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MARKETING COMMUNICATIONS IN ENSURING COMPETITIVENESS OF AUTOMOTIVE COMPANIES

The article provides the substantiation of the role of marketing communication in maintenance of competitiveness of automotive enterprises, defines scales of the organization of research works in Ukraine. The author determined the effectiveness of marketing communications in support of innovation enterprises; characterized the impact of complex marketing communication on the competitiveness of enterprises; determined the content of the concept of marketing potential business; showed changing book value of intangible assets of enterprises.

The author offered the scheme of influence of marketing communications on competitiveness of the enterprises. Increasing value of intangible assets and increasing volume of research projects that contribute to the formation of competitive automotive companies are grounded. A significant positive impact of the formation of communication on competitiveness of innovative enterprises of automotive industry is proved. The author formulat-

ed perspectives of communication software for marketing innovation, which are manifested in distinction on the basis of appropriate analysis, strength and sustainability of impulses, factors affecting the external environment and microenvironment, improving the search process and generating ideas to accelerate the development and commercialization of innovations, leading to increased competitiveness, effective distribution of innovative products in the market.

The increase in the value of intangible assets and an increasing volume of research works contribute to the formation of competitiveness of automotive companies. In this process, an important role belongs to comprehensive implementation of information marketing concept, based on the account of psychological factors of interaction with consumers. Marketing efficiency of communication maintenance of innovative activity of the enterprises consists in increase of integrated use of channels of marketing communications.