COMMUNICATIVE MODEL OF PROMOTING INNOVATION

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In the present report the essential changes in the sphere of public communications in the era of the digital world, the transformation of ways of communication between people, exchange of information, methods of advertising and the introduction of innovations have been considered.

Historically, the technical and economic monopoly on broadcasting has led to the formation of a monopoly on broadcasting information, forming a stereotype: media is the main product of propaganda. Only those who owned expensive tools have been able to broadcast: a printing press and an aerial channel.

Now the monopoly of traditional media broadcasters is collapsing. It seemed that the Internet and mobile communications are the most advanced transmitters of information: it will reach everyone at any moment. The dream of centuries has been realized – one can broadcast to everyone and anywhere in the world at the same time. But, with the advent of accessible digital technologies, the personality has become not only the recipient-consumer of this information. Nowadays everyone can be a broadcaster with the help of his gadget. The digital revolution did not just give feedback - it returned the ability to express oneself to everyone [1].

Thus, society has outgrown a two-way symmetrical model of communication. The communicative model becomes asymmetric again, but with a shift in emphasis towards the personality.

Classical marketing techniques for working with audiences have become a thing of the past. Digital reality has greatly changed logistics and sales' format. Target audiences have no longer become passive participants in the communication processes. Via digital devices, they receive and send information that has its content, that is they perform personal marketing actions in the information environment [2].

Now target audiences act as alternative advertisers, as the authors and co-authors of other people's advertising messages. Buyers duplicate an advertising message free of charge and at their sole discretion, thereby giving to it a new information content. On the Internet, a message grows in replicas of other users, acquiring new meanings, that is, it begins to live an independent life. This is one of the mechanisms of the spontaneous and unconscious advertising of the masses in digital reality. The target audience, becomes a co-author of an advertiser, multiplies it and thereby becomes an alternative advertising medium along with traditional media.

The most urgent question of an advertiser today: how to ensure that the advertising is delivered to the right audience. The advertiser, in order to be responded in the new digital reality, was forced to go into that very environment, into that real non-digital environment where its consumer dwells. And the
advertisement came where the person dwells, thereby returning to a physical state. The advertisement returned to become "digital" in order to stir the "living person" and then to take it back to digital environment. Technologically, it looks like this: the advertiser enters the real physical environment according to the principle "here and now", he creates digital environment there and connects to the person with the help of the gadget, ensuring advertising and marketing tasks for accessing innovative products to the market.

Conclusion: in the digital age, the communicative model of promoting the innovations implies the interpenetration and merging of real and digital reality - two parallel worlds in which modern man exists.

**References:**


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**INFLUENCE OF INTANGIBLE ASSETS ON THE COST OF THE COMPANY**

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Maximizing the company's market value is a priority goal for managers and owners since the beginning of the XX century. The value-oriented concept was first proposed by B. Stewart (1991) [1] and A. Rappoport (1998) [2]. They viewed the value of the company as a coherent system (methods of valuation, factor analysis of the process of creating new value, determining the strategy for achieving the goals, financing the company, balancing the interests of stakeholders and owners of the company, motivational mechanisms).

Further research in this area (R. Braille, A. Damodaran, S. Myers, and many others) has refined and summarized the research and knowledge gained. Tim Koller, Tom Copeland, and Jack Murrin (2000) [3] identified the factors ("hard" and "soft") that shape the company's investment decisions and most influence value. We can argue that the value of the company is a multifaceted phenomenon that includes many factors: legal status, potential of the company, technological development, competitive advantages, credit dependence of the company, company image.