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MARKETING ASPECTS OF OPEN INNOVATIONS IN THE SYSTEM OF SUSTAINABLE DEVELOPMENT

The importance of this research is due to the rapid development of practical and scientific activities in the field of marketing, which tries to satisfy various aspects of market interaction to meet the needs of consumers in the system of sustainable development. Here, we can indicate at least such sustainable concepts as socially responsible marketing and environmental marketing, and some authors also distinguish green marketing.

To clarify, in our opinion, the system of sustainable development is a complex structure formed by the interweaving of several spheres of human activity, namely economic, social and environmental. Optimization of these spheres ensures a better quality of human life. At the same time, the task is to ensure a long-term balance between the needs of modern society and the preservation of resources for future generations, which is defined by the Sustainable Development Goals, known as SDGs.

Modern marketing should guide the enterprise's activities towards achieving the SDGs through the prism of the tasks of the marketing function in the marketing management system of the enterprise. For example, corporate social responsibility (CSR) and SDGs are intertwined in many aspects, but it should be noted that CSR is the leading new philosophy of commercial activity because enterprises have to get profit, and SDGs do not provide for profit and have a range of tasks much wider than economic activity.

A balanced combination of socially responsible and environmental marketing solves this issue in many aspects. However, their combination can provide the effect of synergy and balance of the company's marketing goals. Therefore, it is also advisable to consider the concept of sustainable marketing.

For example, sustainable economic development ensures long-term economic growth that takes into account social and environmental aspects. When we specify about innovations, the development and implementation of innovative solutions in this concept will contribute to economic growth without harming the environment. Here, marketing becomes a new quality of innovation marketing, as it can already be realized in a new approach to the innovation process, such as open innovation (OI). The OI combines the diffusion of social opinions about the necessity and effectiveness of innovative ideas in such a system of sustainable development, so OI and SDGs are closely

interconnected, and their effective integration can lead to the creation of new opportunities for business and society as a whole.

Sustainable marketing allows companies to achieve their goals in the long term by building a mutually beneficial relationship between their own business, consumer needs, the interests of society, and environmental protection. Sustainable marketing is not only beneficial to the environment and social justice, but also profitable [1]. In addition, there is also a vision of researchers that sustainable marketing is promoted as a new mainstream marketing that will replace conventional marketing and lead to sustainable development [2].

As the innovativeness of modern developed economies is growing, socially responsible and ecological (green) marketing are closely related to the development of the creative economy, as they are aimed at achieving similar goals: meeting the needs of target consumers in the complex of creating a positive economic, social and environmental impact. In our opinion, sustainable marketing can combine these goals.

When considering the implementation of such marketing goals, we suppose it is appropriate to combine the capabilities (marketing power) of each of these types of marketing.

For example, environmental marketing has emerged as a result of the growing recognition of the environmental impact of companies. However, environmental marketing focused more on industries that were energy and resource intensive and highly polluting [2]. At the same time, we do not see the tasks of such marketing technologies as achieving anotomicity in interaction with individual customers, as it happens in socially responsible marketing, for example, in technologies for managing marketing risks by stakeholder management methods, including the formation of customer loyalty.

For example, to achieve complexity in sustainable marketing strategies, in our opinion, the marketing activities of the enterprise should be organized in accordance with the approach when socially responsible marketing implements mutual understanding with consumers and other stakeholders, and green marketing, in our opinion, is a reinforcing content element that expands the range of coverage of consumer needs [3, p. 139].

Therefore, further research on the development of open innovations, in our opinion, should be aimed at clarifying the goals and concepts in accordance with the SDGs.

This may include, for example, new models of innovation that also integrate social, environmental and economic responsibility into marketing strategies, which is simultaneously responsible for the content of innovations and their commercialization. At the same time, socially responsible marketing can influence consumer behavior, loyalty and willingness to pay a preference

for green products, raise consumer awareness of the importance of sustainable consumption and build public understanding of social justice in market exchange. These issues have remained relevant since their actualization, for example, by Wilfried Pareto and other scientists at the intersection of socio-economic development. Therefore, the impact of marketing as a strategic activity on the development of open innovations in the system of sustainable development is a further perspective direction of scientific research.

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