

MARKETING INNOVATIONS OF COUNTRIES IN THE CONTEXT OF THE IMPLEMENTATION OF THE SUSTAINABLE DEVELOPMENT GOALS

Leonid Taraniuk, Karina Taraniuk
Sumy State University, Vilnius Gediminas Technical University

Renata Korsakiene
Vilnius Gediminas Technical University

Astrida Miceikienė
Vytautas Magnus University

Abstract:

The primary goal of the study is to evaluate the marketing of innovations by business entities in various countries in the context of the implementation of the Sustainable Development Goals (SDGs). This scientific research includes a bibliometric analysis of academic works on the marketing of innovations by companies within the sustainable business system. An analysis of the competitiveness of the components of innovation marketing in countries with developed and developing economic systems was conducted to identify leading, lagging, and intermediate zones where the studied countries are located. Ranges of an integral indicator of the level of competitiveness of innovation marketing components in countries, in the context of achieving the SDGs, were established. The scientific hypothesis posits the potential for using parametric research methods and the synthesis of innovation marketing indicators aligned with the SDGs to determine the level of competitiveness of innovation marketing in countries with different levels of economic development. The research design involves the use of synthesis methods, parametric, graph-analytical, and criterion methods, and procedures for analyzing innovation marketing in countries. The number of subjects includes five studied countries. The main results include a literature review of academic research on innovation marketing. The study also provides an analysis of the competitiveness of innovation marketing in the studied European and Eastern European partnership countries, determining their level of competitiveness. The findings highlight the importance of innovation marketing in achieving the SDGs and can be useful for further scientific research in this area and for practical application.

Key words: innovation marketing, Sustainable Development Goals, country

INTRODUCTION

The implementation of new approaches to innovation in the marketing activities of companies in various countries when promoting innovative products in the context of achieving the Sustainable Development Goals (SDGs) is extremely relevant and necessary for the sustainable development of companies and enhancing their eco-friendly operations in market conditions.

It should be noted that in the source [1], innovation marketing is defined as the activity of promoting products that possess new characteristics, which, in turn, provide significant competitive advantages.

FOCUS OF RESEARCH

It is important to highlight the challenges of promoting innovative products by companies in countries when implementing the Sustainable Development Goals (SDGs). For instance, companies in countries with developed economic systems can achieve not only economic but also social and environmental SDGs (SDGs 1-17) through greater economic capabilities when promoting innovative products. In contrast, companies in countries with developing economic systems may be able to achieve only economic SDGs (SDGs 1, 2, 8, 9, 17) due to limited economic opportunities and a lack of financial resources necessary to meet the respective goals.

Furthermore, it is important to focus on the SDGs, particularly SDG 12 (Responsible Consumption and Production), as responsible consumption is highlighted in the development strategies of countries at various levels of economic development. For example, Poland has the Strategy for responsible development [2], which, in addition to economic objectives, includes the fulfillment of production, social, and environmental SDGs (SDGs 8, 9, 12).

LITERATURE REVIEW

It is worth noting the scientific work of researchers Jia et al. [3], who investigated aspects of innovation marketing within the concept of sustainable development in the future economic system, focusing on conscientious consumption by end consumers.

The evaluation of the effects of implementing innovations in EU countries within the context of achieving the SDGs, particularly in the development of models for human resources, financial resources, and CSR competencies, was studied by researchers Del-Aguila-Arcentales et al. [4].

Bibliometric methods analyzing the role of the circular economy in the innovation systems of countries as an element of achieving the Sustainable Development Goals (SDGs) were studied in the work by researchers Herrero-Luna et al. [5].

The study of entrepreneurial potential in the innovation sector of Colombia, highlighting the important role of small and medium-sized enterprises in innovation marketing, was conducted by researchers Patiño et al. [6].

The work by Soh et al. [7] contains research on the sustainability of the competitiveness of innovative technologies in the tourism sector of ASEAN countries, which underscores the significance of innovation marketing in the service sector as a current trend in the global development of countries.

The impact of innovation marketing on the progressiveness of companies in Algeria was studied in the article by researchers Seddaoui et al. [8], which highlights the importance of innovation marketing in business operations considering contemporary challenges.

The significance of environmental policies and their impact on the implementation and commercialization of technological innovations in G7 countries, as related to the achievement of the Sustainable Development Goals (SDGs), was discussed in the work by researchers Fatima et al. [9].

The study of competitive advantages in marketing for small and medium-sized enterprises within the sustainable development framework was conducted by researchers Tolossa et al. in their work [10].

The role of entrepreneurial innovation in shaping marketing within urban systems in the context of achieving the SDGs was addressed in the work by business entities from Singapore, led by researchers Rangaswamy et al. [11].

Innovative approaches in retail marketing concerning the SDG on responsible consumption were studied by researchers Kita [12], which allows for the development of methodological support for innovation marketing in the context of the SDGs.

The study of marketing practices for agribusiness companies and their interactions with consumers of agricultural products in Zambia was conducted by researchers Murphy et al. [13]. Additionally, the issue of sustainability in agricultural products within the innovation marketing system at the EU level was examined by researchers Tunca et al. [14].

An important element of innovation marketing in the context of achieving the Sustainable Development Goals (SDGs) is the research on green innovations in the marketing practices of sustainable businesses. These processes were studied by researchers Cheah et al. [15] in the context of business practices in Malaysia.

The study of intellectual property protection for innovations across different sectors of economies is crucial for increasing awareness of the significance of intellectual property and its protection against unfair competition. This issue was addressed in the work by researchers Wan et al. [16], which focused on innovation licensing in China's pharmaceutical sector.

The analysis of innovation marketing strategies in the field of digitalization was conducted in the work by researchers Aljabari et al. [17]. The challenges of digital marketing in the small business sector were studied by researchers Sharma [18]. The identification of best practices for implementing digital innovations in enterprise management was addressed by researchers Wang, Lee [19]. Marketing characteristics in green innovations were investigated by researchers Agusdin et al. [20].

In the work by Ndekwa [21], the effects of mobile marketing in Tanzania were explored as a component of innovation marketing promotion in African countries. Cross-country analysis of innovation potential in countries with different technological economic systems was conducted by researchers Shvindina et al. [22].

The literature review conducted by the authors revealed a discrepancy in the existing studies, which primarily focus on the development of the internal marketing environment of innovations without adequately considering the fulfillment of the SDGs. The limitations and gaps in the reviewed works highlight the need for a more comprehensive analysis of innovation marketing in countries with different levels of economic development while achieving the SDGs. This necessity defines the main objective of the present scientific research.

METHODOLOGY OF RESEARCH

The methodology of the bibliometric analysis conducted on this research topic should be noted, with the results presented in Figures 1 and 2. The bibliometric analysis used the phrase «innovation marketing of countries, sustainable development goals». The research areas included (in the Dimensions system: 35 Commerce, management, tourism and services; 3506 Marketing; 3507 Strategy, management, and organizational behavior; 3503 Business systems in context; 38 Economics; in the Lens system – Business, Economics, Marketing, Sustainable Development).

An assumption was made for creating a map in VOSviewer, specifically the need to explore the array of input information from the literature sources in the Dimensions and Lens systems regarding the citation of scientific works by authors who study innovation marketing in countries in the context of achieving the Sustainable Development Goals. Additionally, it involves analyzing the keywords associated with the innovation marketing of countries. These markers allow for the identification of highly cited authors in this field and the analysis of keywords to determine the phrases related to innovation marketing. This keyword analysis is essential for identifying current research topics in the field of innovation marketing in different countries.

For the bibliometric analysis of the studied topic, the period from 2014 to 2024 was selected. This time frame ensures a broader scope of the literature review to achieve a higher level of informativeness in the analysis and reduces the likelihood of "information noise" that could result from using shorter time periods when forming the information array for the literature review on this topic.

The analysis of the competitiveness of the components of innovation marketing in countries with developed and developing economic systems is conducted using the method for assessing the competitiveness of an enterprise's potential, as refined by researcher Krasnokutskaya [23]. The purpose of this method is to determine the normalized values of indicators (stimulating and deterring factors) that characterize the level of competitiveness of the components of a country's innovation marketing.

The normalized economic indicators of the level of competitiveness of a country's innovation marketing components are determined using formula 1.

$$B'_{in} = \frac{B_{in}}{B_{max}} \rightarrow max, \quad (1)$$

where:

B'_{in} – the normalized value of the i -th indicator of the level of competitiveness of a country's innovation marketing components in the n -th period (stimulating indicator);

B_{in} – the actual value of the i -th indicator of the level of competitiveness of a country's innovation marketing components in the n -th period;

B_{max} – the maximum value of the indicator of the level of competitiveness of innovation marketing components among countries.

The deterring (destimulator) indicator is determined using formula 2.

$$B'_{in} = \frac{B_{min}}{B_{in}} \rightarrow min, \quad (2)$$

where:

B_{min} – the minimum value of the indicator of the level of competitiveness of innovation marketing components among countries.

This integral indicator is suggested to be evaluated using the Euclidean distance method, with the following formula 3.

$$I_c = \sqrt{\sum_{j=1}^m (q_{in} \cdot B'_{in})^2}, \quad (3)$$

where:

I_c – the integral indicator of the level of competitiveness of a country's innovation marketing components;

q_{in} – the weight of the i -th indicators of the level of competitiveness of a country's innovation marketing components in the n -th period;

B'_{in} – the normalized value of the i -th indicator of the level of competitiveness of a country's innovation marketing components in the n -th period;

m – the number of i -th indicators of the level of competitiveness of a country's innovation marketing components.

The interval step of the integral indicator of the level of competitiveness of a country's innovation marketing components is determined using Sturges' method, as given by formula 4.

$$k_{Ic} = \frac{I_{cmax} - I_{cmin}}{1 + 3.322 \lg N}, \quad (4)$$

where:

k_{Ic} – Sturges' coefficient, which characterizes the range of criterion values for the level of competitiveness of a country's innovation marketing components;

I_{cmax} – the maximum value of the integral indicator of the level of competitiveness of a country's innovation marketing components;

I_{cmin} – the minimum value of the integral indicator of the level of competitiveness of a country's innovation marketing components;

N – the number of assessment indicators.

RESULTS OF RESEARCH

In the continuation of the literature review, we will conduct a bibliometric analysis of scientific works on innovation marketing in sustainable business systems. It is also important to note the leading authors from these global scientific schools who focus on research in innovation marketing within the context of achieving the Sustainable Development Goals, and who have the highest citation rates (Fig. 1).

Create Map ×

 Verify selected authors

Selected	Author	Documents	Citations	Total link strength
☒	sarkis, joseph	16	7789	129
☒	govindan, kannan	18	6280	117
☒	gunasekaran, angappa	19	5695	112
☒	luthra, sunil	9	1925	104
☒	mangla, sachin kumar	11	2265	102
☒	dwivedi, yogesh k.	15	6888	89
☒	dubey, rameshwar	10	3207	81
☒	bag, surajit	8	2406	75
☒	gupta, shivam	9	2557	74
☒	kouhizadeh, mahtab	5	3921	66
☒	papadopoulos, thanos	9	2500	61
☒	rana, nripendra p.	9	3916	57
☒	childe, stephen j.	6	1888	56
☒	kannan, devika	6	2325	54
☒	haleem, abid	7	1696	53
☒	kusi-sarpong, simonov	5	1283	39
☒	awan, usama	7	1519	32
☒	garza-reyes, jose arturo	6	1837	32
☒	khan, syed abdul rehman	7	1511	32

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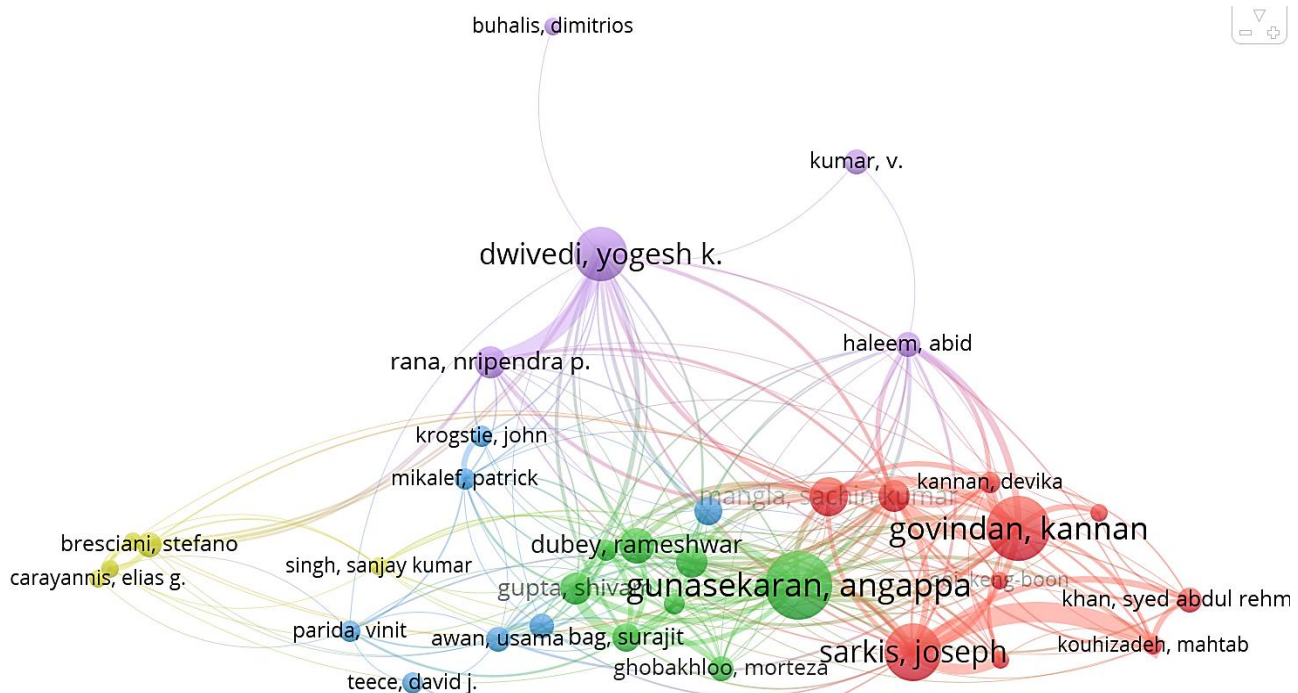


Fig. 1 Bibliometric analysis of citation rates of scientific papers by authors researching innovation marketing in the context of achieving the Sustainable Development Goals

Source: Constructed by authors via VOSviewer for citations of scientific works that contain studies of innovation marketing of countries (Input data: 147869 documents, 2014-2024, Dimensions.ai Database [24], refined).

Among the authors from scientific schools with high citation rates, it is important to highlight the research conducted by Sarkis et al. who are associated with American and Australian scientific schools.

The research findings of the American scientist Sarkis [25] are related to the study of non-regulatory interventions in the formation of the value of a company's innovative products under the influence of the market marketing environment.

The research results of the Australian scientist Govindan [26] are connected to the decision-making system in logistics and marketing technologies within the context of

technological reengineering of business processes in manufacturing companies, demonstrating the innovativeness of solutions in implementing Industry 4.0 policies.

The research findings of the American scientist Gunasekaran [27] include an analysis of innovation marketing data from companies to address global challenges.

This bibliometric analysis also includes an examination of key terms related to innovation marketing in countries (Fig. 2). This analysis processed 3264 scientific publications from the lens.org database [28] using VOSviewer 1.6.19 software.

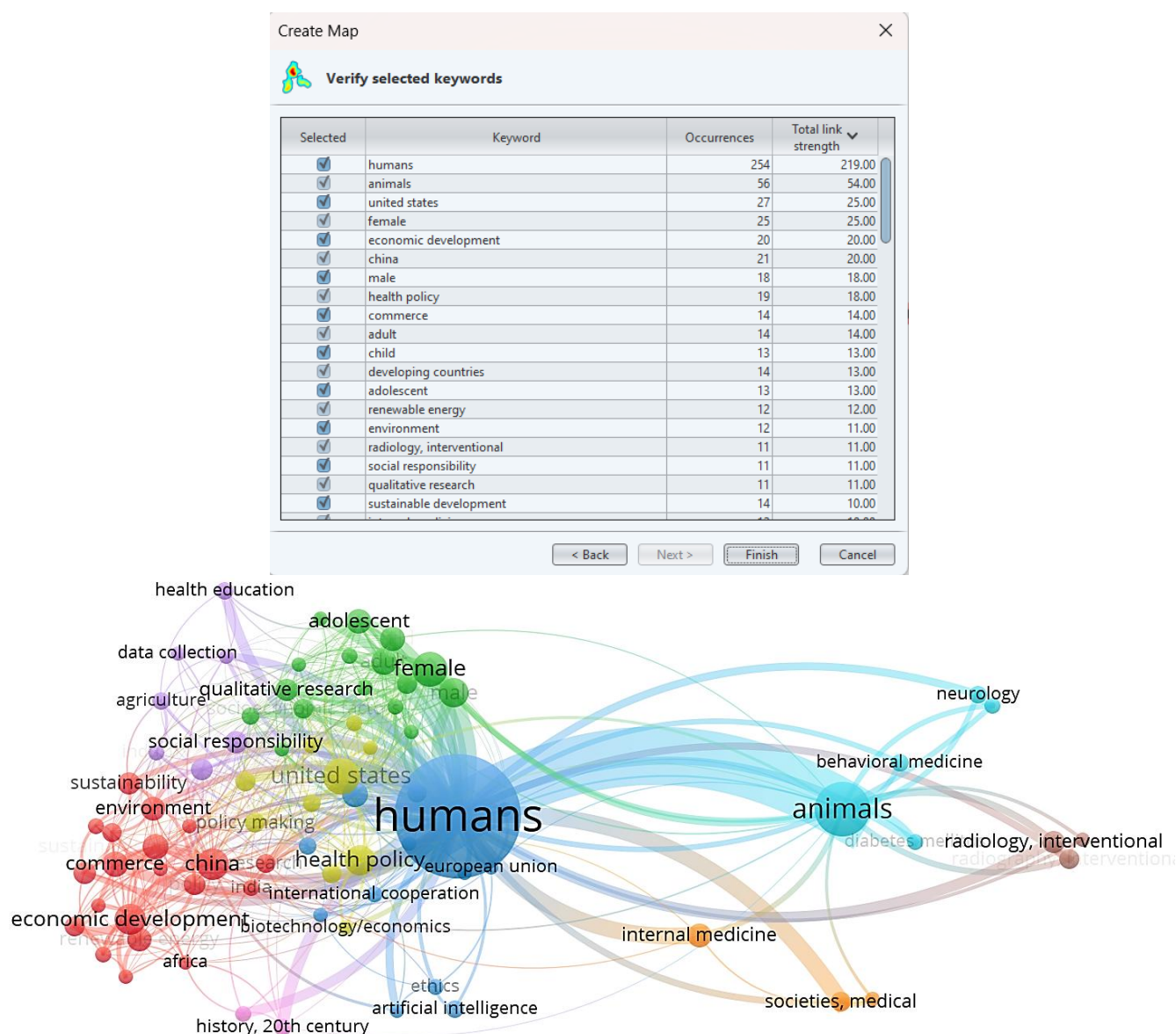


Fig. 2 Bibliometric analysis of key terms associated with innovation marketing in countries

Source: Constructed by authors via VOSviewer for the keyword «innovation marketing» (Input data: 3264 documents, 2014-2024, Lens.org Database [28], refined).

Based on the analysis of key terms in the field of innovation marketing research, it was determined that the most commonly used terms are: human, social responsibility, artificial intelligence, economic development, natural environment, health policy, commerce, developing country, environment, qualitative research, sustainable development. The identified keywords best characterize the study of innovation marketing in countries within the sustainable development framework in the literature review. A more detailed analysis of the frequency and overall

strength of individual keyword references is presented on the keyword verification map (Figure 2).

It is also worth noting the growing interest in this topic in terms of the number of related works. When determining the results of the bibliometric analysis, the following indicators for the number of works across research areas were identified in the Dimensions.ai Database [24] and Lens.org Database [28] (Fig. 3).

Indicators from the Global Innovation Index (Dutta and oth., 2023) were used, with a focus specifically on marketing innovation indicators (Table 1).

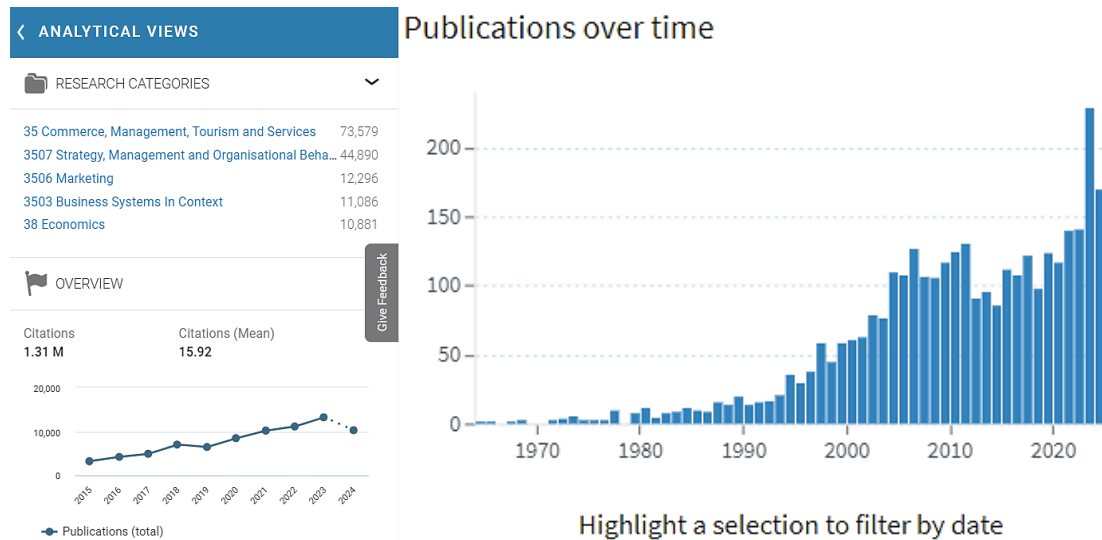


Fig. 3 Input data for conducting bibliometric analysis of authors and keywords associated with the innovation marketing of countries

Source: Constructed by authors using Dimensions.ai Database [24] and Lens.org Database [28], refined.

Table 1
Indicators for evaluating the competitiveness of innovation marketing components in countries

The Goal of Sustainable Development	Item (GII)	Components of the global innovation index	Symbol	Unit (score, conventional unit – C.U.)	Optimization criterion B_{max}, B_{min}
8. Decent work and economic growth (marketing component)	1.3	Business environment	X_1	C.U.	B_{max}
	6.2.1	Labor productivity growth (%)	X_2	score	B_{max}
	6.2.4	High-tech manufacturing, %	X_3	score	B_{max}
	7.1.2	Trademarks by origin/bn PPP\$ GDP	X_4	score	B_{max}
	7.1.3	Global brand value, top 5,000, % GDP	X_5	score	B_{max}
9. Industry, innovation and infrastructure (innovative component)	5.2	Innovation linkages	X_6	C.U.	B_{max}
	5.2.1	University-industry R&D collaboration	X_7	C.U.	B_{max}
	5.2.2	State of cluster development and depth	X_8	C.U.	B_{max}
	5.2.3	GERD financed by abroad (% GDP)	X_9	score	B_{max}
	5.2.4	Joint venture/strategic alliance deals (bn PPP\$ GDP)	X_{10}	score	B_{max}
	5.2.5	Patent families (bn PPP\$ GDP)	X_{11}	score	B_{max}
12. Responsible consumption and production (marketing component)	4.2.1	Market capitalization, % GDP	X_{12}	score	B_{max}
	4.3.2	Domestic industry diversification	X_{13}	C.U.	B_{max}
	4.3.3	Domestic market scale, bn PPP\$	X_{14}	score	B_{max}
	6.3.2	Production and export complexity	X_{15}	C.U.	B_{max}

Source: Compiled by authors from the [29].

The selected Sustainable Development Goals (SDG 8, 9, 12) characterize the development of innovation marketing in the economic, production, marketing, and innovation spheres of business entities in countries.

It needs to analyze the competitiveness of innovation marketing components in countries with developed and developing economic systems to establish the leader zone and the outsider zone. The criteria for selecting data on countries involve analyzing the innovation marketing of a leading country and a lagging country according to the

Global innovation index for 2023 [29], as well as countries with varying levels of economic development in Europe. This approach examines how these factors impact the effectiveness of achieving the SDGs in these countries.

The research object includes countries with developed and developing economic systems, categorized as «leader country-evaluated country-outsider country» based on geographic principles (European countries and Eastern European Partnership countries). The countries analyzed are Switzerland, Lithuania, Poland, Ukraine, Serbia, and Albania (see Table 2).

Table 2
Matrix for determining stimulator and destimulator indicators for innovation marketing components in countries with different levels of economic development and their weights (q_{in}) (indicator values (B_{in}) [29], C.U.; Weight)

Components of innovation marketing of countries	Index	Switzerland	Lithuania	Poland	Serbia	Ukraine	Albania
X_1	B_{in}	83.80	68.10	19.90	44.30	39.20	54.00
	B'_{in}	1.00	0.81	0.24	0.53	0.47	0.64
	q_{in}	0.06	0.06	0.07	0.06	0.06	0.07
X_2	B_{in}	0.90	2.00	3.30	3.10	-3.40	2.20
	B'_{in}	0.27	0.61	1.00	0.94	-1.03	0.67
	q_{in}	0.07	0.07	0.07	0.07	0.07	0.07
X_3	B_{in}	67.3	24.50	27.50	24.30	18.80	5.30
	B'_{in}	1.00	0.36	0.41	0.36	0.28	0.08
	q_{in}	0.07	0.07	0.07	0.07	0.07	0.06
X_4	B_{in}	68.90	45.80	36.50	25.80	75.10	39.70
	B'_{in}	0.92	0.61	0.49	0.34	1.00	0.53
	q_{in}	0.07	0.07	0.07	0.06	0.06	0.06
X_5	B_{in}	22.60	0.00	4.40	0.00	n/a	0.00
	B'_{in}	1.00	0.00	0.19	0.00	0.00	0.00
	q_{in}	0.07	0.07	0.07	0.07	0.07	0.07
X_6	B_{in}	76.80	35.40	18.80	20.40	19.40	25.30
	B'_{in}	1.00	0.46	0.24	0.27	0.25	0.33
	q_{in}	0.07	0.07	0.07	0.07	0.07	0.07
X_7	B_{in}	99.40	63.90	29.30	44.50	44.70	61.80
	B'_{in}	1.00	0.64	0.29	0.45	0.45	0.62
	q_{in}	0.07	0.07	0.07	0.07	0.07	0.07
X_8	B_{in}	91.30	41.10	37.90	38.20	30.00	34.00
	B'_{in}	1.00	0.45	0.42	0.42	0.33	0.37
	q_{in}	0.07	0.07	0.07	0.07	0.07	0.07
X_9	B_{in}	0.20	0.40	0.10	0.10	0.10	n/a
	B'_{in}	0.50	0.25	1.00	1.00	1.00	0.00
	q_{in}	0.06	0.06	0.06	0.07	0.07	0.07
X_{10}	B_{in}	0.20	0.00	0.00	0.00	0.00	0.00
	B'_{in}	1.00	0.00	0.00	0.00	0.00	0.00
	q_{in}	0.06	0.06	0.06	0.07	0.07	0.07
X_{11}	B_{in}	8.60	0.40	0.30	0.10	0.20	0.00
	B'_{in}	1.00	0.05	0.03	0.01	0.02	0.00
	q_{in}	0.07	0.06	0.06	0.07	0.07	0.07
X_{12}	B_{in}	241.10	n/a	27.40	n/a	4.30	n/a
	B'_{in}	1.00	0.00	0.11	0.00	0.02	0.00
	q_{in}	0.07	0.07	0.07	0.07	0.07	0.07
X_{13}	B_{in}	84.10	94.60	96.70	96.70	88.70	93.90
	B'_{in}	0.87	0.98	1.00	1.00	0.92	0.97
	q_{in}	0.06	0.06	0.07	0.07	0.07	0.07
X_{14}	B_{in}	737.80	130.70	1599.00	164.80	588.40	51.20
	B'_{in}	0.46	0.08	1.00	0.10	0.37	0.03
	q_{in}	0.07	0.07	0.07	0.07	0.07	0.07
X_{15}	B_{in}	97.40	70.40	73.80	67.00	58.50	48.00
	B'_{in}	1.00	0.72	0.76	0.69	0.60	0.49
	q_{in}	0.07	0.07	0.07	0.07	0.07	0.07
Integral indicator of the level of competitiveness of the country's innovation marketing components (I_c)	C.U.	0.24	0.13	0.16	0.14	0.15	0.12
Cross-county rank (R_i)	C.U.	1	5	2	4	3	6

Determining the pairwise hierarchies of indicators X_1 - X_{15} and their weights.

The pairwise hierarchy of indicators X_1 - X_{15} and their weighting vector was determined using the «Analytic Hierarchy Process» (AHP) by T. Saaty, with the MS Office Excel 2019 software package. It was established that the range of the square root of the product of the pairwise

hierarchies of indicators X_1 - X_{15} is [0.01-92.96], and accordingly, the range of the weights for indicators X_1 - X_{15} is [0.06-0.07] (Table 2).

For the assessed countries, this ratio ranges from [0.149-0.154] (14.9-15.4%), which corresponds to a satisfactory CR value $\leq$ [10-20%] [30]. Therefore, we have a hierarchical model that is deemed adequate.

DISCUSSION

To enhance decision-making by country leadership in the field of innovation marketing at the level of national economic systems while achieving the Sustainable Development Goals, we will calculate the range step of the integral indicator of the competitiveness level of innovation marketing components in the country (Formula 5).

$$k_{I_c} = \frac{I_{cmax} - I_{cmin}}{1 + 3.322 \lg N} = \frac{0.24 - 0.12}{1 + 3.322 \lg 15} = 0.02 \quad (5)$$

According to the seven-level ranking of the integral indicator of the competitiveness of innovation marketing components in the leader-outsider system, the levels are established as follows: low level (0;0.12], below average level (0.12;0.14], average level (0.14;0.16], above average level (0.16;0.18], below high level (0.18;0.20], high level (0.20;0.22], and very high level (0.22;0.24].

1. *Switzerland* (1st place, $I_c = 0.24$). The innovation marketing competitiveness is at a high level due to advanced technology production and the export of innovative products (SDGs 8 (X_1 - X_5), SDGs 9 (X_6 - $X_{8,10,11}$), SDGs 12 (X_{12} , X_{15}), see Table 2).

2. *Poland* (2nd place, $I_c = 0.16$). The competitiveness of innovation marketing is at an average level, driven by progress in production development and export promotion, low-cost migrant labor, and reduced marketing losses due to well-developed marketing strategies within production clusters (SDGs 8 (X_2), SDGs 9 (X_8), SDGs 12 (X_{13}), see Table 2).

3. *Ukraine* (3rd place, $I_c = 0.15$). The competitiveness of innovation marketing is at an average level, due to accumulated technological and scientific experience in industrial sectors. However, it shows a downward trend due to the war, the outflow of female labor, and the development of raw material sectors such as agriculture (SDGs 8 (X_2 , X_4), SDGs 9 (X_7), SDGs 12 (X_{13}), see Table 2).

4. *Serbia* (4th place, $I_c = 0.14$). The competitiveness of innovation marketing is below average due to the consolidation of internal marketing capabilities, long-term economic ties with Eastern markets, and significant state influence on business processes (SDGs 8 (X_2), SDGs 9 ($X_{7,8}$), SDGs 12 (X_{13} , X_{15}), see Table 2).

5. *Lithuania* (5th place, $I_c = 0.13$). The competitiveness of innovation marketing is below average due to high food industry imports, high prices for imported energy resources leading to increased marketing costs and product price hikes, low marketing innovation differentiation, a decline in competitiveness in external markets, and low levels of patent activity and protection of intellectual property. The focus is on the internal innovation market through IT clusters (SDGs 8 ($X_{1,3,4}$), SDGs 9 ($X_{7,8,11}$), SDGs 12 (X_{14}), see Table 2).

6. *Albania* (6th place, $I_c = 0.12$). The innovation marketing competitiveness is at a low level due to low product competitiveness, high import dependency, and lack of financial resources to develop innovation marketing and increase market capitalization (SDGs 8 (X_3 , X_5), SDGs 9 (X_8 - $X_{10,11}$), SDGs 12 (X_{14} , X_{15}), see Table 2).

CONCLUSIONS

In the context of transformational shifts in the global business environment, innovation marketing plays a crucial role in shaping a sustainable marketing policy for company innovations while achieving the SDGs. This leads to a synergistic effect from the implementation of innovations in the market. In a highly competitive environment, there is a need to identify the leading and lagging countries to more effectively implement innovations in external markets while meeting the SDGs. This research allows for the assessment of the competitiveness of innovation marketing in countries with different levels of economic development in relation to the SDGs and helps create a roadmap for the level of innovation marketing in countries, aimed at making effective management decisions by stakeholders at various levels of management.

In formulating the overall conclusion of the scientific research, it should be noted that the study of innovation marketing in countries as a component of innovative development, commercialization, and promotion of innovations is highly relevant.

The conducted bibliometric analysis underscores the increasing interest in this topic worldwide among leading scientific schools, as evidenced by the results of this analysis regarding the criterion of researchers' authors, geopolitical targeting of scientific schools, and key terms associated with innovation marketing.

It is important to note the growing interest in this topic within the academic community, as evidenced by the results of the input data from databases during the bibliometric analysis of leading authors and keywords related to innovation marketing in countries.

Additionally, identifying the factors of positive and negative impact that affect the effectiveness of marketing activities for innovative products within the framework of sustainable business is crucial. This enables effective management decisions and the formulation of quality economic forecasts for innovation marketing in countries. The conducted analysis of the competitiveness of innovation marketing components in countries with developed and developing economic systems shows that the 1st and 6th places are evident, considering the leader country (Switzerland, $I_c = 0.24$) and the outsider country (Albania, $I_c = 0.12$). Within the range, the 2nd place is held by Poland ($I_c = 0.16$), the 3rd place by Ukraine ($I_c = 0.15$), the 4th place by Serbia ($I_c = 0.14$), and the 5th place by Lithuania ($I_c = 0.13$).

According to the seven-level ranking of the integral indicator of the competitiveness of innovation marketing components in the leader-outsider system, the levels are established as follows: low level (0;0.12], below average level (0.12;0.14], average level (0.14;0.16], above average level (0.16;0.18], below high level (0.18;0.20], high level (0.20;0.22], and very high level (0.22;0.24).

Overall, the scientific research demonstrates the growing interest in effective management of innovation marketing at the national level under the Sustainable Development Goals, using parametric methods of economic analysis.

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Leonid Taraniuk (correspondence author)

ORCID: 0000-0003-1842-7128

Sumy State University, Ukraine

Vilnius Gediminas Technical University, Lithuania

e-mail: Lnt@ukr.net

Karina Taraniuk

ORCID: 0000-0003-0785-5186

Sumy State University, Ukraine

Vilnius Gediminas Technical University, Lithuania

e-mail: mega_karina_t76@ukr.net

Renata Korsakienė

ORCID: 0000-0002-4119-4521

Vilnius Gediminas Technical University, Lithuania

e-mail: renata.korsakienė@vilniustech.lt

Astrida Miceikienė

ORCID: 0000-0003-1432-7971

Vytautas Magnus University, Lithuania

e-mail: astrida.miceikienė@vdu.lt