

Therefore, a complex of innovative solutions and tools for ensuring the quality of public passenger transport in cities requires further development and appropriate scientific elaboration, the key characteristics of which should be the mutual integration of the subsystems of the transport complex, the mutual coordination of the goals of the economy, mobility, safety and environmental friendliness of the city with an orientation to the conditions of comfortable life.

**THEORETICAL AND METHODOLOGICAL JUSTIFICATION OF THE  
DEFINITION OF MARKETS WITH RESOURCE LIMITATIONS FOR NEW  
GOODS AND SERVICES**

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One of the priority directions of the development of the Ukrainian economy is to increase the innovative activity of Ukrainian enterprises and their entry into leading positions in the regional and global markets of new products, technologies and services. The successful solution of this task depends in many respects not only on expanding the scope of innovative activities of companies, but also on the direction of using innovations. In this regard, it is economically expedient for Ukraine and other developing countries, as well as countries with a transition economy, to stimulate, first of all, the development, production and promotion of consumer products of the lower price segment. Such innovations are aimed at meeting the needs of broad segments of the low-income, price-sensitive population by creating inexpensive products or services with optimized functionality.

The works of the following domestic and foreign authors are devoted to the study of the problems of production management and promotion of new goods and services: Ilyashenko S. M., Yokhna M. A., Stadnyka V. V., Mykytyuk P. P., Shumpeter Y., Ahyudzhi S., Bhata J., Prahalada K., Prachu, J., Raju R., Tyvara R., Glazyeva, S.Y., Portera, M., and other.

According to the theory of leading markets, the creation and promotion of new goods and services develops and spreads unevenly in different countries. Strategic competitive advantages are achieved by companies operating in countries where favorable conditions have developed earlier than others, which ensure a faster rate of development of innovative products.

To date, the lack of theoretical elaboration of issues related to the scientific substantiation of approaches to production management and promotion of new goods and services in resource-constrained markets is a drawback.

One of the priority directions of economic development of each country is to increase the innovative activity of its enterprises and their entry into leading positions in the regional and global markets of new products, technologies and services. The successful solution of this task depends in many respects not only on expanding the scope of innovative activities of companies, but also on the direction of using innovations.

At the same time, the development and promotion of innovations is not uniform either geographically, temporally or in sectoral aspects. Some new goods and services win in some countries, others - in others. Some technological implementations of an innovative idea achieve global success, others, having initially taken good positions in national markets, are forced to give them up, losing a large part of the earned profit. New goods and services in the course of their introduction not only compete with already formed technologies, models and processes, as shown, but also with each other [1, 2].

In the framework of such an innovative and competitive struggle, the success in innovation management by companies is seriously influenced by the features of the

national innovation system and the characteristics of the country's economy as a whole. Research in the field of innovative technological development makes it possible to establish regularities in the cyclical change of technological structures. Cyclicity manifests itself differently in different countries and regions. For efficient and effective management of innovation processes, state administration bodies and company management must take into account the regularities of the development and spread of innovations [3].

The management of innovative projects and programs should be coordinated and connected with trends in the development and diffusion of innovations both at the global and local levels. A lack of consistency can lead to suboptimal results.

In the last 5-7 years, the theory of leading markets was formulated and developed in the theory of innovation management, in which attempts are made to explain the logic of the development and spread of innovations and to identify factors in order to determine the directions in which successful innovative activity is possible.

In our opinion, the term "leading market" can be interpreted as a market of national states in which, due to local conditions, new goods and services enter the economy much faster than in other markets, and incentives are also created for the development of global processes and products of a transnational company. This leads to the fact that it is innovative products, services and solutions that begin to dominate other lagging markets. Local new goods and services in such markets become in demand everywhere, as the market conditions that gave rise to such innovations spread to other markets.

Leading markets are characterized by the highest rate of penetration of new goods and services into the markets, and lagging markets later and more fully. In addition to the introduction of new goods and services, the percentage ratio of market buyers who purchased an innovative product (service) to the total number of buyers was achieved.

The creation and promotion of new goods and services in resource-constrained markets can be considered as a component of the innovation diffusion theory, which believes that resource-constrained markets are in an advantageous position relative to all other markets [5]. From an economic point of view, geographic markets where a dominant innovative technological alternative is most likely to be mastered are more attractive than those markets where an innovative technological alternative is first introduced to the market.

So, for example, mobile communication technologies were invented and first entered the market in the USA, but telecommunications companies from Scandinavia, where the leading market for mobile telephony, began to possess global advantages. Facsimile communication technologies were first developed in the USA, then West German firms began to actively engage in them, but on a global scale, Japanese companies began to hold a dominant position. In fact, the Japanese market turned out to be the leading market for fax machines.

A similar situation arose with copying equipment. Innovative technological solutions for the anti-blocking system were first developed and used in the creation of military equipment in the USA and Great Britain. But Germany is the leading market for anti-lock braking systems that can be used for civilian cars. And it is German manufacturers that currently dominate this market.

Thus, companies operating in leading markets acquire competitive advantages that allow them to penetrate the markets of other countries with less effort and rapidly increase profits. At the same time, manufacturers (even if they invented this or that device) represented in lagging markets are forced, firstly, to lose both international and domestic markets, and secondly, to switch to new technological solutions, which is accompanied by transformational costs and, thirdly, to face the problem of not receiving funds invested in own technological implementations of an innovative idea.

Presence in the leading market for companies also allows to optimize research and development costs, as such costs will largely be invested in those innovative solutions that will be dominant in the near future. Companies operating in the leading

market develop organizational capabilities and competencies that will put them in an advantageous position over other competitors. Since the leading markets master the innovative solution not only earlier, but also faster than other markets, the effectiveness of organizational learning increases. Less time and material resources are spent on learning new skills, abilities and solutions.

Significant competitive advantages are given not only to companies, but also to the countries themselves, where such markets are formed. Firstly, in connection with the competitive advantages of the companies present in the leading markets, the country has a great export potential. Secondly, the positive image of the country created as a result of the export of innovative products and services is induced on other goods and services produced in the country. Thirdly, the rapid development of innovative solutions often leads to the formation of scientific and technical clusters, which can later become sources of other innovative solutions.

So, for example, the resource-constrained market of mobile telephony in Sweden led to the formation of a scientific and technological cluster in Stockholm, focused on these technologies and connected, first of all, with the activities of the company "Ericsson". Fourth, the expansion of the activities of national innovative companies is accompanied by an increase in the number of jobs, especially in science-intensive sectors, an increase in tax deductions to the state budget, and an increase in the welfare of society.

Thus, it is also very profitable for countries to become owners of leading markets. They become the centers of gravity of successful innovative activity and begin to determine the conditions of international cooperation related to the development of this or that innovative solution. This determines the great interest in the creation and promotion of new goods and services not only on the part of commercial organizations, but also on the part of various political structures and state authorities.

In general, it can be concluded that the leading markets are considered as locomotives of global innovative development, which determine both the technical

and economic advantages of various innovative solutions, as well as the companies and countries that promote these innovative solutions.

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## **ASSESSMENT CRITERIA OF THE ECONOMIC SECURITY OF A MOTOR TRANSPORT ENTERPRISE**

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Stable functioning, growth of the economic potential of any enterprise in the conditions of market relations largely depends on the availability of a reliable system of economic security. This also applies to motor vehicle enterprises. In connection with the fact that road transport enterprises have their own specifics in the field of organization of the production process, manufactured products, determination of the need for production resources, pricing - the economy of road transport enterprises has its own characteristics in comparison with the economy of other branches of the national economy.

Moreover, motor transport has direct numerical connections and interaction with manufacturers of goods, intermediaries, consumers, industries and enterprises, which create certain conditions for equipping and properly organizing the work