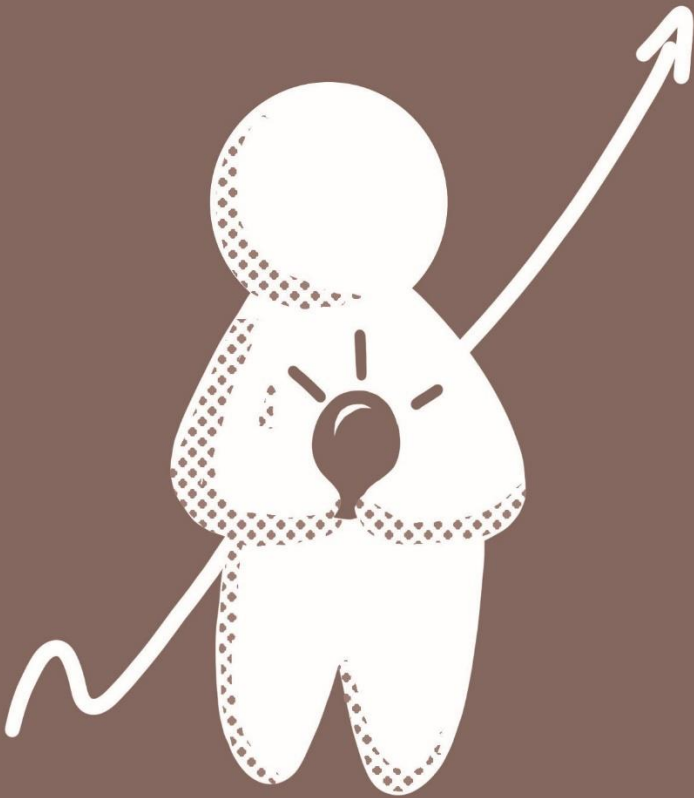


# Marketing of innovations. Innovations in marketing

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University of Economics and Humanities  
Bielsko-Biala, Poland

Materials of the International Scientific Internet Conference

**MARKETING OF  
INNOVATIONS.  
INNOVATIONS IN MARKETING**

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The topical issues of marketing of innovations and innovations in marketing, market-oriented management of innovation development, digital marketing, etc. are considered.

The materials are submitted to the author's version. The authors are responsible for the accuracy, reliability and content of the submissions.

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Psychological barrier – resistance to changes, the creator and carrier of which is the person himself. This is due to the personality's genetic and psychological makeup, the desire for stability, caution, and fears. The reasons for personnel resistance to innovations and development are economic, personal, and social.

In addition to overcoming barriers, a necessary condition for development is forming a motivation system. All types of incentives for work and development are divided into two groups: material incentives and intangible incentives. The combination of these two types is essential because it is then that the most outstanding results can be achieved.

4. Information support for self-management. A necessary condition for the development of the individual and the organization in which he works is the constant search for new information and its practical use. In addition, a person must constantly learn and improve his knowledge and skills. In addition to formal education received in educational institutions, the informal education block is quite popular today. An example of a source of informal education is the Prometheus platform (<https://prometheus.org.ua/>), which offers free online courses.

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## **THE ROLE OF HR MARKETING IN BUILDING A COMPANY'S BRAND**

The concept of employer brand is based on the following reasons: personnel is the most important and valuable resource; employees with a high level of competence and high motivation are a rare resource. Even if the labor market is oversupplied with representatives

of certain categories and professional groups, there is still a shortage of employees with exceptional competencies, unique knowledge, abilities, skills and innovative technologies.

While a marketer is responsible for creating and promoting a company's brands and maintaining its image in the eyes of existing and potential customers, an HR marketer creates the company's image in the labor market - the HR brand.

The strategic goal of HR marketing is to create a reputation for your organization that would make people want to come to work for it, as well as to build the loyalty of employees already working for it.

Why is HR marketing so important? Firstly, a strong employer brand allows you to attract the best employees from the labor market. Secondly, the reputation of the best employer is also appreciated by customers, because in such a company, the staff works more efficiently and provides high quality products/services. Thus, a successful HR brand attracts not only talent but also new customers.

The most important tasks are to study the labor market and interact with target groups of potential employees. Unfortunately, there are still few organizations in Ukraine that conduct their own HR marketing research.

Human resources management and marketing should be closely linked, as it is an absolute prerequisite for the best people to work for the company: there will be no successful business without customers, but there will be no successful business without employees. HR specialists will not be able to work properly in the labor market without using all the achievements of marketing. But knowledge about people and markets must be applied in a complex. Today, HR marketers have at their disposal all the methods and practices developed in “just” marketing, because, by and large, recruiters are “sales managers” working in a certain segment of the labor market with a specific “product” (HR brand). HR-branding is a system of measures aimed at creating a favorable (positive) image of the employer in order to attract and retain qualified and competent specialists, strengthen their loyalty and motivation.

To make it easier for recruiters to attract the right specialists to the company, the tools and traditional methods of promotion and sales had to be modified somewhat.

An HR marketer is a specialist who is responsible for the formation and development of a company's HR brand. In Western countries, the profession of “human resources marketer” is very widespread, but in Ukraine there are still very few such specialists. The current demographic situation, those domestic companies that want to look to the future with confidence should consider introducing the position of HR marketer or even creating an HR marketing department if it is a large business. This is especially important for organizations where employees are the highest value and their knowledge is the main capital! The professionalism of an HR marketer will also be a lifeline for those companies that are experiencing staff shortages and are looking to retain the best employees.

The main areas of work of the HR marketing department: marketing and public relations; internal communications; external and internal event management. An HR marketer creates and develops an HR brand. The strategic goal of HR marketing is to create a good reputation for the company and build employee loyalty [2].

The tasks of an HR marketer are focused on increasing brand awareness, disseminating information about the company, attracting new talent, developing advertising campaigns, and creating an HR brand for candidates. To ensure that both the specialist and the employer benefit from joint cooperation, an HR marketer develops a strategy for building the company's image, studies the needs of candidates, and tries to meet them.

The principles of corporate identity contribute to the fact that the corporate brand contains the principles of common identity, unity goals for its global cooperation [1].

The perception of the employer brand by potential and current employees is an indicator of the overall level of development and maturity of the company. If talented, highly qualified competent professionals are eager to work for the company, this is the highest recognition of the high quality of management. In this regard, the formation of a positive employer brand is an integral part of the company's strategy, since only through the tools of creating a positive image of the company, increasing its attractiveness to existing and potential candidates and employees, strengthening their commitment

and loyalty to the employer, it is possible to gain competitive advantages in the labor, goods and services markets.

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## **THE MAIN COMMUNICATION STRATEGIES IN MCDONALD'S MARKETING IN FAST FOOD MARKET**

Experts rightly emphasise that a company's marketing strategy plays a crucial role in promoting a product from idea to production, ensuring demand creation and appropriate price adjustments. Taking into account a certain economic situation of the company and its