

OPEN INNOVATION TREND IN MANAGEMENT

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The process of digitalization has significantly changed the conception of management styles. Instead of being a part of a closed system, now the companies are welcoming both professionals and customers to discuss possible changes, so that the process is going outside the boundaries of organization. It means that the exploitation of technologies and ideas in the market and a more flexible approach of intellectual property are trends that companies should look at for their future development.

This business method was firstly used in several multinational companies based in the USA, in the beginning of the 2010s. There are two main features of open innovation process. The first one is the usage of external data brought to the company from other organizations, to be studied and developed even further. The second one implies that internal data is also shared with the others willing to take part.

Nowadays the system is believed to bring a lot of profit, because managers could save time needed for research and use the results of already finished surveys and experiments. This opportunity gives more space for discussing and upgrading new ideas, rather than struggling to create something completely new all the time.

Some organizations still consider this system to be dangerous in terms of confidentiality. They believe that open innovation could make them vulnerable, as the need for unique researches may decline, so the demand of making something new could be not as strong as it was before. Furthermore, the concept of the author and intellectual possessions is going to be inevitably changed. However, the statistics of the recent decade shows that this business model enables the company to cut the costs used for individual researches and staff training, because creating a platform in the Internet is much cheaper than organizing live conferences or carrying all the stages of research alone.

Open innovation trend can be applied to companies of different sizes and purposes. For example, NASA is currently working with Harvard and London Business School to create a mathematical algorithm to determine what is needed for a medical kit. General Electric is carrying a project call "First Build" gathering people for generating new and successful business ideas. And Coca-Cola is working to create a vending machine which will help customers create their own drinks, so the company could study their preferences.

However, the development of trend is far from being over. The future of it is connected not just with sharing and discussing information, but with creating

innovations hubs and accelerators. Places like Silicone Valley, where education and innovations go side by side, is a good example of it, though it could include whole countries, as it happened with Singapore. Co-development will also become very common, though some companies still need time to adjust to the idea that their production will not be only their property.

References:

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CHARACTERISTICS OF MARKETING ACTIVITIES OF HOTEL CHAINS

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One of the characteristics of the hotel business is the development of hotel chains as an event of internal marketing. Hotel chains are considered as a marketing technology in the market of hotel services [1, 2].

A hotel chain is a combination of several hotel companies into a collective business, carried out under a certain management within the general concept of product promotion and under an individually recognizable brand name. The enterprises of the hotel chain are characterized by a strict adherence to corporate values and names of services, high quality accommodation and service, architectural unity of buildings and interior design.

Hotels can be grouped into hotel chains as a result of the construction and purchase of enterprises by a hotel company, conclusion of a franchise agreement with a well-known hotel franchisor as well as signing of a hotel management contract. Therefore, the hotel chain, in addition to full members, in most cases includes associate members who participate in the business on the basis of franchise agreements. In these cases, the chain is not liable for losses on franchise transactions and is not entitled to the income, except for its due payments under the franchise agreement.

It should be noted that each type of hotel that is a part of the hotel chain has its own brand name, which is used for the hotel of a particular chain. Therefore, the consumers who use the services of a certain hotel chain have a