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INNOVATION-DRIVEN MARKETING AS A TOOL FOR STRENGTHENING ECONOMIC SECURITY IN THE CONTEXT OF SUSTAINABLE GLOBAL DEVELOPMENT

The contemporary system of the world economy is undergoing profound structural transformations driven by accelerating technological change, sustainability imperatives, and increasing economic uncertainty. Global markets are increasingly characterized by heightened volatility, intensified competition, regulatory fragmentation, and growing sensitivity to environmental, social, and governance considerations. Under such conditions, traditional growth-oriented business strategies prove insufficient to ensure long-term stability and competitiveness. As a result, economic security has emerged as a critical concern for enterprises operating in international markets, particularly within the framework of sustainable global development.

In response to these challenges, innovation-driven marketing has gained prominence as a strategic mechanism that extends beyond its traditional demand-stimulation function. In the modern global economy, marketing increasingly performs a systemic role by supporting firms' adaptive capacity, resilience, and risk management. The integration of innovation and sustainability into marketing strategies reflects a broader transformation in value creation logic, where competitiveness is closely linked to responsible business conduct, stakeholder trust, and long-term economic viability. This shift positions marketing at the intersection of innovation processes, sustainability transitions, and economic security considerations.

The relevance of the research topic is reinforced by the growing alignment between global sustainability agendas and corporate strategic priorities. International initiatives promoting sustainable development,

climate neutrality, and inclusive growth have significantly reshaped market expectations and regulatory environments. Enterprises are increasingly expected to demonstrate not only economic performance but also their contribution to sustainability objectives. In this context, innovation-driven marketing serves as a key interface between firms and global markets by translating sustainability-oriented innovations into competitive advantages while mitigating economic risks associated with regulatory compliance, reputational exposure, and market uncertainty.

Innovation-driven marketing is increasingly viewed as an important instrument for strengthening the economic security of enterprises operating within the system of the world economy under conditions of sustainable global development. Beyond its traditional functional role, marketing innovation functions as a strategic mechanism that supports firms' resilience, adaptability, and long-term stability in international markets. The close interconnection between innovation and sustainability highlights the necessity of an integrated analytical perspective in which marketing strategies are aligned with economic security objectives, enabling enterprises to respond more effectively to global economic transformations and sustainability-related challenges.

Economic security at the enterprise level is increasingly influenced by non-price factors, including innovation capability, sustainability orientation, and the quality of stakeholder relationships [1]. In global markets marked by rapid technological diffusion and continuously evolving consumer preferences, reliance on standardized or short-term marketing approaches heightens strategic vulnerability. In contrast, innovation-driven marketing supports proactive responses to environmental change by enabling continuous value innovation, market differentiation, and closer alignment with sustainability expectations [2].

A central feature of innovation-driven marketing is its contribution to strategic flexibility. By leveraging digital technologies, data-driven insights, and customer-centric innovation, firms can adapt market positioning, product offerings, and communication strategies in response to external shocks. This flexibility reduces vulnerability to demand fluctuations, supply chain disruptions, and reputational risks, thereby contributing to overall economic security. From this perspective, marketing innovation functions as an adaptive mechanism that enhances firms' capacity to anticipate and manage uncertainty in international markets.

An important dimension of the innovation–sustainability nexus lies in the role of marketing in embedding sustainability principles into value propositions. Sustainable innovations often require changes not only in

production processes, but also in market communication and consumer engagement. Innovation-driven marketing facilitates the diffusion of sustainable products and business models by shaping consumer perceptions, building trust, and legitimizing sustainability-oriented practices. This process supports long-term competitiveness by aligning firms' offerings with evolving societal values and regulatory standards.

Innovation-driven marketing contributes to economic security by mitigating strategic and operational risks associated with sustainability transitions. As global markets increasingly adopt stricter environmental and social regulatory frameworks, insufficient integration of sustainability into marketing strategies may lead to higher compliance costs, restricted market access, and reputational risks. In contrast, the proactive adoption of sustainability-oriented marketing innovations enables enterprises to reframe regulatory pressures as competitive opportunities, thereby supporting greater strategic stability and long-term market resilience.

Digitalization represents a critical enabler of innovation-driven marketing in the context of sustainable global development. Digital platforms, analytics, and communication technologies expand firms' capacity to engage stakeholders, monitor market dynamics, and co-create value. These tools enhance transparency, traceability, and accountability, which are increasingly essential for building trust in international markets. By strengthening information flows and stakeholder interaction, digital marketing innovations reinforce institutional legitimacy and reduce uncertainty, contributing to economic security.

Moreover, digitalization facilitates the scalability of sustainability-oriented marketing innovations across international markets. Through digital platforms, enterprises can adapt value propositions to diverse regulatory and cultural contexts while maintaining strategic coherence. This scalability supports controlled internationalization and reduces risks associated with market entry and expansion, further enhancing economic security.

From a systemic perspective, innovation-driven marketing aligns enterprise-level strategies with broader transformations in the global economic system. Economic security increasingly depends not only on internal efficiency, but also on firms' ability to position themselves effectively within evolving global value networks. Innovation-driven marketing supports this positioning by translating technological and organizational innovations into market-relevant value propositions that emphasize sustainability and long-term value creation.

An integrated perspective on innovation-driven marketing positions it as a strategic instrument of economic security rather than merely a mechanism for market expansion. This approach shifts analytical focus away from short-term performance outcomes toward long-term resilience, risk mitigation, and institutional alignment within the global economic environment. Linking marketing innovation with economic security considerations provides a broader understanding of sustainable competitiveness and highlights the systemic role of marketing in contemporary international markets.

From a practical standpoint, such a perspective underscores the importance of incorporating innovation and sustainability principles into marketing strategies to strengthen enterprise resilience and reduce strategic vulnerabilities. At the policy level, the effectiveness of innovation-driven marketing is closely connected to the presence of coherent regulatory and institutional frameworks that encourage sustainability-oriented innovation and support long-term economic stability.

In conclusion, innovation-driven marketing plays a critical role in strengthening economic security in the contemporary system of the world economy. By integrating innovation and sustainability into strategic market engagement, enterprises can enhance adaptive capacity, mitigate risks, and secure long-term competitiveness. This integrated approach responds to the challenges of global economic transformation and supports sustainable development outcomes.

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