



Innovation Marketing - a Consequence of Business Competitiveness

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ABSTRACT

The expansion of the concept of innovation is generated both by changes in the pace and lifestyle of individuals and especially by the dynamics of digital technology. Digital technology has become more widespread, contributing greatly to the development of marketing activities related to innovation processes. At the level of companies, there are more and more innovation processes oriented towards the development of marketing activities, organization and configuration of the business, these contributing to the achievement of sustainable competitive advantages. The paper addresses the marketing of innovation both as a consequence of the competitiveness of the business environment and as a necessity imposed by current consumers. The study considers the impact of innovation marketing on the market, namely the analysis of consumer preferences for innovative products, the analysis of a series of correlations to explain consumer purchasing behavior and how these innovative products improve quality of life. Taking into account the specific characteristics of the current environment in the economic, social and technological context, we can consider that innovation marketing is the current way of focusing on business, beneficial to the organization, individual or organizational consumers and society as a whole.

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1. Introduction

Today, the innovation process is increasingly important in an organisation that is becoming more and more competitive. Innovation represents a huge opportunity and challenge for any business model, but it is also the model that underpins the creation of sustainable value. Innovation is a process of creative openness to outstanding ideas, as an activity that creates new or improved products, and last but not least it can also be seen as a business strategy (Andrews, J., Smith, D., 2016). An organisation's innovations not only affect itself, but can shape the whole market, from the needs of customers to the structure of participants, the channels that link them and the rules by which they act.

Today, the environment in which organisations operate has a strong influence on how marketing activities are designed and carried out (Abernathy, C., 2020). Digital technology has taken off in a big way, and it is contributing greatly to the development of marketing activities in terms of product and process innovations that are appearing at an increasingly rapid pace in the market.

The concept of innovation is regularly expanded primarily in the development of new products and technologies, but the changes are not just about goods (Fagerberg, J., 2014). In organisations, more and more innovation processes are geared towards developing marketing, organisational and business configuration activities, which contribute to sustainable competitive advantages in the market (Salehi, M, 2012). Innovation marketing may be concerned not only with the promotion of new products or additional quantities of old products that can be launched using more productive technologies, but also with the promotion of the new technologies themselves, mainly taking into account the sale of licences for inventions and know-how incorporated in the new product or technological process, as well as in the equipment for its manufacture (Dahlander, L et al. 2020).

The logic of business development requires increasing profitability and expanding product range. These objectives can be achieved by developing new products (Slater, S. F, 2019). Of course, this is not the only tool to achieve these goals, but it is very important. Following the successful launch of a new product on the market, the company usually expands its product line or provides a new product category.

Recent decades have seen a considerable increase in interest in innovation as a new way to improve productivity, to achieve sustainable economic growth for organisations and society.

Taking into account the specific characteristics of the current environment in the economic, social and technological context, we can consider that innovation marketing is the current way of orientation in the business environment, beneficial to the organization, individual or organizational consumers and society as a whole (Schubert, P, 2019).

2. Literature review

In marketing, innovation is one of the key demands on organisations, both in the private and public sectors. Innovation is the process of solving today's global challenges regardless of the field of activity and is seen as a driver of product competitiveness. Chandrakhanthan and Karthika.R define marketing innovations as aimed at better addressing customer needs, opening new markets or positioning a firm's new product in the market with the objective of increasing firm sales (Chandrakhanthan, Karthika, R, 2019). Innovation marketing is a new approach to classical marketing and involves identifying and introducing innovative methods and techniques in marketing activity, which involves significant changes in the marketing mix, changing product elements, introducing innovative methods of distribution, promotion and pricing. (Baker, M. 2012). The main feature of innovative marketing, unlike classical marketing, is that it does not work with a real product, but with an idea, an innovation (Chaffey, D. 2020). The challenge is to determine whether the idea or innovation will bring enough profit to offset the costs of supporting the whole innovation process (Brown, S. 2015).

For an innovation to succeed, people need to be able to find it and then benefit from it. The main goal of a marketing innovation is to open new markets or increase market share (Edquist, C.,2010). Basically, it is considered a marketing innovation if it makes significant changes to the traditional marketing mix (4Ps: price, product, promotion and placement) (Kotler, P., 2012).

The ability to connect customers to the firm's offering is the most important approach and always has a place to improve customer relationships and engagement. Due to ever-evolving technology and customer preferences, new marketing innovations are needed to promote both new and existing products and services (Kahn, K. B.,2018).

Finding and using innovative marketing practices allows you to improve customer relationships in a variety of ways that have a positive impact on your business. The use of innovative technologies has the added benefit of enabling customers to enhance the online shopping experience by using data to suggest products that match the customer's personal preferences.

Although technology plays an important role in future marketing innovations, it does not necessarily have to leverage new technology (Cohen, L et al, 2019). Marketing innovations are different compared to other innovations in that they can also be used to promote existing products or services in a different way than previously. For example, a product originally used for one purpose can be promoted for another purpose.

The concept of marketing innovation underpins all marketing activity, market research and the creation of an organisation's competitive strategy (Foreman, S., 2018). The main task of marketing departments in the initial phase of innovation research is to prospect the market, namely: demand and competition index, customer behavior and the dynamics of their needs, the presence of competing products and the ability of new products to stabilize on the market (Nastase M, 2008) .

In this context, marketing strategy, market research and operational marketing aim to cover the following main stages (Hoge S, Cecil C., 2017):

- overall economic analysis of the market.
- analysis of economic conditions.
- private market research.
- developing a strategy for innovation penetration.
- operational marketing activities.
- estimates of marketing costs and revenues.

Conceptually, innovation marketing in the modern sense refers to a solidarity of strategies, business philosophy, management functions and procedures, and methodological basis (Kall J et al, 2016). Innovation marketing for developing economies is, in essence, innovation. In industrialized countries, the marketing concept of company expansion holds a respectable place for them (Heckert, N., 2019). It should be noted that the formation of innovation marketing as a scientific discipline has taken place only in recent decades.

Innovative marketing is marketing that includes the organization's mission, philosophy of thought, research domain, management and behavior (O'Sullivan, D., Dooley, L. 2018). This is essential innovation, not imposed innovation, a distinct type of relationship and full risk-taking.

3. The current framework for innovation

The impact of the coronavirus pandemic has been felt around the world. As people have adapted to this new situation, consumer needs and behaviours are changing, presenting new challenges for marketers. The pandemic has accelerated changes in consumer behaviour, amplifying new challenges for organisations.

According to studies carried out on the most used search engine, the most searched information in the context of the current environment has been analysed on consumer demand and needs that have increased in the last year and on changes in consumer behaviour (Aladayleh, K, 2020).

- People are looking for digital innovations to help with immediate needs;
- Consumers drive businesses to innovate;
- Consumers are driving major changes in demand;
- Consumer expectations for online delivery;
- Online content for entertainment and inspiration;
- Consumers have a high need for new information;
- Consumer expectations are aligned across all product categories.

People are looking for digital innovations to help with their immediate needs - with the continuous changes in what people can and can't do, they are looking not only for the latest information, but also for alternative ways to help them with their immediate needs. Throughout the pandemic we have seen an acceleration in consumer digital adoption and this trend continues to this day, with a greater interest in digital innovations that can make people's lives easier. There is also a rise in search interest for:

- online bookstore in Poland;
- online returns in the Czech Republic;
- online application in South Africa;
- online booking in Kenya;
- online reports in Italy.

In addition, there is an increase in searches for scanning technology such as: *QR codes* in Poland, *do QR code* in the Netherlands, *QR code reader* in the UK.

When it comes to technological innovations to help consumers, government tracking apps to stay safe are increasingly sought after, such as: the *tracking app* in the UK and *My Health* in Spain.

Consumers are driving businesses to innovate: searches for virtual alternatives, apps and QR codes are on the rise - given lockdown restrictions and store closures, innovative solutions have emerged during COVID-19 to address new challenges. Companies adapted to the changes and got creative to help their customers and provide the service they were used to. It saw an increase in app downloads across a wide range of categories as consumers sought apps to help meet their new and immediate needs. Searches for *virtual trials* also saw an increase, while QR codes began to reappear and become commonplace again. In the last six months there have been increases in searches such as: general *app* term in Saudi Arabia, *bike app* in Belgium, and *online shopping app* in South Africa.

Consumers are driving major shifts in demand: increased searches for new product categories - As consumers turn to online shopping to meet their personal needs, they are driving a shift in demand for new product categories. Since the start of the pandemic, searches for categories of house & garden and electronics have increased, along with interest in products that help consumers entertain themselves and their children, as well as items that make their lives more comfortable as they spend more time at home. There were increases in search interest for products such as *home cinema* in France, *4K monitor* in Germany, *screen prices* in Egypt, *robot vacuum cleaner* in Italy and *HD smart-led TV* in Turkey. Search interest also increased for *second-hand cars* in both France and Turkey, *hybrid cars* in Germany and *washing machines* in South Africa.

Consumer expectations for online delivery - increasing search interest in online stores and delivery - Search interest shows that many consumers are changing their shopping behaviour and intend to move away from the physical shopping experience as they seek a wide range of products online that can be delivered directly to their door. In Spain consumers were looking for *sushi delivery*, in France for *chocolate delivery*, in Israel for *flower delivery*, in the UK for *compost delivery* and people in Denmark were increasingly looking for general *delivery* times.

Online content for entertainment and inspiration - With behavioural change, consumers are increasingly accessing online video content to satisfy their new needs. People are turning to YouTube for live streams, new ways to entertain and creative inspiration. Search interest was for things to do like: *when you're bored* in the UK, *easy and simple hairstyles* in Egypt, *DIY* in Germany and Turkey, *makeup tutorials* in South Africa, *5-minute fixes* in Turkey and *food challenges* in Saudi Arabia.

Consumer expectations have increased the need for real-time information: from shops near me to new things to do - Due to uncertainty and the many sudden regulatory changes during the crisis, the need for accurate, *real-time* information has also increased. This was especially true for the retail industry as consumers sought local information about store reopenings. This means it was, and is, more important than ever that retailers constantly update this information across all of their digital platforms. Search interest increased, particularly for searches *near me*, as shoppers sought to meet their needs locally and demanded to understand when stores and service firms were reopening.

Consumer expectations are fluid by category: increased need for delivery and coupon codes - When it comes to delivery, search interest shows that consumers in particular have turned to this service to stay connected with friends and family, to make celebrations as special as possible in unprecedented times, or to

make the most of their outdoor space because they were constrained by the situation. With online shopping on the rise for more product categories, consumers began to look for even more coupon codes - and in new areas. Increased search interest exists for: *discount code* in the home and garden category in the UK, *discount code* for retail deliveries and food delivery in Spain and *promotional code* for clothing in France.

4. Analysis of the impact of innovative products on consumer behaviour

The aim of this research is to analyse consumer perceptions of the market impact of innovative products, how innovative products improve consumers' quality of life, the importance of the features that an innovative product should have, consumers' willingness to pay a higher price for an innovative product, and to identify the factors that drive consumers to purchase innovative products. It also aims to identify which categories of consumers are likely to purchase innovative products.

Research objectives:

The objectives of the quantitative research on consumer preferences for innovative products through the analysis of questionnaire data are the following:

Objective1: Analysis of how innovative products improve consumers' quality of life

Objective 2: Analysis of consumer openness to innovative products

Research hypotheses:

H1 - Marketing campaigns and social media information sources;

H2 - Household appliances improve quality of life and technically educated people are interested in buying innovative products;

The study found that young people are the most likely to buy innovative products, as they are the most interested in innovative products and new technologies, as well as in buying them. Quality of life is largely enhanced by products in categories such as: Household Appliances, Small & Large Electronics, Personal Care & Cosmetics and Food. The most important characteristics of an innovative product are its usefulness, level of innovation and technical features, which contribute to the process of improving the quality of life of consumers.

The first hypothesis investigates the existence/non-existence of correlation between the degree of trust that social media sources provide (independent variable) and the mode of promotion-marketing campaigns (dependent variable), using Chi Square, Pearson R, Spearmann correlation coefficient and regression analysis statistical methods.

Table 1.1. Contingency table for assumption 1

		The degree of trust that social media information sources provide					Total
		Very low	Download	Regardless	Picked up	Very high	
How to promote (marketing campaigns)	Very small measure	2	3	4	4	0	13
	Small measure	3	2	7	5	0	17
	Regardless	1	1	9	8	0	19
	Great measure	1	2	9	17	3	32
	Very large measure	0	0	3	6	10	19
Total		7	8	32	40	13	100

Source: Output SPSS Statistics 26

Table Chi Square test results 1.2. - hypothesis 1

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	47,677 ^a	16	,000
Likelihood Ratio	44,767	16	,000
Linear-by-Linear Association	24,917	1	,000
N of Valid Cases	100		

Source: Output SPSS Statistics 26

Since the coefficient of asymptotic significance is close to zero (below the 0.05 threshold of significance) and the value of the Pearson Chi Square indicator (47,677) in the context of 16 degrees of freedom is greater than the tabular Pearson Chi Square (26.296), **Hypothesis 1 is validated.**

Table 1.3. Results of Pearson R and Spearman correlation coefficients tests - hypothesis 1

		Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Interval by Interval	Pearson's R	,502	,076	5,741	,000 ^c
Ordinal by Ordinal	Spearman Correlation	,515	,079	5,948	,000 ^c
N of Valid Cases		100			

Source: Output SPSS Statistics 26

We note that both correlation coefficients have positive values: 0.502 (Pearson R) and 0.515 (Spearman) respectively, which indicates a correlation between the two variables - included in the first hypothesis.

Table 1.4. Regression model for hypothesis 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,502 ^a	,252	,244	1,138

a. The degree of trust that social media information sources provide

Source: Output SPSS Statistics 26

The value of the correlation coefficient is 0.502, which indicates a medium level of correlation between the predictor (willingness to pay more) and the dependent variable (improved health status). In this case, the weight is 25.2%, which is considered quite low.

Table 1.5. ANOVA test associated with the regression model - hypothesis 1

Model		Sum of Squares	df	Mean Square	F	Mr
1	Regression	42,713	1	42,713	32,960	,000 ^b
	Residual	126,997	98	1,296		
	Total	169,710	99			

a. Dependent Variable: Promotion mode (marketing campaigns)

b. Predictors: (Constant), the degree of trust that social media information sources provide

Source: Output SPSS Statistics 26

The table demonstrates 1.5. that the linear regression model predicts the dependent variable in a statistically significant way, as the asymptotic significance value is close to zero, being lower than the allowed significance level of 0.05.

Table 1.6. Coefficients associated with the regression model - hypothesis 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Mr
		B	Std. Error	Beta		
1	(Constant)	1,113	,393		2,835	,000
	4. The degree of trust that social media information sources provide	,627	,109	,502	5,741	,000

a. Dependent Variable: 3. Mode of promotion (marketing campaigns))

Source: Output SPSS Statistics 26

The table provides 1.6. both information on the coefficients used in the linear regression function, and assists in validating the correlation between the predictor and the dependent variable, as the asymptotic significance value (0.000) is lower than the accepted significance level of 0.05.

The regression function in this case will be of the form:

Promotion mode = 1.113+ 0.627 x (social media sources)

The second hypothesis looks at the existence/non-existence of correlation between technically educated people are interested in innovative products (independent variable) and Appliances improve quality of life (dependent variable), using Chi Square, Pearson R, Spearman correlation coefficient and regression analysis statistical methods.

Table 1.7. Contingency for assumption 2

		12. Appliances improve quality of life					Total
		Very small measure	Small measure	Regardless	Great measure	Very large measure	
6. Technically educated people are interested in innovative products	Very small measure	1	0	0	1	1	3
	Small measure	0	1	2	1	2	6
	Regardless	2	1	6	5	4	18
	Great measure	0	0	2	25	9	36
	Very large measure	0	0	0	8	29	37
Total		3	2	10	40	45	100

Source: Output SPSS Statistics 26

Table 1.8. Chi Square test results - Hypothesis 2

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	69,565 ^a	16	,000
Likelihood Ratio	59,385	16	,000
Linear-by-Linear Association	26,817	1	,000
N of Valid Cases	100		

Source: Output SPSS Statistics 26

Since the coefficient of asymptotic significance is close to zero (below the 0.05 threshold of significance) and the value of the Pearson Chi Square indicator (69,565) in the context of 16 degrees of freedom is greater than the tabular Pearson Chi Square (26.296), **Hypothesis 2 is validated.**

Table 1.8. Results of Pearson R and Spearman correlation coefficients tests - hypothesis 2

		Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Interval by Interval	Pearson's R	,520	,093	6,034	,000 ^c
Ordinal by Ordinal	Spearman Correlation	,539	,086	6,329	,000 ^c
N of Valid Cases		100			

Source: Output SPSS Statistics 26

We note that both correlation coefficients have positive values: 0.520 (Pearson R) and 0.539 (Spearman) respectively, which indicates a correlation between the two variables included in the second hypothesis.

Table Regression model 1.9. for hypothesis 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,520 ^a	,271	,263	,796

a. Predictors: (Constant), 6. Technically educated people are interested in innovative products

Source: Output SPSS Statistics 26

The value of the correlation coefficient is 0.520, which indicates a medium level of correlation between the predictor (willingness to pay more) and the dependent variable (improved health status). In this case, the weight is 27.1%, which is considered quite low.

Table 1.10. ANOVA test associated with regression model - hypothesis 2

Model		Sum of Squares	df	Mean Square	F	Mr
1	Regression	23,068	1	23,068	36,409	,000 ^b
	Residual	62,092	98	,634		
	Total	85,160	99			

a. Dependent Variable: 12. Household appliances improve quality of life

b. Predictors: (Constant), 6. Technically educated people are interested in innovative products

Source: Output SPSS Statistics 26

The table demonstrates 1.10. that the linear regression model predicts the dependent variable in a statistically significant way, as the asymptotic significance value is close to zero, being lower than the allowed significance level of 0.05.

Table 1.11. Coefficients associated with the regression model - hypothesis 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Mr
		B	Std. Error	Beta		
1	(Constant)	2,363	,318		7,433	,000
	6. Technically educated people are interested in purchasing innovative products	,467	,077	,520	6,034	,000

a. Dependent Variable: 12. Household appliances improve quality of life

Source: Output SPSS Statistics 26

The table provides 1.11. both information on the coefficients used in the linear regression function, and assists in validating the correlation between the predictor and the dependent variable, as the asymptotic significance value (0.000) is lower than the accepted significance level of 0.05.

The regression function in this case will be of the form:

Household appliances improve quality of life = 2.363+ 0.467 x (technically educated).

In terms of how innovative products improve quality of life, the level of innovation is an important aspect that an innovative product must show, which shows that it helps improve quality of life by making work easier.

Thus, it can be seen that there is a high correlation between how an innovative product should be presented, such as: the technical characteristics of the product, the materials from which the product is made, the reputation of the manufacturer and the elements that determined the purchase of the product: the price of the product, the promotion of the product, the level of innovation of the product. Innovative products usually have a higher price, and the willingness to purchase such a product is more likely to be seen among young, high-income and highly educated people.

5. Conclusions

Innovative organisations analyse and adopt proactive strategies differently, which helps to develop a new approach to innovation and creativity, and this is reflected in the day-to-day work of all branches of the organisation. The performance of the innovation process depends on how well the ways of doing business are adapted within each organisation. In each organisation, a set of specific indicators needs to be properly established and continuously adjusted to new contexts.

Another aspect that has changed considerably is consumer attitudes and behaviour. The accessibility of information makes it more difficult for consumers to be satisfied because they have a clearer view of their needs. Consumers are more diverse, determined and demanding, their motivations and aspirations are more comprehensive, and deciphering their new needs requires considerable effort on the part of marketers.

The degree of openness to innovation and innovative products by both entrepreneurs and consumers is growing, and the acceleration of these changes are increasingly visible in everyday life. The importance and scale of these new processes of doing business has grown with the development of society. One thing is certain: consumer behaviours will remain dynamic, new consumer needs will emerge, existing patterns of innovation will accelerate, and entrepreneurs must be ready to embrace every change. Innovation marketing can have a dual role, on the one hand, it supports organisations in developing and creating innovative products that bring satisfaction to consumers, and on the other hand, it supports consumers in accepting and adopting innovation and new technology.

In conclusion, we can state that the results of this research showed that consumer perception of innovative products is positive, they improve the quality of life of consumers, consumer willingness towards innovative products is high, and the most likely categories of consumers to purchase innovative products are young people, followed by those with a higher level of education who have a greater inclination to try new products. The quality of life of consumers is largely improved by products belonging to the Small & Large Electronics category, and the most important characteristics of an innovative product are the level of innovation and technical features, which also help in the process of improving the quality of life of consumers.

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