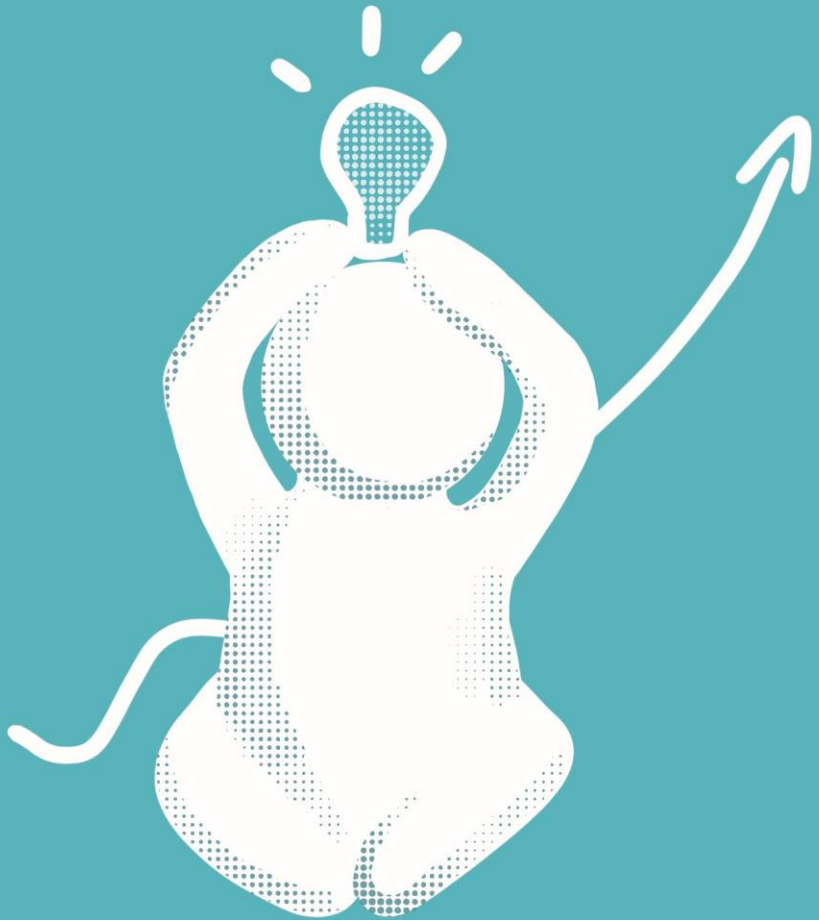


Marketing of innovations. Innovations in marketing



2025

University of Economics and Humanities
Bielsko-Biala, Poland

Materials of the International Scientific Internet Conference

**MARKETING OF
INNOVATIONS.
INNOVATIONS IN MARKETING**

December 2025

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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.

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MARKETING IN INDUSTRY 6.0: CREATING VALUE AT THE INTERSECTION OF BIO-, NANO-, AND COGNITIVE TECHNOLOGIES

The current stage of global economic development is characterized by a transition to the so-called “sixth technological paradigm” (INDUSTRY 6.0), in which the convergence of bio-, nano-, information, and cognitive technologies plays a key role. This report explores how marketing can be a strategic tool for shaping the value of innovative products and services at this technological crossroads. It analyzes the new challenges and opportunities facing marketers, including the need to translate technological complexity into value propositions that are understandable to consumers, the use of cognitive and digital tools for communication, and social and ethical responsibility. A conceptual model of a marketing strategy for products of the INDUSTRY 6.0 is also proposed, combining scientific and technical, product and value, and communication approaches.

The concept of the INDUSTRY 6.0, as noted by Ukrainian scientists, includes the convergence of nanotechnology, biotechnology, cognitive sciences, information systems, and new materials. [1] This order does not simply mean a new set of industries — it is a fundamentally new way of creating products and services, where technological complexity and scientific richness become the basis of value. [4] In this context, marketing takes on a new strategic role: it must transform technological characteristics into value

propositions that are understandable to end consumers, managers, and investors.

Therefore, the main goal of this report is to formulate approaches to creating marketing strategies that take into account the specifics of INDUSTRY 6.0 — that is, how to combine technological innovation, ethical responsibility, and customer focus while ensuring competitiveness and sustainability.

At the same time, modern marketing is already responding to these changes: the use of digital technologies, artificial intelligence (AI), big data analysis, cognitive and behavioral consumption models — all of this creates the conditions for new marketing models. [2]

In the context of INDUSTRY 6.0, the importance of “innovation marketing” is growing: not just introducing a product to the market, but creating value based on knowledge, technology, ethics, and social responsibility. For example, in mechanical engineering, the food industry, or biotechnology, innovations often need to explain their uniqueness and advantages that go beyond traditional characteristics of price and functionality. [3]

Proposed conceptual model of marketing strategy for INDUSTRY 6.0

1. Context and potential analysis: assessment of technological, scientific, regulatory, and social capacity; analysis of risks and advantages; identification of target audiences.

2. Formulation of a value proposition: determining which technological or scientific advantages can be transformed into value for the user (safety, environmental friendliness, personalization, innovation, status, efficiency).

3. Development of a communication strategy: digital tools (AI, analytics, Big Data), educational content, storytelling, ethical messages, positioning as an “innovative and responsible brand.”

4. Launch and implementation: product/service creation, market launch, support, feedback support, adaptation.

5. Monitoring, evaluation, and correction: collecting data on perception, sales, reputation, responding to comments, long-term brand and technological reputation management.

This model involves repeatedly going through the cycle of “technology → value → market → feedback → improvement,” which corresponds to the dynamics of INDUSTRY 6.0.

The INDUSTRY 6.0 opens a new era for marketing — an era where technology, science, ethics, ecology, and digital communication are intertwined in a single process of value creation. In this context, marketing becomes not just product promotion, but a “bridge” between scientific and technological potential and consumer or social acceptability.

For a successful transition and utilization of INDUSTRY 6.0 opportunities in marketing, it is recommended to:

- develop interdisciplinary teams (technologists + marketers + ethicists + communicators);
- invest in digital competencies: analytics, AI, Big Data, content marketing;
- build open, transparent communication with the audience, emphasizing social responsibility and safety;
- focus on long-term value — sustainability, environmental friendliness, health, innovative development;
- create and maintain mechanisms for feedback, monitoring, and strategy correction.

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RESEARCH ON THE COMPANY'S STRATEGIC MARKETING ACTIVITIES IN THE UKRAINIAN IT SERVICES MARKET

Today, it is urgent to highlight the organisational, structural and general characteristics of the activities of the enterprise FOP Kucheruk Mykhailo Vasylovych. Planning and coordinating major energy flows on a global scale and in regional markets requires the application of a marketing logistics approach and consideration of the impact of such management on the environment.

In the context of researching the state and dynamics of the market: industry structure, we analyse the competitive and external environment of the enterprise FOP Kucheruk Mykhailo Vasylovych, research the IT services market and its development trends. It is now necessary to comprehensively cover theoretical approaches to the formation of a strategy for bringing services to market. At the same time, the peculiarities of marketing services in the IT sphere, the specifics of creating value in the service business, and the behaviour patterns of IT service consumers are analysed [3].

In the context of modern marketing challenges, it is appropriate to conduct research on IT service consumers, namely, an online questionnaire survey of IT service consumers to identify their needs, expectations, behavioural characteristics, and requirements for a comprehensive IT product. This involves processing the survey results, constructing diagrams, summarising and interpreting the data obtained. The next stage of our research is to form an analytical basis

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