



THE ROLE OF CREATIVE MARKETING IN THE DEVELOPMENT OF INNOVATIVE ECONOMY

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<p>Received: 6th October 2022 Accepted: 8th November 2022 Published: 11th December 2022</p>	<p>This article shows the role of creative marketing in organizing an innovative economy in the country. This article also describes the essence of the concept of creativity, creative marketing, the necessary conditions for the introduction of innovative marketing, types of marketing creativity.</p>
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Increasing competition in commodity and raw materials markets, increasing requirements for the quality of goods and services presented on them, the need to differentiate the product offer on the market, and at the same time slowing down economic growth in many regions, unemployment in developed countries pose the challenge of creating new ways and market development tools. Revealing and accounting for hidden resources that affect the efficient functioning of the economy has always been one of the main goals of economic science as a whole. This task has become especially urgent in recent times. In this regard, such important and at the same time deeply unknown, and therefore often not taken into account, factors of economic development, such as the creative, or otherwise, the creative resource of enterprises, are of particular importance.

An example is the successful activity of such leading companies in the world economy as Google, Samsung, Nokia, Apple. In many ways, the competitive advantages and high economic performance of these companies have been achieved through the use of certain methods that contribute to the activation and attraction of high-quality creative resources that underlie innovation. Considering the trends of the modern Russian economy, one should also note the course towards innovative development. Comprehensive modernization of key industries and infrastructure is the basis of the economic policy of Uzbekistan.

It was at the beginning of the 20th century that innovations began to be seen as the most important means of overcoming cyclical crises. Innovations cease to be the object of management, which is limited exclusively to the sphere of scientific developments. They began to concern not only technological processes, but also management methods, research processes for specific markets, etc., which makes us

reconsider the use of the creative potential of enterprises. Innovations, which are based on a creative principle, become a necessary condition for the survival of an enterprise in market conditions. The innovation process "encompasses all components of the socio-economic system (SES) — society, economy and state. A sequence is formed: marketing - policy - project - management" [1]. Thus, marketing is an integral tool that drives the innovative development of the economy. According to the results of the practice of using marketing tools in the economy of recent decades, the importance of the presence in all areas of marketing of methods and tools, which are also based on a creative (creative) component, is rapidly increasing.

Marketing has a number of functions. One of them is the integrating economic function. "The essence of the latter lies in the fact that all functions in the company must be subordinated to the general idea, the concept of marketing, search, recognition and satisfaction of the needs of specific and potential buyers." The integrating function of marketing allows you to coordinate all sub-functions and increase the effectiveness of the interaction of all targeted actions to achieve the desired result, i.e. provides a synergistic effect" [2]. It is this fact that allows us to assert that the well-established management of the creative potential in the marketing of the company should become the backbone and guiding vector for the development of the effectively operating creative potential of the entire enterprise as a whole. And from here follows the expediency of the primacy of studying the creative resource in marketing in relation to other functions of the enterprise, such as financial, production, etc.

By creative marketing, we will understand a non-standard approach to solving marketing problems, based on the generation of new, extraordinary ideas and the promotion of effective creative solutions that lead to the further implementation of marketing



innovations. Creative marketing is aimed at making significant changes in the product, its design and packaging, using new methods of promoting and selling goods, creating new pricing strategies, using new methods of marketing research, developing a marketing strategy for reaching and developing the target segment, repositioning the product, forming the company's brand and etc. Any innovation begins with the development of a creative product. The use of a creative marketing approach leaves an imprint on the created product, endowing it with unique characteristics. These characteristics include the following:

1. The novelty of the goods. The first sign of a creative idea underlying a product or service may be a new manufacturing technology, a change in the composition or configuration of the product itself.

2. Non-standard goods. The second sign is responsible for the destruction of established standards, sometimes its application is expressed in the combination of incompatible (at first glance) components.

3. Expediency in use. Today, there are many products on the market that surprise with their combinations: a button for stress-unstable users of personal computers or a binary wrist watch. All these products are undoubtedly new and non-standard, but not all of them bring direct benefit to the consumer.

4. Development. The creation of a product based on a creative idea should be aimed at the further development of the company and the industry in which it operates (improving the image, developing new technologies and attracting investments).

Within the business environment, all possible types of marketing creativity that provide an economic result can be logically considered in two main groups:

- 1) organizational marketing creativity;
- 2) applied marketing creativity.

Organizational marketing creativity is the prerogative of top management in the field of marketing activities, but any employee is also able to suggest improvements in the marketing management system of an enterprise or organization. These innovations are aimed at improving the efficiency of the management of the company's marketing activities, improving the organization of internal marketing, interaction between the regional divisions of the corporation, and even between individual positions in the personnel hierarchy. In addition, organizational creativity applies to interaction with external partners.

Innovative ideas in marketing can support cost-effective decision making. The development of new

ideas is carried out personally by employees of the relevant services and the intensity of the appearance of innovations depends on their creative potential. The formation of conditions in which the creative potential of responsible employees will be best manifested is in the interests of the company. Organizational marketing creativity is an essential attribute of a top manager's personal brand, it makes a significant contribution to the existing ability to manage, find non-standard solutions, and ways out of situations.

Despite global trends in the consolidation of companies and the complication of products, a specific creative person is still able to make significant changes in the development trends of a particular industry. Similarly, managerial abilities make business process organizers famous, and the names of successful businessmen sometimes become even more famous than the names of inventors or employees who have distinguished themselves in applied art. Both organizational and applied marketing creativity can manifest itself in a creative or optimization form.

In the first case, the initiator is not a direct consumer of the results of applying the proposed innovations, for example, the decision to bring a new product to the market. Optimization creativity entails results, the consumer of which will be the initiator himself, his structure, subordinates, etc. Creative marketing is only productive when it is focused on subsequent practical actions that ensure the growth and progress of both the enterprise and the economy as a whole.

Process for the sake of process doesn't matter. Hence, creativity, embodied in innovation, allows you to move from one stage of development to another, providing a new qualitative state and, accordingly, moving forward. Let's single out the preconditions that make possible the birth of innovation, including marketing:

First, it is necessary to have an understanding by the management of the enterprise that innovations are of particular importance in the modern market economy. On the one hand, they are indicators of the competitiveness of the enterprise, on the other hand, they ensure this competitiveness.

Secondly, the enterprise must be receptive to creative ideas, any of which must be considered in terms of its effectiveness and benefits brought to the enterprise by its implementation.

Thirdly, "innovations in entrepreneurial activity must be considered as a phenomenon that lies in the sphere of demand, not supply, because innovation changes the value and utility derived by the consumer



of goods, it transforms economic resources into a new, more productive form" [3], which allows gaining competitive advantages.

Fourthly, uniting the efforts of the entire team of the enterprise to bring a creative solution to its innovative implementation is of particular importance. The moment of need for marketing innovation can be viewed as a certain time period, determined by objective economic laws that are independent of us and our knowledge of them, when an innovation can be introduced to maintain or achieve economic equilibrium. At the same time, an enterprise can introduce marketing innovations without an urgent need for them both on the part of the company itself and on the part of the market. Let's call this behavior of the enterprise as the use of a strategy of foresight or pro active marketing strategy.

Another option is the introduction of a marketing innovation at the time of the presence of a direct market need or the need of an enterprise due to environmental factors. In this case, the signal indicating the need for marketing innovation will be the emergence of some problems for the firm, whether it be a decrease in profits, a decrease in market share, or, finally, the stagnation of the firm's activities. This behavior of the enterprise is a reactive marketing strategy. Each of these strategies has its own advantages and disadvantages. So the foresight strategy allows you to solve the problem before it arose, i.e. the company does not incur any losses due to the delay in the introduction of a marketing innovation, however, in this case, there is a threat to make a mistake in the prediction of the choice of a marketing innovation.

In a reactive strategy, everything is exactly the opposite. Marketing innovations are divided into product and process innovations. Product marketing innovations include [4]:

- Application of new materials;
- Application of new semi-finished products and components;
- Development of fundamentally new products;

- Application of new packaging;
- Development of a new brand, etc.

Process innovation means the use of new methods of organizing production and other processes of the enterprise.

In most cases, creative methods and tools for the implementation and use of marketing tools are developed directly by the resources of the company itself. Recently, however, there has been a tendency to "borrow" ideas from the consumers themselves - they

are trying to satisfy the need with the means available to them, attracting their creative potential. Further, the idea is considered by the entrepreneur for the presence of a creative component according to the above criteria. "Borrowing" ideas from consumers, as an example of using a creative approach in the production of a product or service, is one of the many creative marketing methods. For example, "guerrilla" marketing implies a rejection of the standard, a focus on the effectiveness of the marketing policy in the absence of serious financial investments. When using creative marketing, an enterprise receives an undeniable advantage at each stage of the product or service life cycle.

The use of a creative approach by business entities is an integral element of modern business processes, acquiring a significant role in achieving the goals set. A reasonable combination of creativity and a pragmatic approach is the key to effective functioning in the business environment of any entity - from a large company to an individual entrepreneur. Thus, the identification of the relationship between creative marketing and the innovative activity of enterprises allows us to highlight a new mission of the innovative economy through the activation, development and giving a positive direction to the processes taking place in the socio-economic system through the implementation by enterprises of their creative ideas in innovation, which allows us to achieve the progressive development of markets.

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