

PROCEDURES OF INNOVATIVE PRODUCT OUTPUT ON THE MARKET

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Abstract. Innovative product success depends on the growth and prosperity of the modern enterprises. Author has offered an approach to determine the product innovation features. Conception of innovative product output stages to the market is developed on the basis of innovations processing. New approach was proposed that allows examining the innovative product output, when a novation is transformed in an innovation that is coming to the market. The detailed scheme of innovative product output to the market gives an opportunity to enable new segments of market opening from inter-branch character of many innovative products. Author analyzes different scientific approaches and develops a new one.

Keywords: an enterprise management, strategy of enterprise, technological progress, consumer behaviour, innovative product, sources and process of product innovations, strategies of product innovations.

1. Introduction

During the last decades deep changes have happened in the field of American enterprises activities. Today successful foreign enterprises, which are working on the biggest markets, use new technologies. Modern and future development of enterprises is impossible without innovative activity. It changes production processes, financial profits and results in drastic alternations on the new markets. At the same time it should be noted that not every innovation is a key factor to a progress. An especially important role is played by innovative processes in products promotion, which became the driving force of the enterprise's potential growing and economical progress.

The conducted analysis of American enterprises shows that high economic meaningfulness of innovations, inculcated in industries, is levelled by the overextension of productive mastering terms of the different sorts of innovations. Imperfection of innovative product output mechanisms to the market and pre-treatment to the output does not allow taking into account the specific requirements of potential consumers, and influence of other market factors to a full degree. This confirms actuality and meaningfulness of problem and necessity of its further consideration in the presented research.

2. Materials and methods

The research is based on achievements scientists' on the innovations theory development that are brought over in the works of: R.Carter [1,2], R.G. Cooper [3], J.Lambin [4], A.Parasuraman [5], M. Porter [6].

It is necessary also to notice that in scientific researches there are presented not enough on the methods and technologies of innovative product output to the market with a complex infrastructure. Importance of the expounded problems, and also their insufficient investigationalness, predetermined the choice of the research theme.

The purpose of research work is development of theoretical and methodical provisions on the perfection

of output methods and technologies of enterprise product innovations to the market.

3. The features of the innovations

Research shows that one of the keys to profitability in new product development is launching unique, superior products with a compelling value proposition. Indeed, shareholders demand a steady stream of major, profitable new products. Yet this presents managers with a serious dilemma, as current economic conditions are pressuring them to steer their companies toward smaller, less risky and less ambitious initiatives. With shareholder demands for short-term profits on the one hand, and mature markets, tough competition and commoditization on the other, it's not surprising that managers increasingly tend to go for «low-hanging fruit».

In the processes of modern market development the bases of enterprises functioning on the markets have changed substantially. It is naturally, that innovative activity can't stay out of this process of economy transformations, as it is organically related to the basic technological processes of production, with the material and technical supply of enterprises and prepared production distribution, with work and co-operation of different subdivisions and services. Changes, that take place in a politics, economy, and demography so intensively, make it harder for the enterprises to adapt [1].

The features of enterprise innovative product output on the market are represented on the table. 1.

If enterprise faces mature, commoditized markets, yet wishes to grow, prosper and be successful at new product development, then development portfolio must contain some bold, breakthrough innovation projects. Five vectors must be in place to undertake true innovation to yield bolder and imaginative projects, according to R.G. Cooper benchmarking studies of hundreds of firms:

1. Developing a strategic focus. To succeed in bigger, bolder innovation, enterprise needs a strategy that focuses on its efforts on the most attractive markets. This is enterprise future engines of growth.

Table 1.

The product innovation features of an enterprise on the markets

Indication	Typical features	Character of display
Product features	Originality of technology. Uncertainty of product for a market. The results of scientific and technical development have inter-branch character, because of the necessity of potential consumers appears search and study for a few industries.	High expenses, related to the output of innovative product to the market
Features of innovative product output to the market	Dependence of innovative product sale on the level of innovative potential of enterprise. High elasticity of price demand. Using such variables as a depth of innovative product and ponder ability of client for market segmenting	Strong market unsteadiness, that becomes apparent in permanent development, withstand structure change within the territory framework. Difficulty of innovative product sales because of the general technological backwardness of few specific markets
Market subjects features	Enterprises that are operating at the market usually do not possess high research potential, which is able to fully satisfy market necessities. Changeability of consumers conduct	Necessity of scale resources presence for innovative product estimation at the market

2. Fostering a fertile climate and culture. Being able to innovate consistently is dependent on the organizational climate and culture in which that innovation occurs.

3. Generating, capturing and handling ideas. To achieve bolder concepts and more integrated product and service solutions, enterprise needs to come up with big ideas. Looking to traditional sources for inspiration will only ever yield the same old tired concepts.

4. Designing a next-generation, idea-to-launch process. Generating great ideas is half the battle. The other half is moving from the idea stage through development and into the marketplace relatively quickly. Just because enterprise is seeking to be imaginative and bold is no reason to throw discipline out the window. True innovation is entrepreneurship with discipline and due diligence, not shooting from the hip.

5. Deciding the right investments, picking the winners. While enterprises may be committed to all the previous steps, they are often unable to commit the resources it takes to get the job done. This is because existing resources are frequently consumed by too many small projects, so there is simply nothing left over for anything larger or more ambitious. This requires effective portfolio management [1,2].

Analysing aforesaid, it is possible to assert that a market of innovative products is part of commodity market with an inherent to it's infrastructure in which next blocks are distinguished: organizational complex, including the system of subjects, that are operating in the field of innovative product output, material complex (aggregate of innovative product consumers), informative complex (informative, certificate, analytical, marketing systems), skilled complex (amount of the specialists that are necessary for the innovative product output to the market), normatively-legal complex (aggregate of norms and rules, regulating subjects relations on the markets in the process of innovative products output) [3].

4. Innovative market in the USA

It is necessary to mark that the innovative product market in USA is characterized by the subzero competitiveness of products and small stake of first-order

innovations, which are based on fundamental knowledge and allow to do high-quality changes in industry. This question rose up especially after world crisis, which resulted in number of shortcomings [7].

Such approach allows examining the innovative product output on those stages, when a novation is transformed in an innovation that is coming to the market and also stages that are not referred directly to the market outputs are eliminated of the research (table. 2).

Table 2.

Stages of innovative product output to the market

Stage of output	Tasks of output	Ways of tasks solutions
1. Trial start of innovation	Forming list, composition and aggregate requirements to the new products. Forming composition and new products structure. Analysis of innovative product conduct at the market.	Office researches application. Statistical information analysis, questioning, research of the specialized enterprises. Using greater amount of output model processes.
2. Introduction of product innovation	Analysis of innovative product perception.	Collection of internal and external information about the moved forward innovation.
3. Market growth and increase of innovative product income	Research of external factors influences (actions of competitors) during the processes of market share growth. Research of internal factors that are limiting the growth of market share.	Perfection of the output system, complex application of different methods.

The modern terms of economy require construction problems consideration of methodology management of enterprise innovative activity, which would allow from one side, to describe functioning of enterprises through the current processes of management; from other - to show

internal mechanisms nature of strategic management and factors, providing realization of the chosen strategies in a prospect [8].

An output of innovative products to the market is a continuous process of controlling all aspects that form the attractiveness of new product, including its technical and economic indices and consumer demand. It allows taking into account these aspects, enables new segments of market opening from inter-branch character of many innovative products [4,5].

The detailed scheme of innovative product output to the market is represented on the figure 1.

charter that ties new products closely to the achievement of business goals, has clearly stated objectives, and defines areas of strategic focus or thrust [9].

Management of an enterprise must realize that developing a grandiose strategy, or hiring consultants to re-engineer the new product process, will not gain results if the situation on the market is uncertain. The goal of an innovative product output and a high-quality new product process will not be achieved unless the resources are in place. An understanding of the factors that drive innovative product output at the business unit level is critical if enterprise is to achieve the goal of increased performance.

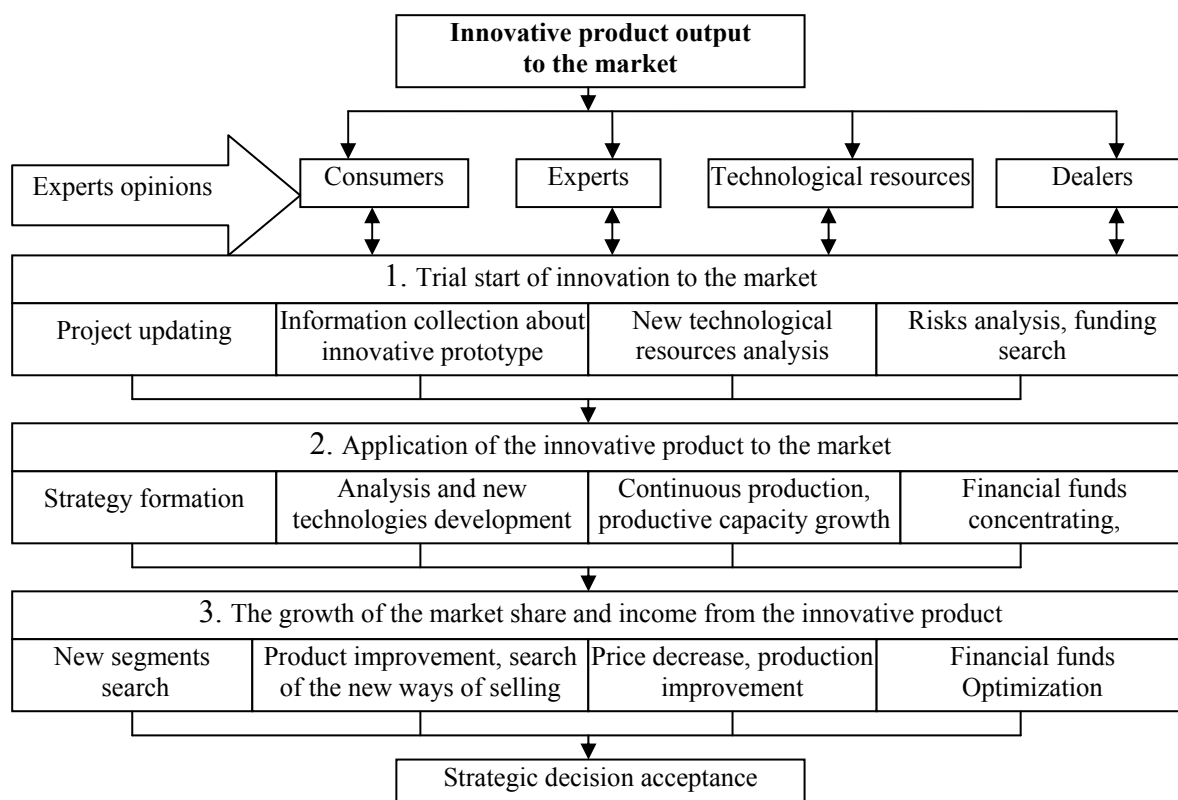


Figure 1. Innovative product output to the market

5. Innovative product output and its stages

During the development and innovation output to the market it is necessary to use scientific methods and approaches: portfolio analysis, complex approach, which offers economic algorithm of output expediency estimation.

Innovative product performance on the new markets can be reduced to two major underlying dimensions—profitability and impact on the business. This reduction greatly simplifies the measurement and reporting of performance. The most important for the enterprise to provide successful output to the market is high-quality new product process, a clearly defined new product strategy for the business unit and adequate new product resources—people and money. Just having a formal new product process in place has no effect on performance. Technology or new product strategy must be firmly linked to business strategy. This means that management must develop a new product strategy for the business—a product innovation

6. Conclusions

The enterprise that is entering market with new innovative product must prepare all the processes, which will help to provide strong and stable income. It can be consumer preparation to the new commodity, analysis of market prospects and possibility to accept a commodity or even to provide realization with minimum costs on the trial stage. Innovative product output to the market is the continuous process of all aspects control, which includes forming the attractiveness of new product. It allows taking into account all the aspects, enables opening new segments of the market.

Analysing before said, it is possible to draw conclusion that enterprises still fall behind their foreign competitors on the row of parameters (technical levels, reliability, resource) and also on efficiency of innovative product output to the market. However realizing the above-stated

measures, enterprises will be able to move up considerably in the innovative products output, and besides will be able to conquer significant place at the modern high-competition market.

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