectual property [1].

Currently, however, among the many critical problems that hinder the of innovative development, the issue of the development of innovative solutions has an important place [2, c.11].

Taking into account the above-mentioned information, it is possible to state that consultation (consulting) in different forms of expression is one of the fastest growing sectors of the domestic economy.

Considering the scientific and theoretical attribution of consulting as one of the promising and prospective directions of innovation businesses, including the framework of marketing innovation and noting the diversity of approaches to the understanding and explication of this definition in the present context, we

share the point of view of Akimov A.A., Gamidov G.S., Kolosov V.G., considering consulting as one of the kind of innovative technology that provides the choice of a strategy and business planning innovation [3, p. 32].

Consulting services are an important factor in the effective operation and development of businesses in today's environment of innovation-oriented economy, reflect a thorough detailed analysis of the situation of their socio-economic activities, development of guidelines which are focused on productive activity.

It should be emphasized that the foundation for the formation of the consulting services is to provide innovative systems, activation of innovation, the development of innovative businesses. Therefore, the development of innovative consulting services is of particular importance [4].

Innovative consulting, according to M. Knysh, refers to a group of services that differ from the main group of consulting methods, or objects, or introduced by the nature of knowledge.

Specialization of innovative consulting is related to the topic of innovation management and focused on scientific and technological enterprise sector with a view to the development and commercialization of innovative developments in the market (Figure 1).

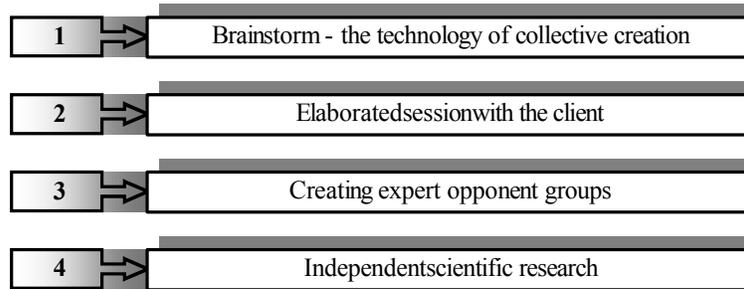


Fig. 1: Innovative technologies used to improve the efficiency of consulting services

Innovative ideas of consulting in Russian conditions were introduced by Dudchenko VS, which were intensified in the mid-80s [5].

With the improvement in market conditions in businesses it is necessary to introduce innovative technologies, modern methods of research used by consultants, management models, in particular, innovative consulting, as well as consulting tools to improve their competitiveness.

The result of the application of innovative methods are certain innovations. Among the most significant and obvious ones, in our opinion, we can name the implementation of advanced technology consulting project, an updated selection of performance analysis of client periodically revised job descriptions and other results that represent a value for the customer.

As models of innovative consulting there may be: the contour flow of feedback, effective business professional communications, coordination and direction of development, ensuring the promptness, completeness and system management information, the development of intelligent management and knowledge management, etc.

Arsenal innovative consulting tools presents outsourcing [6], benchmarking [7, 8], the re-engineering of business-processes [9], quality management, scenario planning, etc.

It should be noted that during the study, the most important factors of innovation, it is important to take into account the basic requirements to increase the level of increasing and providing consulting services. The main ones, to our mind, include the availability, advising on various topics and areas of innovation in enterprises, conducting market research in the field of innovation, analysis and evaluation of competitive advantages, as well as monitoring the competitiveness of enterprises using various tools, etc.

The particular importance under the producing innovative consulting services is paid to the principles of

their development because they determine the viability and practical organization and functioning of the real innovation.

The main principles for the development of innovative consulting services can be identified, according to the ideas of S.V. Isayenko [10], the following:

- The principle of creating an favourable environment that encourages businesses to innovative activity;
- The principle of public-private partnership based on a joint solution of problems of formation of organizational support of small businesses by creating a distributed network of information and consulting centers;
- The principle of continuous training and constant updating of innovative consulting services designed to meet the growing demand of small businesses, including high-tech and knowledge-intensive ones, aimed at reducing the risks in implementing innovative projects and increasing the effectiveness of their implementation.

The development of new approaches in the management of innovation, innovative activity, to our mind, is designed to promote the use of innovative marketing theory [11].

The concept of "innovative marketing" is a relatively new. A prerequisite for the emergence of this trend was the growing role of innovation in the activities of companies.

Innovative marketing is an activity in the market of innovations aimed at the formation or detection of demand in order to meet the demands and needs that will contribute to achieving the goals of the organization and the individual performers in the best way. Thus innovative marketing can be viewed in different aspects [12, p.87] as a business philosophy, as an active process, as a macroeconomic tool, etc.

The range of innovative marketing is quite wide and includes:

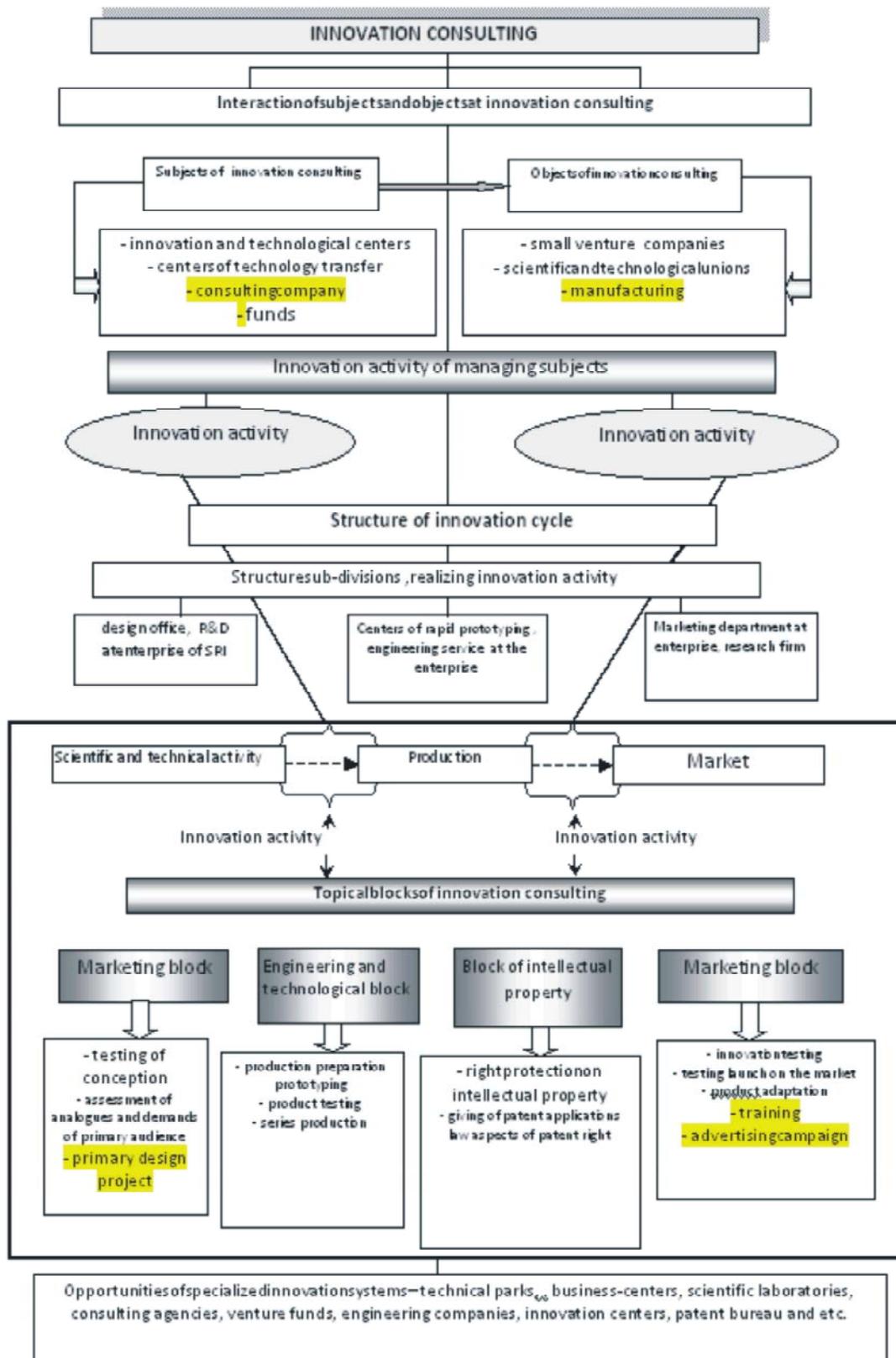


Fig. 2: Place of innovation consulting in the structure of innovation cycle

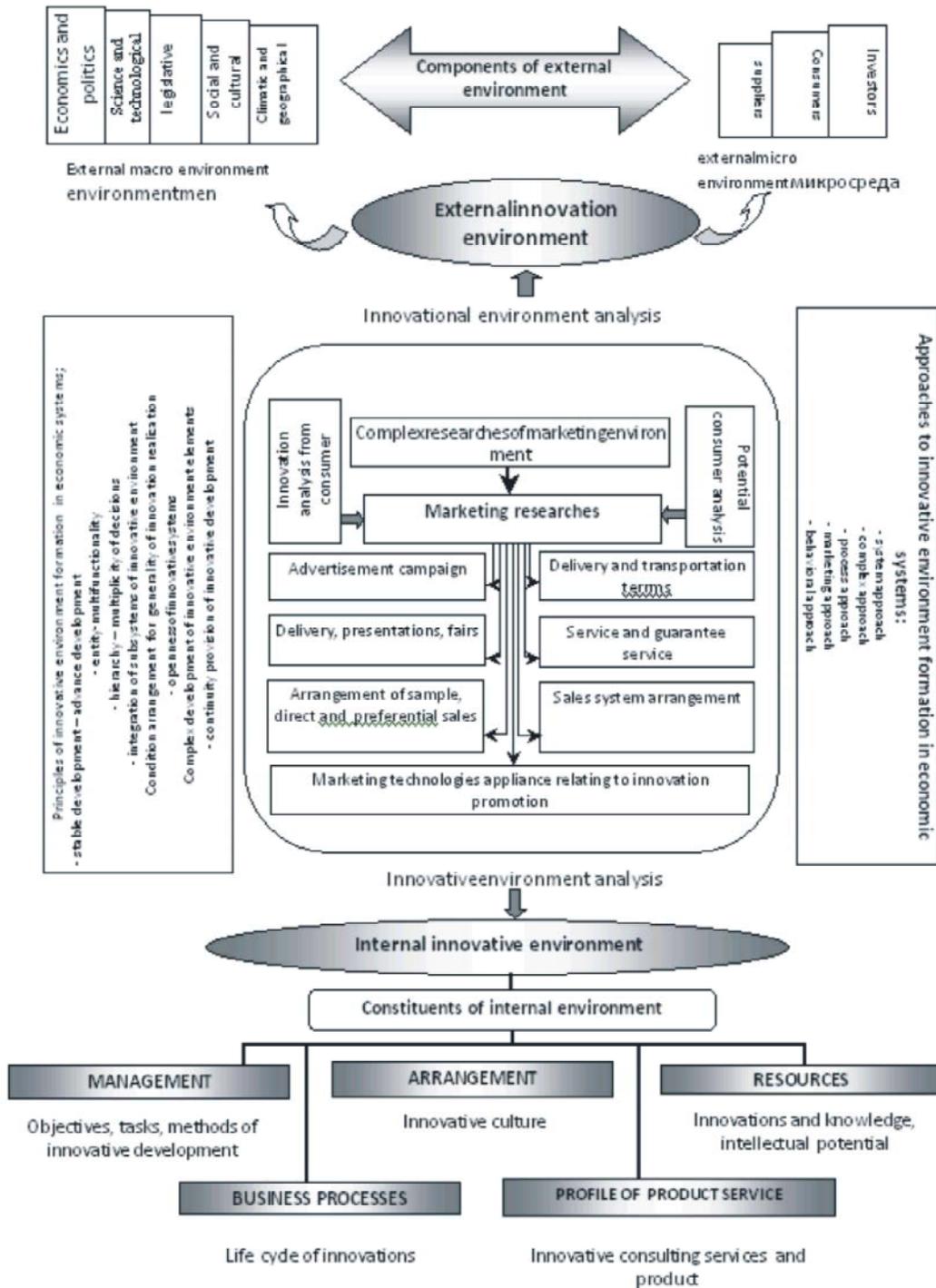


Fig. 3: The model of innovation marketing

- Market research innovation;
- The introduction or creation of an entirely new product or improving the quality of existing products, the creation, expansion and retention of markets for new products and services;
- The use of a new method of production;
- The application of a new method for processing of goods;
- Learning and use of new sources of supply of raw materials or products;

- Penetration to the new markets, capture the new segments of the market;
- Business-planning and implementation of the innovative project;
- Diffusion of innovation;
- Increasing the competitiveness of products, improving the image and increasing the reputation at the market;
- Receipt of income from the use of innovations;
- The creation of competitive advantages, etc.

The above-mentioned points emphasize the importance of innovative consulting services in the process of establishing a new model of marketing innovation (Figure 3).

Summarizing, it can be noted that the basis for the formation and function of the innovative consulting market services should be scientifically based concept of innovative marketing organizations, focused primarily on innovation, marketing or strategic course. Thus the important role is paid to the relationship between marketing, production and innovation and what, in its turn, provides the most efficient innovation strategy of the company, which requires knowledge in many different areas.

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