

UDC 330

DOI: 10.31891/2307-5740-2020-278-1-1

MALTUZ V.

Zaporizhzhya National University

THE MECHANISM OF MARKETING IN THE COMMERCIALIZATION OF INTELLECTUAL PROPERTY

Marketing in intellectual property is relatively new, but promising. Today, marketing research is becoming particularly relevant, the results and conclusions of marketers are becoming the basis for developing scientific novelty and improving existing facilities, technologies, goods (services). All over the world, intellectual property serves as a source of additional income and acts as an indicator of ensuring the competitiveness of products (goods), which allows expanding market opportunities, but modern enterprises are faced with a number of problems and some uncertainty about the sequence of actions on the sale of intangible assets, an objective assessment of intellectual property goods, especially pricing for sales, the algorithm for developing and implementing marketing activities and their nature for the most effective sales and profit.

Keywords: marketing in intellectual property, goods (services), marketing activities, profit.

МАЛТИЗ В. В.

Запорізький національний університет

МЕХАНІЗМ ВПРОВАДЖЕННЯ МАРКЕТИНГУ В КОМЕРЦІАЛІЗАЦІЮ ОБ'ЄКТІВ ІНТЕЛЕКТУАЛЬНОЇ ВЛАСНОСТІ

Маркетинг інтелектуальної власності є відносно новим, але перспективним. Сьогодні маркетингові дослідження стають особливо актуальними, результати та висновки маркетологів стають основою для розвитку наукової новизни та вдосконалення існуючих засобів, технологій, товарів (послуг). Інтелектуальна власність у всьому світі служить джерелом додаткового доходу і виступає індикатором забезпечення конкурентоспроможності продукції (товарів), що дозволяє розширювати ринкові можливості, але сучасні підприємства стикаються з низкою проблем та певною невизначеністю щодо послідовності дій з продажу нематеріальних активів, об'єктивної оцінки товарів інтелектуальної власності, особливо цінних продажів, алгоритму розробки та впровадження маркетингової діяльності та їх характеру для найбільш ефективного продажу та отримання прибутку.

Ключові слова: маркетинг інтелектуальної власності, продукція, маркетингова діяльність, прибуток.

Marketing in intellectual property is relatively new, but promising. Today, marketing research is becoming particularly relevant, the results and conclusions of marketers are becoming the basis for developing scientific novelty and improving existing facilities, technologies, goods (services).

All over the world, intellectual property serves as a source of additional income and acts as an indicator of ensuring the competitiveness of products (goods), which allows expanding market opportunities, but modern enterprises are faced with a number of problems and some uncertainty about the sequence of actions on the sale of intangible assets, an objective assessment of intellectual property goods, especially pricing for sales, the algorithm for developing and implementing marketing activities and their nature for the most effective sales and profit.

Analyzing the development of innovation processes in Ukraine, it should be noted that during 2018 year research and development (R&D) in Ukraine was performed by 950 organizations, 48.1% of which belonged to the public sector of the economy, 37.0% – entrepreneurship, 14.9% – higher education.

At the enterprises and organizations that carried out the research, the number of contractors at the end of 2018. 88.1 thousand people (including part-time and civil servants), of whom 65.4 % are researchers, 9.7 % are technicians, and 24.9 % are support staff (Table 1).

Table 1

Information on the number of employees involved in the R&D exercise by staff category is given in the table

	Number of employees, persons		Of the total workers women	
	2017	2018	2017	2018
Total	94274	88128	44173	41323
researchers	59392	57630	26533	25780
technology	9144	8553	5368	4994
support staff	25738	21945	12272	10549
Of the total, they have a scientific degree				
Doctor of Science	6942	7043	1883	1884
Doctor of Philosophy (Ph.D.)	19219	18806	9030	8837

Source: (Developed by author [4])

Analyzing the table, it should be noted that in 2018. the share of R&D performers (researchers, technicians and support staff) in the total employed population was 0.54 %, including researchers – 0.35 %. According to Eurostat, in 2016 the highest was in Denmark (3.18 % and 2.2 %), Finland (3.04 % and 2.26 %), the United Kingdom (2.29 % and 1.68 %) and the Netherlands (2.28) % and 1.39 %); the lowest in Romania (0.54 % and 0.34 %), Cyprus (0.87% and 0.62 %), Bulgaria (1.09 % and 0.71 %) and Poland (1.08 % and 0,83 %).

The share of PhDs and PhDs (Candidates of Science) was 29.3 % among R&D performers, and 44.7 % among researchers. More than half of the total number of PhDs and PhDs (PhDs) who have carried out research and development work in public sector organizations, 35 % in higher education, 5 % in the business sector. In 2018, 44.7% of the researchers were women, of whom 7.3 % had a PhD and 34% had a PhD (PhD). The share of women researchers in the social sciences (65.8 %), medical (65.2 %) and humanities (60.3 %) was higher than the average, and lower in the technical sciences (34.1 %).

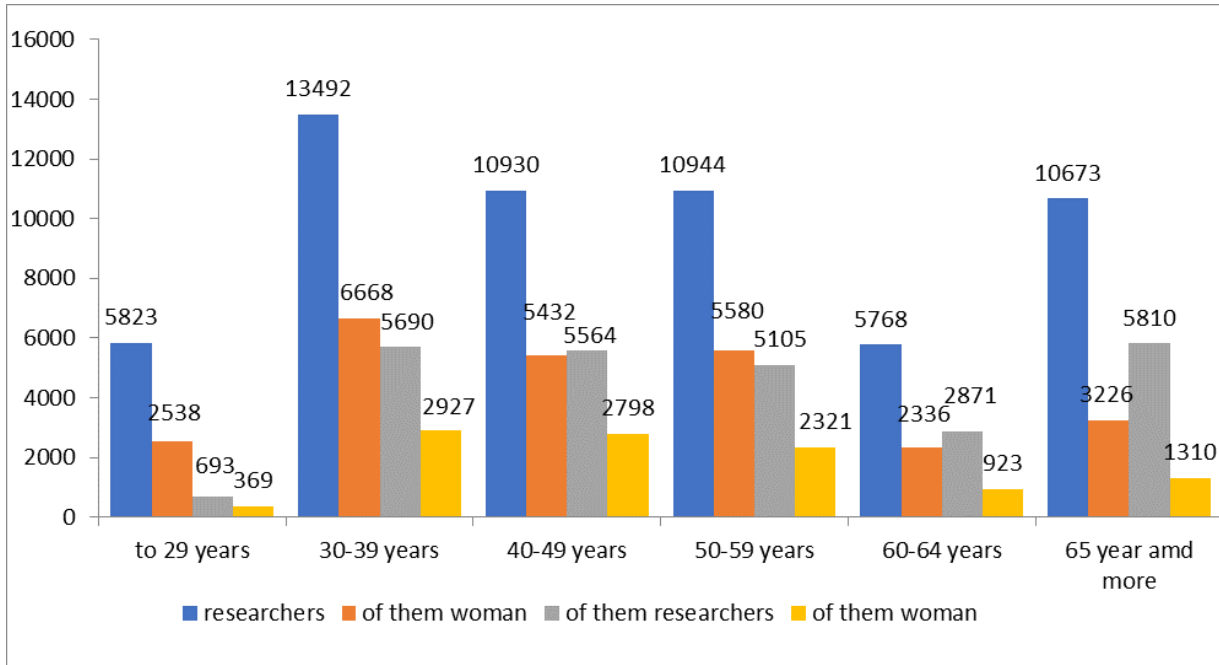


Figure 1. Breakdown of number of researchers by gender, age and degree, persons

In 2018 total expenditures for the implementation of R&D by the organizations' own resources amounted to UAH 16773.7 million, including labor costs – UAH 8553.0 million, other current expenses – UAH 7456.3 million, capital expenditures – UAH 764.4 million. UAH, of which expenses for the purchase of equipment – 588,0 million.

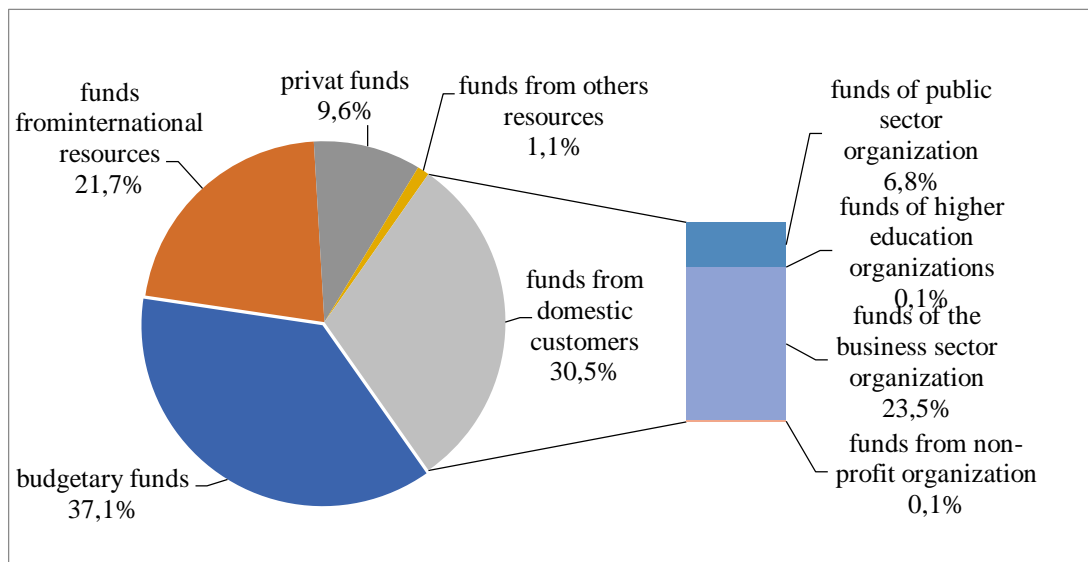


Figure 2. Distribution of total R&D expenditures by funding source, % [3]

According to preliminary estimates, the share of total expenditures in GDP was 0.47%, including at the expense of the state budget – 0.17 %. According to 2017 data, the share of R&D expenditure in EU-28 GDP averaged 2.06 %. The average share of R&D expenditure in Sweden was 3.4 %, Austria – 3.16 %, Denmark – 3.05 %, Germany – 3.02 %, Finland – 2.76 %, Belgium – 2, 58 %, France – 2,19 %; lower in Romania, Latvia, Malta, Cyprus and Bulgaria (from 0.5 % to 0.75 %).

The analysis showed that in 2018, 22.4 % of the total expenditures were spent on basic scientific research, which was 91.9% funded by the budget. The share of costs for the implementation of applied scientific research was

21.3 %, which was 58.1 % financed from the budget and by 23.6 % – at the expense of business organizations. 56.3 % of the total expenditures were earmarked for the implementation of scientific and technical (experimental) developments, which were 36.1 % financed by foreign firms, 32.1 % by organizations of the business sector and by 12.5 % at the expense of own funds. Almost half of the expenditures on basic scientific research were in the field of natural sciences, 24.8 % – technical, 8.7 % - agricultural. 37.8 % of expenditures in the field of technical sciences, 23.2 % – natural sciences, 12.9 % – medical and agricultural expenditures are directed to the implementation of applied scientific research. Most (88.9 %) of the costs of scientific and technical (experimental) development are in the field of technical sciences.

Accordingly, the introduction of marketing in the sale of IP objects is relevant, but given the specificity of the sale of intangible products, it is necessary to create effective mechanisms that would provide a thorough analysis of factors affecting the commercialization of intellectual property, objective evaluation of IP and based on results of calculations - formation and implementation of marketing.

Implementation of marketing and commercialization of innovations enables the subjects of this process to increase the likelihood of success in the market and increase their competitiveness. The marketing approach to innovation commercialization is a strategic activity to comprehensively design the innovation commercialization process, positioning it, promoting the innovation market, managing life cycles to reduce risk and uncertainty for both demand and supply actors.

In order to commercialize and implement marketing into intellectual property in order to effectively sell (sell), it is necessary to create a mechanism and steps for the sequence of sale and marketing of intangible assets (Fig. 3). The mechanism proposed in the study foresees a thorough analysis of the external and internal environment before the development of marketing measures, which will allow you to orient yourself with the choice of the most objective alternatives for entering the market of innovations, among them: the analysis of competitors who have a similar intellectual property and successful intellectual property. and other ownership rights to them, analysis of IP markets (state, development, supply / demand, IPO pricing policy, etc.), analysis of factors influencing the implementation IO (studies of external and internal factors affecting the process of IP commercialization), SWOT, PEST-analysis (determination of advantages, disadvantages, threats and opportunities), risk analysis, calculation of the risk indicator and possible losses, study of the specifics of the legislation that regulates commercialization and marketing of intellectual property.

Pricing for IP assets is a complex and multifaceted process, as it is to formulate a price for an intangible asset, taking into account all the tangible and intangible costs of creating it - extremely difficult, but scientists have developed three approaches to the valuation of intellectual property - a calculation of profit, market and cost.

Calculation of a profitable approach. Applying a profitable approach allows you to evaluate the prospect of using the object.

But it is worth noting that this method is used when it is possible to predict with sufficient accuracy the cash flows from the sale of products made using an intellectual property object for several years to come.

Cost approach calculations should be carried out if it is possible to accurately estimate the cost of creating a similar facility and its depreciation, provided the relative supply and demand balance in the market, in general, the cost approach can lead to quite objective results.

The market approach is based on the comparison of the intellectual property object, which is evaluated with analogues that already exist on the market. The accuracy of this approach depends on the quality of the data collected on the value, demand and sales of the comparable items.

In addition, they use the so-called integrated approach, which involves the use of income, cost and market methods at the same time to evaluate a single object. This approach is possible when there is sufficient information to calculate the three methods. Advantages of this approach in determining the most objective value per intellectual property object [5].

After determining the cost and setting the price for the OIP, we proceed to the development and implementation of marketing activities, among which are offered: 1) presentation / demonstration of the product, namely the coverage of the effectiveness of the introduction of IP in the activities of enterprises / organizations, to demonstrate all the benefits of purchasing this product, to show the positive effect of this product, to show the positive effect from its use; 2) promoting the product, that is, informing, publicizing information about the possibility of acquiring IP rights, highlighting the benefits of IP lenses, the use of Buzz marketing, viral marketing, mobile marketing, to use all possible channels to disseminate information about the sale of IP objects. 3) individual consulting, provision of IP facilities for a limited period of time, ie providing individual offers and opportunities to test the latest technologies, software in the test or limited mode; 4) creation of a virtual platform of the "Internet market" where you can purchase the necessary intellectual property with price, description, presentation, advantages and disadvantages of the product, which will allow the entities that have IP rights to sell and subjects that seek opportunities to improve and modernize their operations through the introduction of innovation - to acquire selected objects and rights to use them.

As a result, all of these mechanisms are reduced to the effective use and sale of intellectual property, with the help of marketing activities to promote, present, commercialize IP, which is relevant and in demand today.

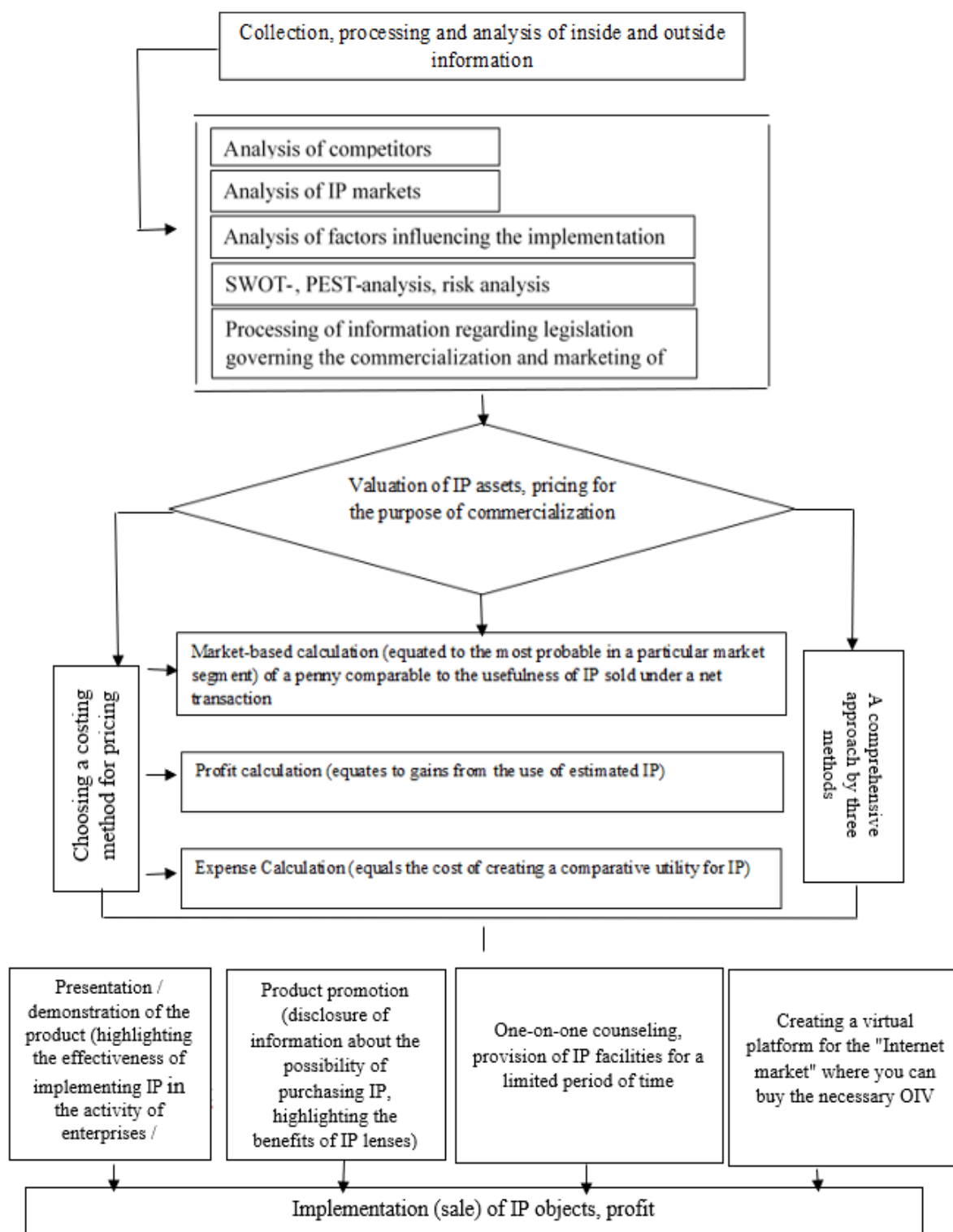


Figure 3. The mechanism of commercialization and marketing of intellectual property (developed by the author)

Therefore, summarizing the research, it should be noted that the development and implementation of a comprehensive marketing project for the commercialization of innovations should be carried out through a series of stages: information gathering, data analysis, valuation of OIV, development of marketing activities, sale of intangible goods, profit.

Prospects for further research. The results of the research can be the basis for further scientific development, and can be used by enterprises and organizations in the management of marketing and innovation activities.

References

1. Dergachova V.V., Perminova S.O. Intellectual property: a textbook, in red. O.A. Gavrish; NTUU "KPI". Kyiv: NTUU "KPI", 2014. 414 p.
2. Vachevsky M.V., Kremen V.G., Madzigon V.M. Intellectual property: theory and practice of innovation: textbook; Edited prof. M.V. Vachevsky. K.: VD Professional, 2005. 448 p.
3. State Statistics Service. URL: <http://www.ukrstat.gov.ua/> (accessed: 10/25/2019)
4. Scientific and Innovative Activity in Ukraine: Stat. Sat. Ans. for the issue I.V. Kalacheva. K.: SE "Inform. view. Center of Goskomstat of Ukraine», 2011. 282 p.
5. Yarmosh V.V. The mechanism of management of the intellectual property of the enterprise. ZNU Bulletin. Zaporizhzhia, 2011. № 1 (9). P. 89-94. (Series: Economic Sciences).
6. Yarmosh V.V. The role of intellectual property valuation in the activity of enterprises. Scientific Bulletin of START-UP. 2010. № 1 (40). P. 97-101. (Series: Economics).
7. Helman V. M. The competitiveness of the entity as a reflection of the effectiveness of its financial and economic activities. Journal of the Kherson State University Scientific Bulletin. Economic Sciences Series. Kherson, 2014. №. 9-1/1. P. 108-112.

Рецензія/Peer review : 18.01.2020

Надрукована/Printed : 11.03.2020

Рецензент : д. е. н., проф. Комарницький І. М.