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## **INNOVATION INFLUENCE ON BUSINESS PROCESSES IN INTERNATIONAL MARKET ENTRY STRATEGIES**

Modern enterprises in external economic activity must constantly improve the organization of their activities (both marketing and management), as they have to compete in global markets. At the same time, increasing the competitiveness of goods by innovative methods often provokes instability in the existing markets.

The relevance of this issue is exacerbated by changes in the external environment. What is meant here is the fact that competitors from external markets for enterprises subsequently, if they succeed, become competitors of the globalized market, when the chances of survival with competitive products will be less. Thus, asking the tasks, it can be noted that, on the one hand, marketing should ensure the appropriateness of the goods to the requirements of the consumer, while management should ensure the implementation of this process in the aspect of achieving the market goals and minimizing of costs of business. Therefore, a relevant and effective approach to improving the quality

of enterprise management is the management of business processes of the enterprise.

Let's specify that the economic activity of enterprises is a complex process, so today there is no unified approach to the definition of the concept of business process. Let's specify that business process is, as a rule, a set of interconnected activities and functions required to produce a certain result, which is valuable for external or internal consumer [1].

Consequently, in this case, its internal environment and its continuation of its structure in the form of "sales channels" form a single "economic system". In this case, the interaction of these components can be defined by different ways (studied, for example, by institutional theory) of management of sales channels: hierarchical (obtaining in different ways the right of ownership over intermediary enterprises), or contractual (application of market instruments).

Let's specify that the main advantage of management of business processes in foreign economic activity of economic system (enterprise and their sales channels) is a clear understanding and control of enterprise management of all aspects of effective formation of consumer value in enterprise goods in international markets.

In doing so, also: 1) business process modeling is a comprehensive answer to questions concerning the improvement of enterprise activities and increasing its competitiveness; 2) the management of the enterprise, who has implemented this methodology, will have the information, which will allow to improve his enterprise and predict its future at the foreign markets.

Such expanded management of business processes with complex modeling in their structure of sales channels should realize the requirement of holistic business management, and thus ensure its sustainability, safety and efficiency.

It should be clarified that in scientific and periodicals, as a rule, consider business processes in the internal environment. But this is not a manifestation of a comprehensive approach in the analysis and modeling of the economic activity of enterprises in a market economy. For example, modern economic thought does not consider the enterprise as a set of assets, but considers the enterprise as a holistic

market organization, an essential characteristic of which is its marketing power [2], which is an important task for the enterprise. Consequently, strategic analysis and business process management in modern conditions should not end with the internal environment of the enterprise, but extend into the external international environment of the enterprise (for example, control of sales conditions in the sales channel in international marketing).

In this case the general methodology of business process management requires: firstly, identification of its components at a qualitative level of knowledge; secondly, formalization (giving a form). This is important when modeling business processes, as modeling is the cognition and display, as well as research of any phenomena, processes or objects by building and analyzing the behavior of their models.

Modeling of business processes should be systematic, as it should cover many aspects of the company's activities under complex conditions:

- rapid adaptation of the organizational structure;
- optimization of functions of subdivisions and employees;
- redistribution of rights and responsibilities of both company managers and subsequent participants in the company;
- changes in internal regulatory documents and the technology of operations with the requirements of international markets.

Here we clarify that each business process model should reflect the structure of business processes of the organization, the details of their implementation and the sequence of document flow, which becomes important in the issue of ensuring managerial control in innovative activities.

In this case the relevance of process approach in modeling of business processes is that this approach allows you to consolidate the existing functions in the enterprise, not only for specific structural units, but also for specific specialists.

As is known, there is no single approach in modeling of business processes, which would systematically ensure that all necessary aspects for all aspects of changes in the market environment are taken into account.

Of course, business processes will change depending on the type of innovative activity. At the same time, main types of innovation activities are:

- preparation and organization of production, covering the acquisition of production equipment and tools, changes in them, as well as in the procedures, methods and standards of production and quality control necessary to create a new technological process;

- preliminary production developments, including product and technological process modifications, personnel retraining for the application of new technologies and equipment;

- marketing of new products, which involves activities related to the release of new products to the market, including preliminary market research, product adaptation to different markets, advertising campaign;

- acquisition of technology from outside in the form of patents, licenses, know-how, trademarks, designs, models and services of technological content;

- the acquisition of materialized technology – machinery and equipment, in terms of their technological content associated with the introduction of product or process innovations into an innovative enterprise;

- production design, including the preparation of plans and drawings to define production procedures, technical specifications.

The profit received from the implementation of the innovation can be used in various directions. The entrepreneur's profit from the implementation of innovation directly corresponds to the main goal of any commercial organization. Profit serves as an incentive for the entrepreneur to introduce new innovations; encourages him to constantly study demand, improve the organization of marketing activities, and apply modern methods of financial management. All this together constitutes the content of the stimulating function of innovation [3].

As a result, we can summarize that in the analysis of modern business processes in innovative activities it is important to focus on the following aspects:

1) it is necessary to clearly understand the essence of the business process;

2) modeling a business process is important for its management [however existing notations allow not fully describe the business processes themselves, which should be taken into account by a manager];

3) three aspects of business process management can be considered in innovative activity:

a) using innovative methods for modeling business processes;

b) modeling new business processes by standard notations;

c) modeling new business processes by new methods.

Transition from export marketing to international (or global) marketing with a high degree of prospect there will be a necessity for modeling of business processes of the third [«с»] type (business process management in innovative activity). This statement is justified by system properties of constantly arising international innovative markets.

### **Refernces:**

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