



“INNOVATIONS IN MARKETING”

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Abstracts:-

This study aims to investigate the development of marketing innovation defined as the implementation of new marketing practices involving significant changes in the design, distribution, promotion or pricing of a product or services. We conduct a systematic review to provide conceptual, methodological and thematic guidance for scholars, interested in studying marketing innovations. Our finding suggest while marketing’s innovations is often merged with the dominant technological focus underpinning product or services innovations, there is a growing trend to consider the innovation potentials offered by the developments of new distributions channel, branding strategies, communications types of pricing mechanisms.

Keywords:-

Marketing innovations, Innovation’s new marketing Processes; Systematic Review, Marketing strategy

Introduction :-

Innovation and marketing have often been seen as the two sides of the coin. Half a century ago, Dracker Remarkd: ‘Because the purpose of business is to create a customers, The business cuterprises has two - and only two – basic functions marketings and Innovations. Marketing and Innovation produce results; all the rest are costs (Dracker, 1954, p.39) Not surprisingly, Innovation has been a pervasive topic in a marketing’s literatures. The primary reasons under pinning’s the inextricable link between marketing and Innovations stems from the nature and overlap of both disciplines (fox all, 1988).

Defining marketing innovations :

Marketing innovation has been considered from multiples perspectives in marks, such as International organisations and government agencies, include marketing innovation within their various reports (e.g. European Innovation scoreboard) (European Union, 2017): global innovations Index (coruell university, INSEAD and WIPO, 2018) and community Innovation survey conducted by the European commissions). And consider marketing innovations as a single item or within an umbrella innovations competes.

Methodology:

Given the diversity around the descriptions of marketing's Innovations and the fragmented use the measurements of the concept, we follow a 'systematic review process' (Tranfield et al., 2003) to identify key scientific contributions to marketing Innovations. The main difference between a systematic review and traditional narrative review is the forms uses a rigorous, replicable, scientific and transparent process.

The Object of Marketing Innovation :

What is the focus of marketing innovation in the literature? In this section, we examine marketing innovations along the coded innovation focal aspects presented in the table-4 all articles considered in this review include some elements of marketing's strategy and practice, although the focal innovation can sometimes relate to the product or service. As shown in table 4. The vast majority of articles draw on technological innovations (Product and service innovations). A series of 37 articles cover a combinations of organizational and marketing innovations via changes to multiple marketing mix categories (e.g., Medrano of olarte – pascual, 2016; O Dwyer et al. 2009; Shergill & Nargundkar. 2005) A smaller number of articles considered a specialized dimensions of marketing's innovations, such as pricing, and therefore contributes to our understandings of marketing innovations through these specialized dimensions, Therefore hence were included within our analysis a summary of our results is presented in. Illustrates new product / services as the main research focus, encircled by marketing's innovations constructs. Thus, aligning with gracias and calautou (2002). That marketing innovations is necessary in order for radically new product / service to be successful.

Suggestion For Future Research:

Our review reveals reversal opportunities for further insight into marketing's innovations and to expand the research techniques, used to date. In relations to research techniques, the review highlighted a number of areas where the strategic of interpretative methods may benefits a records focus on marketings innovations our results highlighted themes which would benefits from interpretative methods for Examples, Houses at all (2006) indicated that temporality is an important issue in commercializing marketings innovations, where interpretive methods often are better suited to temporal studies. Other examples of themes include the inclusion of external actors within the marketing innovations, where interpretative methods often are better suited to temporal studies other examples of themes include the inclusions of external actors within marketing's innovations processes or supporting marketing's innovations processes influences outcomes. The developments of coordinated cooperatives strategies required for Omni-channels distributions; teasing out the interactions between the differ cuts marketings innovations aspects.

Discussion :

A number of pattern and trends at the core of marketings innovations emerge from the results, detailed in the previous section and are illustrated in figure.2. first over review suggests, the technological perspective around product and services innovations is still dominant in the marketing's literatures and is shown as the culture constricts within figure 2. The product's distance from (or proximity to) the currents industry technological trajectory is a key indicator of innovations (Bartoome * Baussola 2016; Rindova & Petkova, 2007). Marketings Innovations is often merged with products innovations, especially when examine the commercialization of new products (cliesa & frattivi, 2011): Hsiesh & Tsai. 2007). For Example, gracia and calantone (2002). Consider innovativeness around two pillars; marketing's discontinuities and technological discontinuities are necessary when going from inventions to marketplaces. Therefore, marketing's innovations can be complementary to technological innovations, rather than substitutes. (Sclubert, 2010; very2er, 2005).

Conclusion :

In this review, we consider innovation and marketing as the two sides (2013) who contents the innovations and marketing's should not be separate islands Today, the concepts of marketing's and innovations are increasingly brought closer to capture a specific type of Innovation driving marketing's practices under pinning the developments and commercialization of products and services along the designs, branding, distribution and promotions and pricing dimensions.

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