

ECONOMICS

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Analysis of stimuli and barriers innovative products market

The article is offered for innovation market system analysis. It presents a model of the innovation market, which defines the composition of the subsystems of the innovative market. The model includes product developers, manufacturers and participants of the distribution, sellers and consumers. The schemes and mechanisms subsystems interactions are analyzed. The peculiarities of creating relationships of all participants, their mutual interest and the deep contradictions are specified. The problem of influence stimulus and barriers by main elements of market is discussed, opposing the introduction of an innovative product on the market. It is shown the defining value of consumer needs, characterizing the focus of all links in the innovation markets system on the satisfaction of existing and potential customers by innovative products.

Key words: innovative product, innovative market, R&D, producer, customer.

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