

## Marketing Innovative Strategies in International Businesses

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**ABSTRACT:** Today small and medium sized businesses are considered the principal factor for the growth of the industrial structure of many countries. To developing countries that are attempting to revive their economic structure, these industries are of great importance. Today, with the growth and advancement of technologies, the impact of cutting edge technologies such as information technology on the business environment cannot be overlooked. The use of innovative marketing helps create value. The purpose of this paper is to investigate innovative marketing and competitive advantages of small and middle sized businesses, with regard to the innovative approaches and the company's unique features.

**KEYWORD:** innovative marketing, competitive advantage, company features, entrepreneur approaches.

### Introduction

Small and middle-sized businesses are the beating heart of today's economy of the world. With the beginning of the wave of industrialization and development of countries, a competition for creating major industries and mass and identical production was born and reached its peak in the first three quarters of the twentieth century. Although major industries are still demanding the attention of decision makers in economy because of their advantages that are results of their large scale, production domain, experience and organization effect, but the advantages of small and middle sized businesses, because of the transportation impact, market size and effectiveness of choice and control have turned these businesses into the first choice in most products.

### Literature review and methodology

In the current dynamic competitive environment, the success of each organization in keeping and increasing their share of the market and improving the competitive state depends on the identification of factors that cause the creation of competitive advantages. Obtaining competitive advantages in today's world has turned into one of the main challenges in different industries. Companies cannot be regarded among the best without competitive advantage. In other words, companies which have been successful and are considered to be among the best are those that have competitive advantage. Competitive advantages include a set of factors or capabilities that always enable the company to show a better performance from the other competitors (Sadri & Less, 2001). The innovation process is filled with disagreements and contradictions. Balancing these contradictions is a challenge that any one uses in order to find a way to use these tools of innovation to realize the needs of different parties. These contradicting expectations need the creation of a balanced process in order to realize

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the needs through innovation management (Gumus et al., 2015). Innovation leads to a change in the processes of organizations and is the main tool for using marketing strategies in accordance with the customers' and the market's interests, which in its turn, results in sustainable competitive advantage development. According to Peter F. Drucker, there is only one liable definition for business: creating customers. And entrepreneurship can only be defined based on two general factors: marketing and innovation. Innovation is the use of organizational properties and qualifications. Innovation processes lead to the presentation of new products to the market and creation of value for the company (Canagel, 2015). Obtaining competitive advantage is often a function of pioneering in innovative activities. The above mentioned competitive advantage is caused by the access to properties that support business activities and is the prize for pioneers. The followers of the market normally face several problems and higher profits are only obtained through innovation. Innovation is a key element in entrepreneur activities. Businesses that have higher levels of innovativeness have shown better performances. For instance, the success of the Japanese automobile manufacturing business lies mostly in the innovation process (Sattari et al., 2013).

## Discussion

Nowadays, no country is living separately from other countries completely. The economic resources, technology and living standards of a country depend on other countries' economy, which in turn are related together by the complex flow of goods, services, capital and technology (Gura, 2007). Through international exchanges, countries raise their production levels and earn more profits. Through importing, they purchase the goods that they are not able to produce, and ship the surplus goods to other countries (Pierce et al., 1998). With an increase in international trade among different countries and the emergence of new global actors, several competitive advantages are gaining momentum. The reduced trade barriers in emerging markets of the developing countries create new opportunities and comparative advantages. World economic globalization has increased the competitive advantage in global markets. Compared to developed countries, which are of the upper level industry, this is important for the countries in emerging markets that have great work forces (Hau, 2014). The exports positively affect the level of employment, foreign exchange earnings, industrial development and national prosperity. While improving corporate performance, this has increased the profitability, sales volume and market share. Under the globalization and economic integration among countries, the export and international strategies of the companies become more and more important (Mehmet et al., 2010). Due to the increased global trade and intensified competition around the world, many companies have started to seek for growth opportunities, risk of business diversification to increase their profits. However, the key drivers of companies' export performance to distinguish have received the attention of many academics, administrators and decision makers around the world. They focused on the role of marketing capabilities and competitive advantage for the companies to explain the export performance. There are marketing capabilities as a complex package of skills, knowledge and applied organizational processes that enable the companies to coordinate the activities and use the assets. The international companies have continued globalization by increasing competitive rates in international markets, and the possession of capabilities that can be tailored to the needs of foreign customers is important for the developing companies. Hence, the identification and understanding of marketing capabilities act as a lever to gain competitive advantage. Various studies suggest shortcomings in identifying factors affecting the competitiveness advantage in the global context (Carroll & Sosa, 2015). Being successful in the international market is related to the efficient and effective implementation of the marketing mix planned strategy for a specific market (Souza et al., 2008). Therefore, the revised internal strategy is required when entering into a new market, due to different characteristics of the international market. The companies are forced to design and implement a suitable marketing

method, if they are interested in entering into a new market. They have to weigh the cost and complexity of saving strategies based on international standards and market consistent strategy, derived by the marketing mix (Beigi&Naserkhani, 2013). The marketing is considered as a base for the creation of value for shareholders and customers. Therefore, marketing task is to consider the needs of customers and to build trust and loyalty among their customers and provide the expected value for the organization.

## Results

Marketing, like the other rules of trade, should be adapted to changing technologies. The importance of goods and diversity of export can be essential for the economic growth and development. The emerging literature concern is related to new export levels of countries. The most important decisions have been taken at the corporate level for the introduction of new products for export. The diversity of products offers is to reduce uncertainty at the international level and increase the competitive advantage. In reviewing the factors affecting the export performance, these studies have focused on the exchanges and increased productivity based on the innovate efforts.

The innovation leads to the trend of changing the organizations and to the suggestion of the new markets as essential keys used in marketing strategy based on the interests of customers and markets leading to development in sustainable competitive advantage. According to Peter Drucker, there is only one valid definition of business purpose: creating a customer and a business is only based on two functions: “Marketing and innovation”. While many studies have been conducted to discuss entrepreneurial and innovative marketing issues, this is a tool for growth and investment efficiency that help us understand the importance of the interaction between entrepreneurship and marketing innovation. New developments have taken place in entrepreneurial and innovative marketing that examine the interaction between these factors, individually, but there is no comprehensive theory on this subject. At the present, the main motto is “creativity and innovation”, and nowadays companies have recognized that innovation is necessary, and the thinking and ideas of innovations have influenced the inside of the administrative structures. As with the growth, the dynamics and even the survival of modern organizations depend on applying the innovation. If the organizations and their managers want to survive and prosper in the long term, they must be innovative and continually adapt to the new situation. What has always occupied the minds of entrepreneurship researchers is why some small businesses with marketing innovation can become medium and large companies, but others cannot. The material presented can be derived as the fact that as there are research gaps in academic studies in the field of marketing innovation, the marketing innovation should be investigated within the turbulent business environment of Iranian companies and organizations. Given that the basis of competition and competitive advantage acquired in the business world today is to enjoy the innovation strategy based on strategic entrepreneurship. In this research, the innovative marketing on the international entrepreneurship is surveyed. The innovative marketing and innovative international entrepreneurship concepts are discussed. Using structural equation modeling, the research model is discussed.

Innovative Marketing in the new millennium, the theoretical framework of international trade was created due to improvements in the economy under changing technology. In fact, the main problem in the field of business models in different countries can be the behavior of technology and innovation. Some initial studies such as STO, Porter or DB et al. provided an overview of the relationship between innovation and internationalization through the analysis of macro-economic factors. In general, the studies on the internal ability of companies and innovative performance mainly have been considered for economic assessment, according to assessment approaches, and innovation behavior. The management research has cited the importance of innovation and there are

different definitions of this concept in the literature. Thompson has defined the innovation: “The creation, acceptance and using of new ideas, processes, products or new services.” Linder et al. has defined the innovative as the use of new idea creating the value. In more recent research, the innovation is called by creation of and using the products, services and new goods or improving existing methods, which aims to increase the company’s competitive advantage. The innovation activities are a complex process that occurs in several stages. In today’s dynamic and changing environment whose source is an increase in the competition of globalization and the emergence of new technologies, the innovation is a way of development and achievement of high performance and survival in the global economy. Being a leader compared with the competitors requires desire and ability of the organization to create and to commercialize the processes, products and new business systems or this is the same innovation that helps the companies to be different. The innovation can be seen as part of the organizational culture and can be defined as the tendency of organization to the innovation.

Different types of innovation have been discussed by various authors. The studies are in three fields of innovation in the outputs, inputs and processes. Several studies would be exploring the marketing strategies and different marketing elements were known. In product strategy, the companies often choose standard levels and such a strategy leads to the maintenance of the competitive advantage of the companies, which is responsible for creating the scale saving and savings in operating costs and strengthening the business position in export markets. Also, the companies with the further ability and resources often employ those people using the competitive price under the market selling conditions and choosing the compatible strategies with the price. There are problems in determining the appropriate strategy. The factors affecting this include networks, channels, logistics, and transportation. Some authors have shown that large companies may succeed by adopting standards because they can establish a close relationship in the distribution, leading to a reduction in uncertainty between benefit conflictions, and creating the dominant procedures distribution. In a promotional strategy, for large enterprises, the needs of customers in light of contradictory communication of effective messages should be taken into account, which gives rise to the cost savings of quality control more. Companies’ export experience has been effective in the selection and implementation of marketing strategies. The experienced companies are significantly trying, when selecting the product pricing strategy commonly, to consider gaining a competitive advantage with respect to the accumulated knowledge of customers for different markets. Also, in pricing strategies, by considering the exporters ‘international experience and having more knowledge than their customers, they can use various strategies for pricing with regard to the customers’ purchasing power within the different markets. The marketing strategy of the companies depending on their capital ownership is different from the multinational companies and those operating in developing countries. In developing countries, compared to domestic companies, the companies are obliged to use the strategies that have been set for them by the mother company and should act in accordance with those standards to meet consumers’ needs. These companies often use the pricing strategies consistent with their consumers’ needs that they can be able to be the winners of the market and this is able to maintain existing market share. The authors also point out that some multinational companies and foreign companies operating in developing countries have appropriate infrastructure, more funds for investment in research and development, human resources, engineering-technology, management and marketing expertise, so a greater chance of success in implementing its export strategy in competitive markets.

## Conclusion

The degree of compliance and standardization of marketing programs is very important in international trade. Since international activities are vital for the functioning of export companies, the companies face the challenge of designing and implementing export strategies specified for the market, within the target markets are rapidly changing as an uncertain environment. This article provides a model for the innovative marketing strategies in international entrepreneurship. The analysis of the data shows the business approach has a significant effect on the innovative marketing. This indicates that, to apply the innovative marketing and the innovative marketing strategy development, the managers do not have enough knowledge to use information, and the results of this study could be considered consistent with the results of the research by Marius et al, implying that the managers would not have enough knowledge to use the innovative marketing information. Other hypotheses 'results are consistent with the Kiran et al. The innovative marketing is not only related to developing new products, services and technologies, but also is one of the main factors that companies can better meet the needs of customers, using it correctly, compared with the competitors in the intensively-competitive environment and they survive in this way.

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