**marketing research of innovation**

Marketing research has two aspects: strategic and functional. Marketing research innovation machine-building enterprises by strategic aspect related to the determination of the direction of innovation, ways to increase the competitiveness of innovative goods, and the functional aspect is the definition of the information needed to solve the problem; gathering, analyzing, and interpretating data for decision making.

Marketing research system of machine-building enterprise innovation is a set of three subsystems: organizational management, information-analytical and program-methodical for definition, collection, analysis, interpretation and use of the information on the factors the marketing environment, which is based on a complex of procedures, techniques, methods, applications to define the strategy of innovative development of the innovation and competitiveness of the products, reduce the risks of innovation.

Organizational and management subsystem consists of a unit in the Marketing Department of the enterprise, which maintains close relations with responsible for innovation and investment activity units, and for which the results of marketing research of innovation is the basis for management decision-making. Each of these subdivisions has a managerial problem to determine directions of innovation or the cost of innovation. These problems are the input stream for the organizational and management subsystem, thus forming a list of tasks for marketing research. The system of marketing research of machine-building enterprise innovation is proposed (fig. 1.1).

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| --- |
| Organizationally - administrative  Subsystem 2  Informational and analytical  Management  Feed-back  Administrative problems of innovative development  Adoption of managerial decisions on innovation development  Information for analysis  Interpretation of results of analysis  Subsystem 3  Programmatic - methodical  Management  Results of analysis  Methodologies, algorithms, programs |
|  |  |

1 підсистема

Організаційно- управлінська

2 підсистема

Інформаційно-аналітична

Управління

Обернений зв’язок

Управлінські проблеми з інноваційного розвитку

Прийняття управлінських рішень з інноваційного розвитку

Інформація для аналізу

Інтерпретація результатів аналізу

3 підсистема

Програмно-методична

Управління

Результати аналізу

Методики, алгоритми, програми

Figure 1.1 – System of marketing research of innovation

Within the information-analytical subsystems according to the management of the problem the marketing research problem is formed; information needed and methods of getting are determined; responsibility for the organization and control of marketing research, as well as the methods and scope of sampling, design research, methods of his conducting, methods of information analysis.

Therefore, management problem gives rise to the problem of marketing research.