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## TERRITORIAL DIMENSION OF INNOVATIVE DIFFUSION IN THE SOCIO-ECONOMIC SYSTEMS: MARKET ASPECT

### 1. Introduction

Dynamic changes in the global environment extrapolate their effect on economic processes accompanied by the diffusion of innovations in view of the informational and cybernetic nature of social relations in recent years. This requires the development of a clear essence and action plan for defining the marketing parameters of innovative diffusions of the local socio-economic systems.

Issues related to the strengthening of innovative diffusion in the socio-economic systems reinforce localization trends in many countries of the world, including Ukraine. This prompts us to consider innovative diffusion through the prism of the competitive advantages of each socio-economic system, which made it possible to substantiate the need to form its positive image by introducing a marketing approach to the process of innovative diffusion and the territorial planning system.

In addition, in the modern terms the importance of studying the theoretical and methodological as well as methodical aspects of determination the marketing parameters of innovative diffusions in the local socio-economic systems, due to the need to form their positive image. With the help of image each local socio-economic system (as well as a territorial community in Ukraine) will be able to position themselves effectively both in an endogenous environment (among territorial communities – competitors) and in an exogenous one (in comparison with similar territories of other states). Such a territory inspire confidence from the state, potential investors, encourage residents of other communities to

visit it, getting acquainted with those characteristics and features that made it unique and attractive for living, doing business, developing tourism, etc. Therefore, the territorial and market approached in the innovative diffusion play a vital role for the positive reputation looks the most successful and advantageous against the background of other similar administrative-territorial units. These arguments justify the importance of highlighting the marketing features of innovation diffusion in socio-economic systems and determine the need to study this process from the point of view of a territorial approach and such a marketing tool as positioning. To understand the importance and fundamental logic of the positioning of innovative diffusion within local socio-economic systems (territorial communities of Ukraine), it is important to examine this process step by step, taking into account the factors affecting the image of the local socio-economic system; system, forming its image concept, as well as programming the attitude of the audience to it, which emphasizes the relevance of the chosen research topic.

### 2. Literature Review

A large number of domestic and foreign experts agree that the need to introduce marketing of territories (socio-economic systems) through their positioning, based on the diffusion of innovations, arises an extremely important problem in modern economic conditions, since it is dealt with by representatives of administrative-territorial units of all management levels in many countries around the world. Some of them find

solutions to this problem in such a marketing tool as branding (if the territory does not yet have its own brand) or rebranding (if it is necessary to rehabilitate the image, remove “labels” that impede the development of a city, community or region). Indeed, the image of a territorial community plays a decisive role in ensuring its sustainable development, since built thanks to its unique features, by which this territory can easily identify and not confused with its neighbours. In the context of decentralization of power in Ukraine and the creation of new administrative-territorial units (territorial communities), competition between them is growing.

The theoretical foundations of the development of territorial marketing in the socio-economic systems highlighted in the scientific works of such foreign scientists as D. Kincaid [1], E. Rogers [1; 2], L. Singer [3], V. Avramchikov [4], I. Budnikevich [5; 9], S. Romanyukha [6], W. Dow and K. Lim [7], J. Bradley, G. Carpenter [8], D. Haider, F. Kotler, D. Trout, V. Taucharungroj. The scientific aspects of marketing support for the development of territories (socio-economic systems) formed by the following Ukrainian scientists as O. Bilovodska, N. Hrinchuk, I. Zablodska [6; 10], N. Kolesnytska, T. Smyrnova, V. Shpyliova, etc.

Analysis of scientific sources proves that some foreign and Ukrainian scientists in their works unfairly underestimate the importance of innovative diffusion in the territorial context (socio-economic systems), mistakenly believing that only the implementation of an action plan within the framework of the Development Strategy of a city, community or region can provide marketing of territories (socio-economic systems). That is why the marketing parameters of innovative diffusions play a great role in the territorial development as well as the analysis of scientific and theoretical developments in the context of methodological aspects of determination, presented by the scientists, such as: O. Kolomytseva [11], L. Panasenko [12], K. Janiszewska and A. Insch [13], etc. Their results allow us to assert their modernity through the creation of new territorial and administrative units in Ukraine (territorial communities) and the relevance of the Concept of sustainable development. Nevertheless, in practice, it turns out that only representatives of the expert and scientific environment can assess the marketing role of innovative diffusion in the context of the development of territories (socio-economic systems) for their positioning.

Despite the activity of research on this topic, there are still disputes about the necessity and importance of marketing territories (socio-economic systems) through their positioning, including through the diffusion of innovations.

### 3. Aims

In a dynamic and changing economic environment, research into the territorial dimension and marketing

aspects of innovative diffusion in the context of development the socio-economic systems is becoming increasingly important. This actualizes the research of territorial marketing of innovative diffusion in the context of development the socio-economic systems to ensure the well-being of communities, cities, regions and countries and allows to establish the main aim of the research that consists in researching the theoretical and methodological aspects of determination the marketing parameters of innovative diffusions of the local socio-economic systems with the sustainable development provisions (which now extrapolates its functions to all spheres of life).

It is planned to achieve the set aim by solving a pool of tasks, including the next ones:

- to consider the role of marketing the innovative diffusion in the context of development the socio-economic systems;

- to classify the forms, methods and types of innovative diffusion in the socio-economic system;

- to research the diffuser groups and their characteristics in the territorial aspect;

- to describe a positioning of innovative diffusions in the framework of local socio-economic systems;

- to highlight the main stages of the positioning process of innovative diffusions in the framework of local socio-economic systems in Ukraine;

- to suggest a sequence of actions for activating the positioning of innovative diffusions in the framework of local socio-economic systems in Ukraine;

- to develop a procedure for positioning local socio-economic systems in Ukraine as well as identify their main parameters through the prism of sustainable development concept.

The solution of the set tasks will lead to the article aim and provide theoretical and methodological aspects of defining the marketing parameters of innovative diffusions of the local socio-economic systems, taking into account the provisions of the Concept of sustainable development.

### 4. Methods

This article defines the marketing role of innovative diffusion in the context of the development in the socio-economic systems based on the classification of forms, methods and types of this process, which made it possible to form the main groups of diffusers and provide them with characteristics through the prism of the territorial aspect. For achieving the aim and implementing the research objectives, the authors used the following methods: an abstract-logical method (in considering the role of marketing the innovative diffusion in the context of development the socio-economic systems and classifying its forms, methods and types), a logical generalization method (in researching the diffuser groups in the territorial aspect), method of structural and logical analysis (in highlighting the main stages of the positioning process of innovative diffusions in the framework of local socio-

economic systems in Ukraine), a method of partial goals as well as a systemic approach (in a sequence of actions for activating the positioning of innovative diffusions in the framework of local socio-economic systems in Ukraine and in a procedure for positioning local socio-economic systems in Ukraine and identifying their main parameters through the prism of sustainable development concept).

The basis of this scientific research is the theory of the organization of state power and local self-government, as well as the concept of sustainable development, scientific works of foreign and domestic scientists on the territorial dimension of innovation diffusion, positioning of administrative and territorial units at the local level, current legal acts, reporting data of socio-economic systems of Ukraine, Internet resources and publications, results of own research and development.

### 5. Project description and theoretical foundations

To consider a role of marketing the innovative diffusion in the context of development the socio-economic systems the authors share the provisions of the theory of innovative diffusion theory, T. Hägerstrand, focused on the fact that the diffusion of

innovations is associated precisely with the territory, and its socio-economic position is of prime importance. In turn, the marketing of innovative diffusion in the context of development the socio-economic systems is, first of all, a set of marketing activities aimed at actively promoting innovations and their dissemination through existing or created communication channels in various ways: contact (implies the presence of direct contact during the transfer of information from an innovative element to the old); hierarchical (creates a movement of innovation both vertically (from bottom to top, top to bottom) and horizontally – from one acceptor to another according to the existing hierarchical structure); cascading (innovations move from their generator to the second, third and subsequent levels).

Depending on the structure and quality of communication channels, the speed and opportunities for the dissemination of innovations vary greatly, forming various ways of their transmission. That is, the rate of innovative diffusion for different methods will be different: the minimum – for the contact method, the average – for the hierarchical and cascading, and maximum – for the network method [4]. The classification of forms, methods and types of innovative diffusion in the socio-economic system presented in Fig. 1.

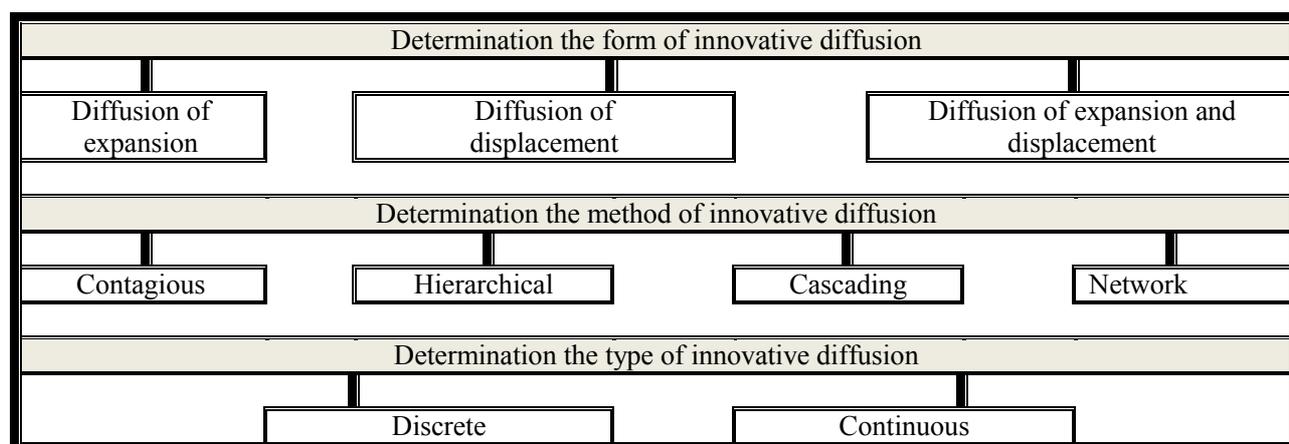


Fig. 1. Classification of forms, methods and types of innovative diffusion in the socio-economic system

An important factor that should take into account when determining the forms, methods and types of innovative diffusion in the socio-economic system is the innovative activity of the diffuser. In the classification based on the type of diffuser, five groups usually distinguished: diffusion carried out by a diffuser-innovator, a diffuser-early recipient, a diffuser-early centrist, a diffuser-late centrist, a diffuser-conservative. This gradation built from the standpoint of the innovative activity of diffusers and their propensity to take risks. There are also five main factors influencing the adoption of innovation, and each of them plays a role in different ways in the following five categories: relative advantage – the degree to which an innovation considered better than the idea, program, or product that

it replaces; compatibility – how much the innovation matches the values, experiences and needs of potential users, complexity – how difficult it is to understand and/or use the innovation, sustainability – the degree to which an innovation can be tested or experimented with for acceptance and observational – the degree to which innovation delivers tangible results.

The theory of innovative diffusion has been successfully applied in many fields, including communications, agriculture, healthcare, criminal justice, social work and marketing. For instance, in the health field, this theory used to accelerate the adoption of important health programs, which usually aim at changing the behaviour of the social system. The most successful adoption of innovations in health care is the

result of their understanding by the target population and the above factors affecting the level of adoption [3]. Sharing the scientific works of E. Rogers [1; 2], the authors provide a short territorial description of each

group of diffusers in Table 1. The presence of territories (countries, regions, cities and communities) that belong to diffuser-conservatives and diffuser-late centrists because diffusion is always risky.

Table 1

**Diffuser groups and their characteristics: territorial aspect**

<b>Diffuser groups</b>	<b>Characteristics</b>
Diffusers-innovators	Countries, regions, cities and communities are actively collecting information about new products. They influenced by the media and have a wide network of communications. Compared to others, the degree of uncertainty assessed
Diffusers-early recipients	Strong integration into global or national society. They have a wide network of communications and help other countries, regions, cities and communities to overcome obstacles to their development and influence them. They have their own experience in the diffusion of innovations
Diffusers-early centrists	Countries, regions, cities and communities are adopting new products earlier than others are. They are in contact with the world's leading centres of innovative diffusion. They need a relatively long time to innovate. Acting as carriers of information on the implementation process of the innovation's effectiveness
Diffusers-late centrists	Weak media influence. These are underdeveloped countries, regions, cities and communities. The last to know about innovations. The introduction of innovations occurs only under the influence of external pressure
Diffusers-conservatives	Underdeveloped countries, regions, cities and communities in an isolated situation. Traditional values roll over. Passive, changes accepted last

About innovative goods or services, E. Rogers notes that the process of diffusion of an innovative idea or object at the macro level can consider according to the following prerequisites: idea or object should be identified as an innovation; idea or object should be transmitted through certain channels (depending on their types); idea or object should be accepted among members of the socio-economic system; idea or object should take into account the duration or factor of time.

## 6. Results

### 6.1. Positioning of innovative diffusions in the framework of local socio-economic systems

The positioning of certain territories (local socio-economic systems) is a set of marketing activities that implemented to meet the needs of various segments of target consumers. Moreover, the positioning of innovative diffusions in the framework of local socio-economic systems is the positioning of territories (socio-economic systems) using innovative diffusions. To understand the importance and fundamental logic of positioning of innovative diffusions within local socio-economic systems (territorial communities of Ukraine), it is advisable to consider its features through the prism of the process approach, which contains four stages (Fig. 2.)

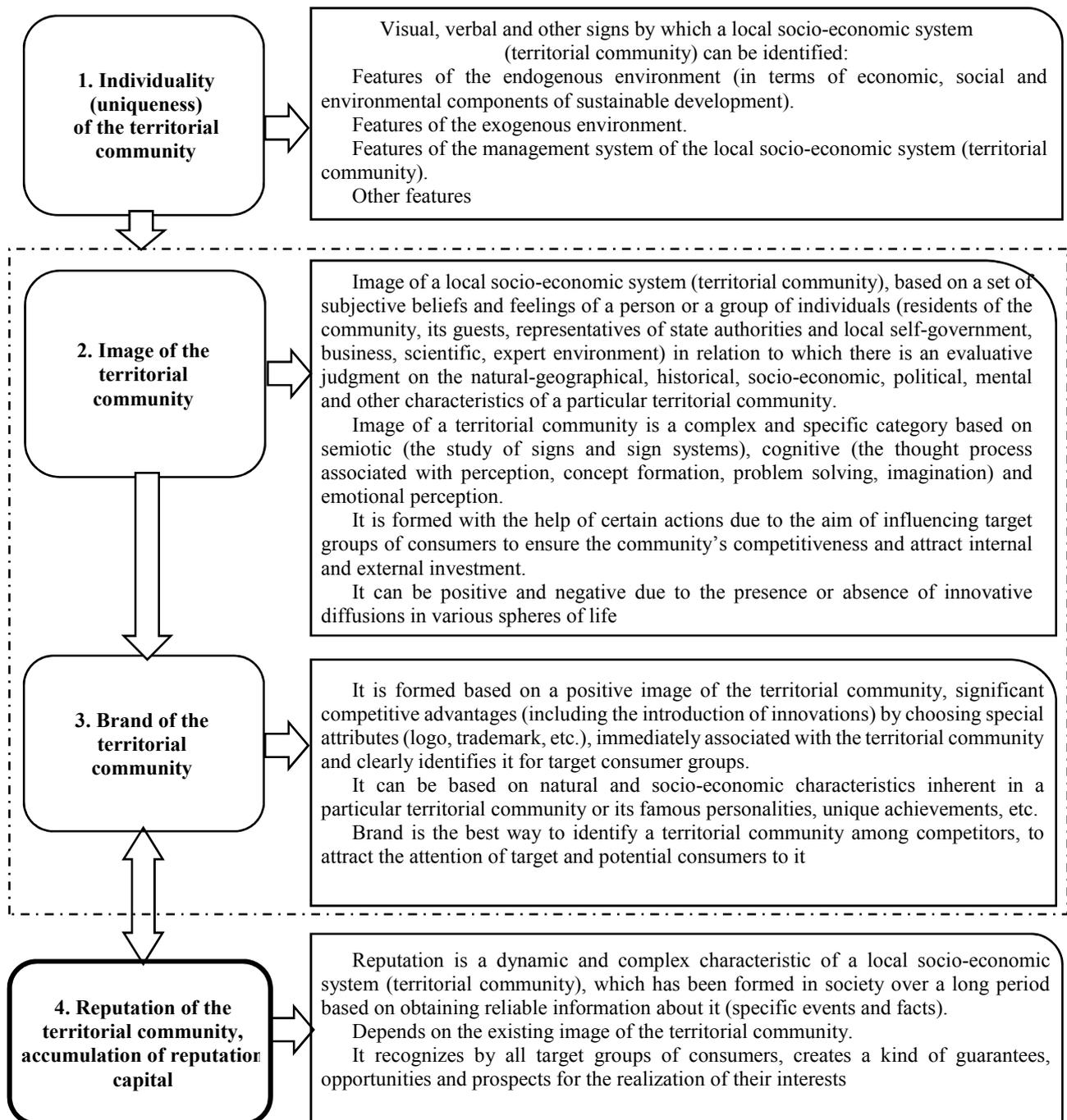
Thus, the creation of a positive image of local socio-economic systems (territorial communities) is a necessary process to ensure their recognition in our country and, possibly, abroad, to build trust from all target groups of consumers, which will contribute to the division of additional funds. In addition, it could make

the territorial community less vulnerable to internal and external threats and risks, as it will be able to provide an undeniable advantage in the competition with other territories for natural, material, human, and entrepreneurial resources.

As noted, Ukrainian territorial communities are just beginning their path to the formation of a positive image and a stable reputation, however, they laid the prerequisites for the implementation of this process even when they amalgamated and began to plan the development of their territories in a strategic dimension, based on the concept of sustainable development. Therefore, those territorial communities, which created several years ago, already have a set of necessary quantitative and qualitative indicators that characterize their development as local socio-economic systems (territorial communities) in economic, social and environmental directions. Analysis of these indicators will help the territorial community to take the first step towards determining its marketing positioning parameters.

The activation of the positioning of local socio-economic systems (territorial communities) (LSES/TC) based on innovative diffusions provides for the implementation of actions, which are proposed to be brought together in an appropriate sequence, has three stages (Fig. 3).

The first stage in activating the positioning of innovative diffusions in the framework of local socio-economic systems (territorial communities) is to identify factors influencing their image. Having predetermined economic, social and environmental parameters for positioning of innovative diffusions



**Fig. 2. Stages of the positioning process of innovative diffusions in the framework of local socio-economic systems (territorial communities of Ukraine)**

in the framework of above-mentioned systems, it is important to research internal and external target groups of consumers. For it, is necessary to determine their specific list, urgent needs and main interests in relation to local socio-economic systems (territorial communities), the degree of their influence on life, as well as on the consciousness of other groups of the target audience through desk and field research. The purpose of field research is to search for and obtain information about existing innovations in the image of local socio-economic systems (territorial communities). Based on

this it is vital to identify factors of positive and negative influence by receiving feedback from the target audience, establishing their thoughts and attitudes to certain factors of influence on the image of local socio-economic systems (territorial communities). Therefore, this step we recommend to carry out by formulating specific questions to target groups of consumers, choosing type and form of their survey (depending on the subject of research: sociological, political, marketing, psychological; depending on the number of respondents (sample population): mass, sample, individual,

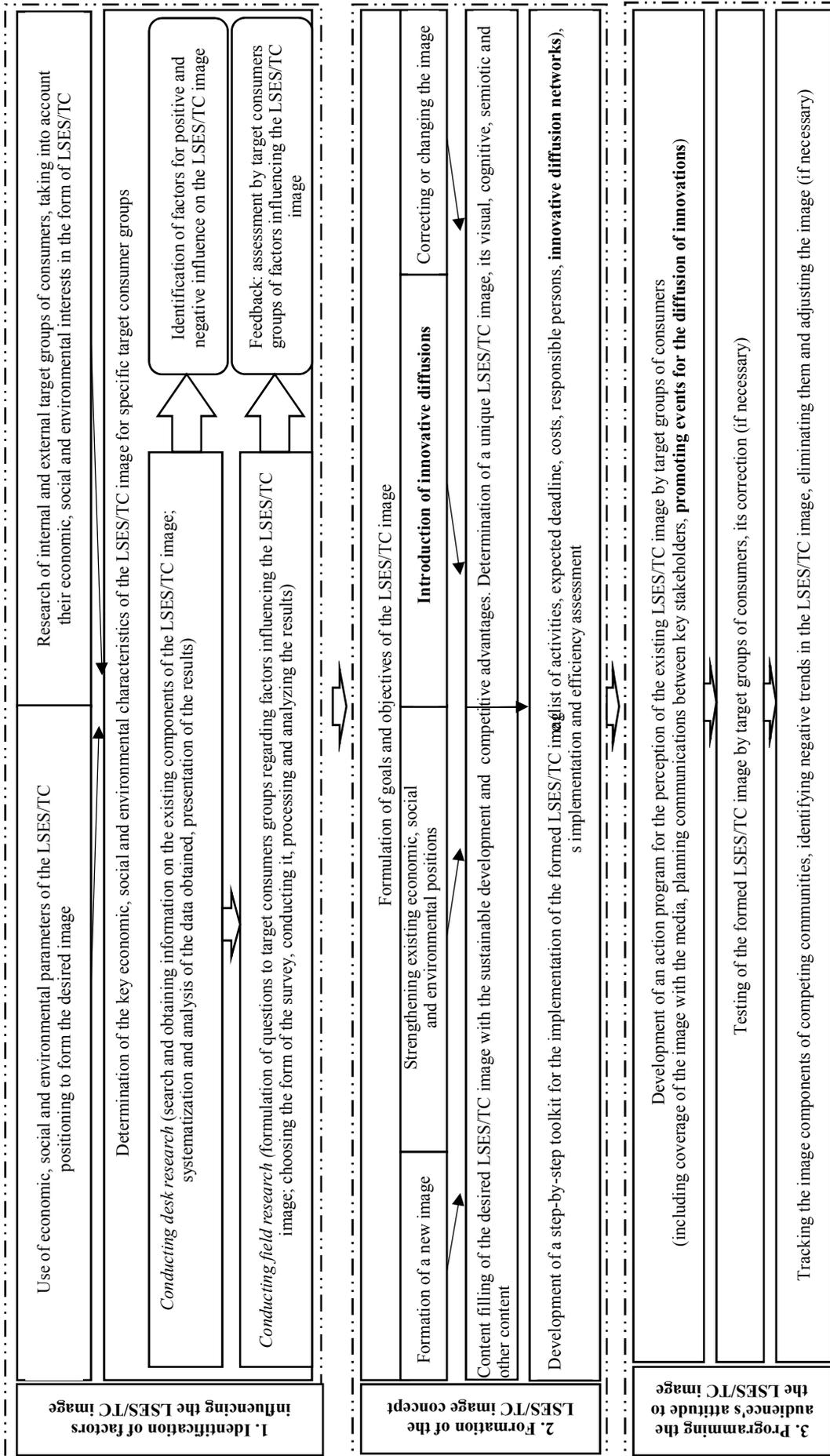


Fig. 3. Sequence of actions to activate the positioning of innovative diffusions in the framework of local socio-economic systems (territorial communities of Ukraine)

expert, oral or written; depending on the objectives of the survey: standardized, non-standardized, etc.). After the survey, it is necessary to process and analyse the results, thus, it is extremely important that the working group will deal with the positioning of innovative diffusions should include specialists – representatives of the scientific and expert environment, who will help to carry out the indicated actions professionally and efficiently.

The second stage of the sequence of actions to activate the positioning of innovative diffusions in the framework of local socio-economic systems (territorial communities) is to form their image concept. First, it is necessary to formulate goals and objectives to which the future desired image will direct. The absence of unifying ideas and strategic goals will not allow the use of marketing tools as efficiently as possible, and all actions in this case will aim at solving only single (point) tasks. It can affect the promising and attractive image of local socio-economic systems (territorial communities) in a very limited and unsystematic way.

Depending on the goals, it is necessary to choose one of four options for the formation of image concept: formation of a new image, strengthening existing economic, social and environmental positions [10], introduction of innovative diffusions or correcting (changing) the image. The chosen version of the concept, which is based on the desired image of the local socio-economic system (territorial community), should then be filled with meaningful elements in the context of the components of sustainable development, taking into account the significant competitive advantages of this territory.

After the formation and filling of the desired image with meaningful, emotional, competitive components, it is advisable to develop a systematic toolkit that will help implement this image in life and understand how it is effective. It is important that each local action (step) accompany by the presence of such important structural elements of planning the territory development, as expected deadline, amount of costs and responsible persons for effective control over implementation in order to correct. In addition, at the second stage of this process it is advisable to introduce the innovative diffusion, if it did not exist. Diffusion of innovations can occur in any way and form: from specific innovative products to the innovative forms of business organization or a network of innovation diffusion.

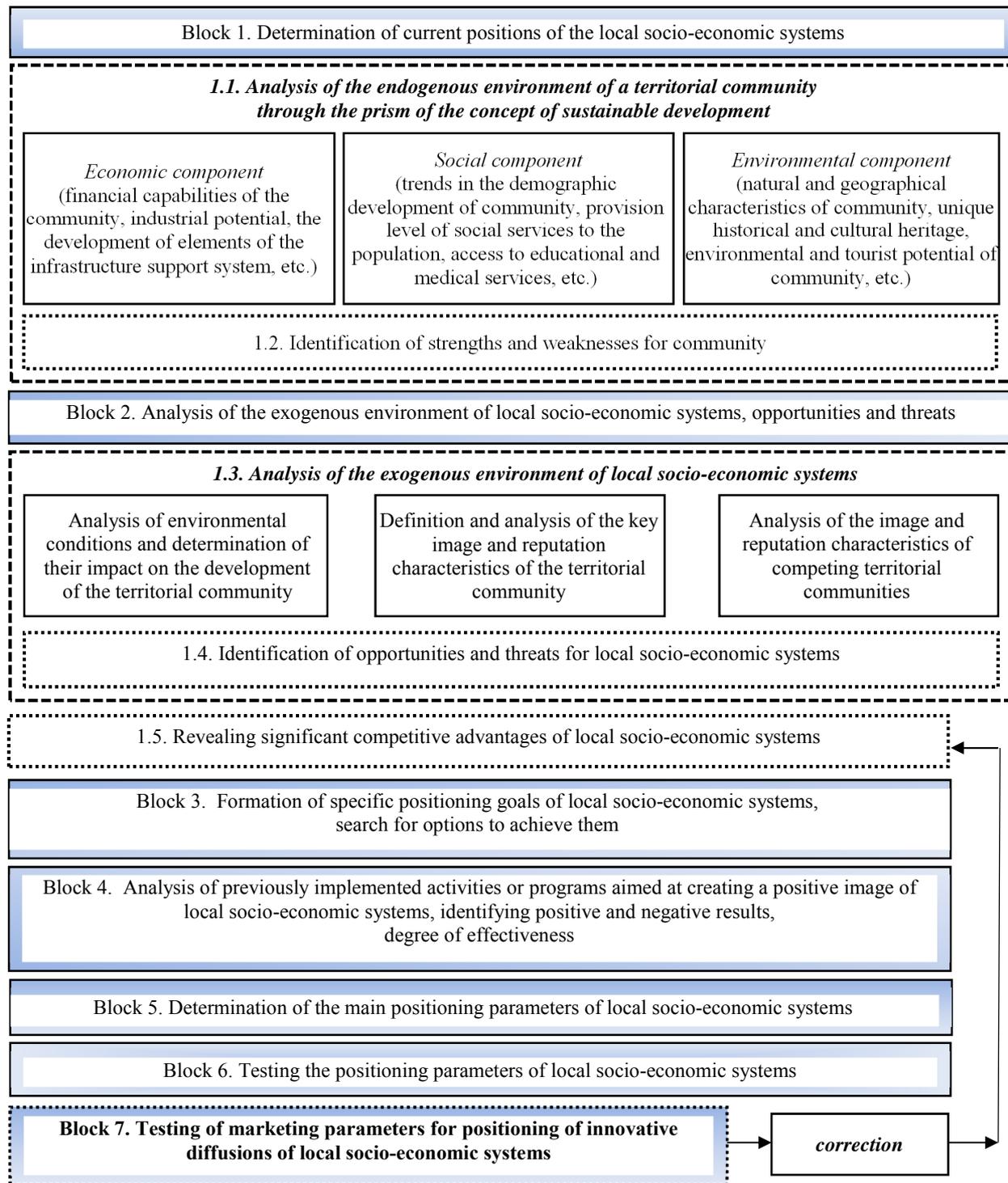
The third, final stage of actions to enhance the positioning of innovative diffusions in the framework of local socio-economic systems aims at improving economic, social and environmental positions. This stage is rather difficult, since it involves the development of an action program for projecting a positive image perception of the local socio-economic system by target groups of consumers. To complete this stage successfully, it is vital to think in detail about the most effective tools and mechanisms for considering by each category of consumers. In order to test the image

perception of the local socio-economic system (territorial community), or to identify the opinion of target groups of consumers, it is advisable to test image in one or more ways from the first stage of this algorithm during field research. The results of such testing will indicate the need to correct an attitude of the audience to the image of the local socio-economic system (if necessary). The final step is to monitor the image elements of competing territorial communities (to eliminate similarities), identify negative trends in the image of the studied local socio-economic system (territorial community), correct them and adjust the image.

The proposed sequence of actions to activate the positioning of innovative diffusions in the framework of local socio-economic systems (territorial communities of Ukraine) aims to take effective steps as soon as possible towards the formation of their unique and attractive image. Therefore, this approach should provide for the programmed actions in order to minimize any randomness. This sequence of actions designs to improve the economic, social and environmental positions of any territorial community of Ukraine, but primarily it is necessary for the east of Ukraine (on the territory of Luhansk and Donetsk regions). These local socio-economic systems (territorial communities) need more time and close attention, both by government officials and representatives of local self-government bodies, in solving the most important and most painful issues related to improving their image by activating innovative diffusions.

## ***6.2. Methodological aspects of determination the marketing parameters of innovative diffusions of the local socio-economic systems***

The provisions of the Sustainable Development Strategy for Ukraine by 2030 [14] provide for the coordination of this document with the Development Strategies for local socio-economic systems – regions, cities and territorial communities – to ensure the correlation of national, regional and local interests. Therefore, determining the positioning parameters of local socio-economic systems (territorial communities) should harmoniously wove into the process of ensuring their sustainable development. Achieving this goal is possible due to the implementation of the positioning procedure for the local socio-economic systems, taking into account the provisions of the Concept of sustainable development and the determination the marketing parameters of innovative diffusions (Fig. 4). The first block of this procedure devotes to determining the current positions of the local socio-economic systems and includes two components: analysis of the endogenous environment through the prism of the Concept of sustainable development, as well as identifying the strengths and weaknesses of the local socio-economic systems. The economic positions of local socio-economic systems can investigate thanks



**Fig. 4. Procedure for positioning local socio-economic systems and determining the marketing parameters of innovative diffusions, taking into account the provisions of the Concept of sustainable development**

to statistical indicators reflecting the level of their financial and budgetary self-sufficiency, presence and development level of their industrial potential, development level of the engineering and transport infrastructure system and the activity of introducing innovations in various spheres of local socio-economic systems (territorial communities).

It recommends considering the social positions of these socio-economic systems through the prism of such principles as meeting basic human needs for water, healthy food, access to quality medical care, safe housing, educational services, etc. In addition, it is vital to highlight such qualitative and quantitative indicators to determine the current position of the territorial community, reflecting the level of development of its

social infrastructure system and the provision of services to the population, as well as trends in its demographic development [15]. The environmental component of sustainable development of local socio-economic systems (territorial communities) aims at achieving such goals as ensuring the integrity of biological and physical natural systems, preserving the ability of ecosystems to self-heal and dynamically adapt, preventing the degradation of natural resources, environmental pollution and loss of biological diversity.

Considering this, we propose to consider the current environmental positions of the research territory through indicators reflecting the favourable natural-geographical and administrative-territorial characteristics of the territorial community (in which region it is located), as well as the presence of a unique historical and cultural heritage, significant environmental and tourist-recreational potential. Based on the analysis of indicators reflecting the economic, social and environmental positions of local socio-economic systems (territorial communities), its strengths and weaknesses should be determined. The strengths of the territorial community include the presence of an active innovative diffusion in various spheres of community life.

The second block of the positioning procedure for local socio-economic systems, taking into account the provisions of the Concept of sustainable development and contains the following three components: analysis of the exogenous environment of the local system, identification of its opportunities and threats, and identification of its significant competitive advantages.

Analysis of the exogenous environment of local socio-economic systems (territorial communities) provides for the analysis of environmental conditions and determination of their impact on one or another component of sustainable development; it is necessary to understand the risks or limiting factors that interfere with the life of a given area. After that, it is necessary to determine and analyse the key image and reputation characteristics of the community, namely, how it perceives from the point of view of the main stakeholders. If the image of a given territorial community is indistinct, you can safely place new accents on its development according to the above steps. However, if the local socio-economic system already has its own history and a certain level of popularity (both positive and negative), it is imperative to find the reasons for this and consider this experience in further work. It is vital since sometimes the current perception of the area so firmly fixed in the mind target audience; it is very difficult to change it.

It is extremely important to compare the results of such an analysis with similar image and reputation characteristics of the main competing communities. It is important because of highlight the unique features that favourably emphasize the image of the local socio-economic system, distinguish it from the background of others and become the quintessence for the formation of

a positive and recognizable image. On the analysis of the exogenous environment of the territorial community, it is natural to determine the main opportunities and threats for the formation its positive image. This information about the community, together with its strengths and weaknesses identified at the previous step, will make it possible to carry out a SWOT-analysis as well as determine the current state of economic, social and environmental positions of the local socio-economic system taking into account the main risks of an internal and external nature. The above actions together could help to identify the territory's significant competitive advantages, which will later become key points for determining the parameters of positioning and forming an attractive community image.

The third block is the formation of specific positioning goals for the local socio-economic systems, including the positioning of innovative diffusions. To solve this task, it is important to know the internal and external needs of local socio-economic system (territorial community) in order to choose the most beneficial positioning strategy for it in the future:

1. Positioning according to the geographical (administrative-territorial) position of the community. For instance, urban communities can focus on the system of developed transport or social infrastructure, while rural and settlement communities – on environmental attractiveness or on a developed network of innovation diffusion.

2. Positioning by economic benefit can be useful for the local socio-economic systems (territorial communities) located mainly in the centre of region, so they have the features necessary for the business development. Thus, the creation of innovative hubs and incubators forms a powerful economic platform around the world for attracting and serving various stakeholders. In addition, the spatial proximity to large cities is an important advantage of the local socio-economic system for the formation its investment environment attractive to endogenous and exogenous economic entities.

3. Positioning based on human development. This direction of positioning is extremely important, since it is the prosperity cornerstone of any local socio-economic system (territorial community).

4. Positioning based on the development of tourist services in the local socio-economic system (territorial community), which can become key for the formation its attractive image of both urban and rural areas.

Based on the analysis of previously implemented measures or programs aimed at forming a positive image of local socio-economic system, one should identify some positive and negative results as well as define the effectiveness degree of their implementation. At the stage of determining the positioning parameters of local socio-economic system (territorial community), it is necessary to establish all positioning parameters (economic, social, environmental), including marketing, aimed at forming a positive image, creating a brand,

increasing the reputation of the territorial community and the accumulation of its reputation capital.

The seventh block – testing the marketing parameters for positioning of innovative diffusions of local socio-economic systems – completes the procedure for positioning of local socio-economic systems, taking into account the provisions of the Concept of sustainable development and determining the marketing parameters of innovative diffusions. Based on the testing results, the competitive positioning advantages of innovative diffusions of local socio-economic systems adjust.

Of course, the relevance and effectiveness of certain positioning parameters of the local socio-

economic system (territorial community) can only ascertain over the years. Therefore, it is necessary to monitor their implementation from time to time in order to assess their compliance with the set goals, completeness of their unique characteristics, importance and trust of target consumers to them as well as a positive associative array aimed at creating a positive community image. Summing up the research of the theoretical and methodological foundations for the positioning of local socio-economic system (territorial community), it is advisable to group the parameters of innovative diffusions in local socio-economic systems, which is shown in Table 2.

Table 2

**The main positioning parameters of local socio-economic system (territorial community), including marketing**

Components	Positioning parameters of local socio-economic system (territorial community)
<i>Economic</i>	1.1. The group of parameters for financial and budgetary capacity: income and expenses of the general fund per 1 inhabitant, UAH; level of subsidized budgets (share of base/reverse subsidies in income), %; income from diffusion of innovations, UAH
	1.2. The group of parameters for entrepreneurial community potential: number of enterprises (large and medium business) per 1000 people, units; number of private entrepreneurs (small business) per 1000 people, units; average monthly salary, UAH; income from production of branded goods, use of logos, trademarks, signs, etc., UAH
	1.3. The group of parameters for infrastructure development: share of paved roads in the total length of community roads, %; share of households provided with centralized water supply in the total number of households in the territorial community, %; share of households with centralized gas supply in their total number, %; ramification of innovation and marketing infrastructure, units
<i>Social</i>	2.1. The group of parameters for the development of social infrastructure and services provision to the population: number of social infrastructure institutions that are supported by the budget of local government bodies per 1000 people, units; number of general practitioners, family doctors per 1000 population, units
	2.2. The group of parameters for demographic development of community: number of births per 1000 people, people; number of deaths per 1000 people, people
<i>Environmental</i>	3.1. The group of parameters for use of natural-geographical and environmental potential: share of pollutants emissions into the atmospheric air in the regional volume, %; number of objects of the nature reserve fund, units
	3.2. The group of parameters for use of a unique historical and cultural heritage: number of historical, architectural, archaeological monuments, units; number of ongoing projects in 2019 aimed at increasing the tourist and recreational potential of community, units

Thus, the need to form a positive image of the local socio-economic system (territorial community) makes it important to research the methodological aspects of determination the marketing parameters of innovative diffusions in the local socio-economic systems. Analysis of the scientific and theoretical legacy to define the current economic, social and environmental positions of the territories made it possible to conclude that it fragments due to the lack of a specific theoretical and methodological basis for determining the marketing parameters for the positioning of the local socio-economic systems (territorial communities).

## 7. Discussions & Conclusions

The results of foreign and domestic scientific cases on highlighting the marketing role of innovative diffusion in the context of the development of socio-economic systems made it possible to classify the forms, methods and types of diffusion of innovations in the socio-economic system, based on which we identified five main factors influencing the adoption of innovations. The research works have been investigated

and prove the necessity of introducing the marketing of territories (socio-economic systems) through their positioning based on the innovative diffusion. In addition, modern economic conditions force each territory (including territorial communities in Ukraine) to take marketing measures in order to gain the best positions in the economic, social and environmental spheres, including through the diffusion of innovations, using own uniqueness. It proved that thanks to the implementation of a pool of marketing activities, each socio-economic system (community) is able to form a positive and recognizable image for others, the implementation of which will help to increase competitiveness and attract internal and external investment flows to ensure sustainable development of the territory. Therefore, the role of marketing innovative diffusion in the context of the development of socio-economic systems is to position territories through the formation of their positive image, brand development, reputation strengthening, and accumulation of reputation capital.

Importance of highlighting the marketing features of innovative diffusion in the socio-economic systems

made it necessary to study this process from the point of view of such a marketing tool as positioning. To understand the importance and fundamental logic for positioning of innovative diffusions in the framework of the local socio-economic systems (territorial communities of Ukraine), its features considered through the prism of the process approach, which contains four stages: determination of individual (unique) characteristics of community, formation of its image, brand as well as accumulation of reputation capital. This block of research proposes a clear sequence of actions aimed at enhancing the positioning of local socio-economic systems (territorial communities) because of innovative diffusions, containing three main stages: identifying factors influencing the image of a local socio-economic system, forming its image concept, as well as programming the attitude of the audience towards it.

Methodological aspects of defining the marketing parameters of innovative diffusions of the local socio-economic systems disclosed in this research through the developed positioning procedure, taking into account the provisions of the Concept of sustainable development. This procedure includes the determination of current positions of local socio-economic systems (territorial communities) as well as two important components: analysis of the endogenous environment through the prism of the Concept of sustainable development and identification of the strengths and weaknesses of local socio-economic systems.

The need to take into account the peculiarities of the implementation of the Concept of sustainable development in the Ukrainian administrative-territorial units and the relevance of the positioning process of innovative diffusions in the framework of local socio-economic systems made it possible to determine: groups of diffusers and their characteristics, taking into account the territorial aspect; stages of the positioning process of innovative diffusions in the framework of local socio-economic systems (territorial communities of Ukraine); sequence of actions to activate the positioning of innovative diffusions within the local socio-economic systems (territorial communities of Ukraine); main positioning parameters of the local socio-economic systems (territorial communities) through the prism of their sustainable development components; positioning procedure of the local socio-economic systems, taking into account the provisions of the Concept of sustainable development and determination the marketing parameters of innovative diffusions.

Thus, the theoretical and methodological aspects of determination the marketing parameters of innovative diffusions of the local socio-economic systems reflected in the developed procedure for their positioning, in certain marketing parameters of innovative diffusions, taking into account the provisions of the Concept of sustainable development and in the proposed positioning strategies, which made it possible to determine the main positioning parameters of the local socio-economic systems (territorial community), including marketing ones.

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#### **Заблодська І. В., Рогозян Ю. С., Хандій О. О. Територіальний вимір інноваційної дифузії в соціально-економічних системах: ринковий аспект**

Стаття присвячена територіальним аспектам інноваційної дифузії в соціально-економічних системах в ринкових умовах, оскільки її розвиток стає все більш важливим для забезпечення конкурентоспроможності територій. В роботі розкривається взаємозв'язок між поширенням інновацій та територіальним маркетингом у контексті розвитку соціально-економічних систем для забезпечення добробуту громад, міст, регіонів та країн. Доведено, що сучасні зміни в економічному середовищі змушують кожну територію вживати певних маркетингових заходів, щоб завоювати найкращі позиції в економічній, соціальній та екологічній сферах, у тому числі шляхом поширення інновацій та використання власної унікальності. Завдяки реалізації пулу маркетингових заходів кожна громада зможе сформувати позитивний та впізнаваний імідж, реалізація якого сприятиме підвищенню конкурентоспроможності та залученню внутрішніх та зовнішніх інвестиційних потоків для забезпечення сталого розвитку території. Це дало змогу зробити висновок про роль інноваційного дифузійного маркетингу в контексті розвитку соціально-економічних систем, що полягає в позиціонуванні територій через формування їх позитивного іміджу, розвиток бренду, зміцнення репутації та накопичення репутаційного капіталу. Автори досліджують маркетингову роль інноваційної дифузії в контексті розвитку соціально-економічних систем на основі класифікації форм, методів і видів цього процесу, а також шляхом визначення основних груп дифузії та їх відповідних характеристик через призму територіального аспекту. За результатами аналізу наукових праць зарубіжних та українських учених зроблено висновок про важливість дослідження дифузії інновацій у соціально-економічних системах з урахуванням концепції сталого розвитку. Зазначається, що на практиці тільки представники експертного та наукового середовища можуть оцінити маркетингову роль дифузії інновацій у контексті розвитку територій (соціально-економічних систем) для їх позиціонування. Це дозволяє розглянути процес позиціонування інноваційних дифузій у рамках локальних соціально-економічних систем та дослідити послідовність дій щодо інтенсифікації цього процесу. З метою дослідження методологічних аспектів визначення маркетингових параметрів інноваційних дифузій локальних соціально-економічних систем авторами визначено основні параметри позиціонування територіальних громад крізь призму їх компонентів сталого розвитку. Запропоновано порядок позиціонування локальних соціально-економічних систем з урахуванням положень Концепції сталого розвитку та визначення маркетингових параметрів інноваційних дифузій.

*Ключові слова:* інноваційна дифузія, соціально-економічні системи, маркетинг, локальні території, позиціонування, параметри, територіальні громади.

#### **Zablodska I., Rohozian Yu., Khandii O. Territorial Dimension of Innovative Diffusion in the Socio-Economic Systems: Market Aspect**

This work devotes to the territorial aspects of innovative diffusion in the socio-economic systems through the market provisions, since its development is becoming increasingly important to ensure the territories' competitiveness. The components of this article reveal the relationship between innovation diffusion and territorial marketing in the context of the development of socio-economic systems to ensure the well-being of communities, cities, regions and countries. It has been proven that modern changes in the economic environment force each territory to take certain marketing measures in order to win the best positions in the economic, social and environmental spheres, including by spreading innovations and using its own uniqueness. Thanks to the implementation of a pool of marketing activities, each community will be able to form a positive and recognizable image, the implementation of which will contribute to increasing competitiveness and attracting internal and external investment flows to ensure the sustainable development of the territory. This made it possible to draw a conclusion about the role of innovative diffusion marketing in the context of the development of socio-economic systems, which consists in the positioning of territories through the formation of their positive image, brand development, strengthening of reputation and accumulation of reputational capital. The authors investigate the marketing role of innovative diffusion in the context of the development of socio-economic systems based on the classification of forms, methods and types of this process, as well as by identifying the main groups of diffusers and their respective characteristics through the prism of the territorial aspect. Based on the results of the analysis of the pool of scientific works of foreign and Ukrainian scientists, a conclusion was made about the importance of studying the diffusion of innovations in socio-economic systems, taking into account the concept of sustainable development. It is noted that in practice, only representatives of the expert and scientific environment can assess the marketing role of innovation diffusion in the context of the development of territories (socio-economic systems) for their positioning. This allows to consider the process of positioning innovative diffusions within the framework of local socio-economic systems and investigate a sequence of actions to intensify this process. In order to research the methodological aspects of determination of the marketing parameters of innovative diffusions of the local socio-economic systems, the authors identify the main parameters of positioning territorial communities through the prism of their sustainable development components. The procedure for positioning local socio-economic systems proposed, taking into account the provisions of the Concept of sustainable development and determination of the marketing parameters of innovative diffusions.

*Keywords:* innovative diffusion, socio-economic systems, marketing, local territories, positioning, parameters, territorial communities.

