

ABSTRACT

Master's thesis on «Management of innovative development on the basis of social-ethical marketing (as example, JSC «Experimental-industrial blasting technology»»).

Actuality of theme. With the economic crisis, enterprises require significant socio-economic changes that would help restore the effectiveness of their activities. The relevance of scientific research lies in the formation of a system of innovative development of industrial enterprises on the basis of social-ethical marketing and practical application of these studies.

Relationship with academic programs, plans, themes. Master's thesis of the second (master's) level of higher education was made at the National Technical University of Ukraine «KPI» (Kyiv) according to the plans of research works of the Department of Management. The results of research provided within this work are the part of the scientific theme: «Strategic management of innovative development of industrial enterprises» (№ 1701U02070921).

The aim of thesis is to develop practical recommendations to form the system of innovative development on the basis of social-ethical marketing and rationale the proposed measures.

The object of thesis is innovative development of enterprise.

The subject of thesis is a set of principles, methods and tools of management of the innovative enterprise's development.

Research methods. In the master's thesis analysis, synthesis, generalization, observation, economical mathematical and other methods were used. Also such methods as analysis of financial ratios and innovation indicators (to assess the effectiveness of financial innovation and enterprise), method of expert evaluations (to analyze marketing activities of the company), graphic method (for visual display of calculations) were used too.

Scientific novelty of the study is that it was developed and proposed enterprise management system based on socio-ethical marketing, which most fully satisfies the requirements of approach to the management of industrial enterprises; improved organizational and economic mechanism of innovative development of industrial enterprises.

Practical significance of the results. The recommendations and suggestions were presented to the leadership of JSC "Experimental-industrial technology blasting", which considered the possibility of practical applying of the proposed set of measures of innovative development based on social-ethical marketing (act of implementation of № 27-12 from 23.12.15).

Testing results. Basic theoretical and practical results of the study were reported at: VI National Scientific Conference – «Modern Approaches to Enterprise Management» (Kyiv, April 23, 2015); International scientific conference – «The factors of sustainable development of the modern state in terms of innovation economy» (Dnepropetrovsk, 4-5 December 2015).

Keywords: *innovative development of enterprise, system of innovative development, the concept of social and ethical marketing.*