

Olena Bozulenko, Candidate of Economics Sciences,
Associate Professor,
<https://orcid.org/0000-0002-1825-4936>
Yurii Chaplinskyi, Candidate of Economics Sciences,
Associate Professor,
<https://orcid.org/0000-0002-1912-4447>
Chernivtsi Institute of Trade and Economics of SUTE,
Chernivtsi

INNOVATIVE RETAIL DEVELOPMENT CONCEPTS

Summary

According to the results of the research, the main trends that determine the innovative component of retail enterprises were revealed: a significant increase in the share of online sales, the involvement of augmented and virtual reality technologies, artificial intelligence, robotics, which led to a change in the consumer experience, simplification of the product selection process, saving time for making a purchase; optimization of innovative communication; blurring the lines between traditional offline and online retailers; the opening of new sales channels, such as trade through social networks and marketplaces.

Implementation of innovations in the field of trade is the only prerequisite for their survival and a catalyst for increasing all components of innovation potential, which in the future will ensure comprehensive innovative development of the enterprise.

The relevance of the research topic is characterized by the need to determine the innovative mechanism of retail development in the context of strengthening the need to implement opportunities for enterprises to use the achievements of scientific and technological development in order to create a basis for the formation of a new type of economy in Ukraine. Practical experience proves that the insignificant effectiveness of innovations occurs precisely at the micro level, therefore, the issues of innovative development of enterprises are defined as topical directions of scientific research, which is determined by the need to create a scientific and methodological basis capable of realizing the possibility of the process of innovative development of trade enterprises and its management mechanisms.

The purpose of the study is to determine the essence, structure and types of innovative technologies of retail development.

The tasks set in the article were solved using general scientific research methods, namely: analysis, systematization and generalization.

The article examines the essence and advantages of using the latest technologies in retail trade, highlights the main trends in the use of innovations in retail, and examines their manifestations both for the consumer and for the enterprise itself.

The practical value of the statements given in the article can be used to improve the adaptive management system of innovative retail activities, as well as to study disciplines under the educational programs of the field of knowledge 07 "Management and Administration".

Prospects for further research. Analyzing world experience of modern trends in innovative development of retail and determination of strategies for innovative improvements in domestic enterprises.

Key words: innovation, innovative activity, retail, consumer, trade.

Number of sources – 10.

References:

1. Druker, P. F. (1992). *Rynok: kak vyjti v lidery. Praktika i principy* [Market: how to become a leader. Practice and principles]. Buk Chamber Interneshnl, Moskva, 350 c. (in Russ).
2. Santo, B. (2005). *Innovaciya kak sredstvo ekonomicheskogo razvitiya : uchebnik*. [The Implementation of Innovation as a Tool of Economic Development]. Progress, Moskva, 376 c. (in Russ).

3. Responding to consumer trends in the new reality. Available at: https://translate.google.com/translate?hl=ru&prev=_t&sl=ru&tl=uk&u=https://home.kpmg/xx/en/home/insights/2020/06/consumers-and-the-new-reality.html.

4. Shohina, E. (2012). Sellers against innovation. *Ekspert [Expert]*. vol. 8, pp. 36-38 (in Russ).

5. Davymuka, S. A. & et al. (2016). Innovacijnij rozvitok pidpriemstv sferi torgivli: svitovi tendencii ta praktika v Ukraïni : monografiya. [Innovative development of enterprises in the trade: global trends and practices in Ukraine : Monograph]. Lviv : Dolishnij Institute of Regional Research of NAS of Ukraine. 432 c. (in Ukr.).

6. Jankovenko, K. Porivnjannja ukrai'ns'kyh marketplejsiv [Comparison of Ukrainian marketplaces]. Available at: <https://horoshop.ua/ua/blog/sravnenie-ukrainskikh-marketplejsov>. (in Ukr.).

7. Ganechko, I., Trubej, O. (2020). Retail business models: adaptation to new challenges. *Visnik Kiïvs'kogo nacional'nogo torgovel'no-ekonomichnogo universitetu. [Herald of Kyiv National University of Trade and Economics]*. vol. 5, pp. 77-87. (in Ukr.).

8. Global EPOS and Self-Checkout 2021. Available at: <https://www.rbrlondon.com/research/retail-hardware/>.

9. Fedulova, L. I. (2016). Trade innovation development. *Visnik Kiïvs'kogo nacional'nogo torgovel'no-ekonomichnogo universitetu. [Herald of Kyiv National University of Trade and Economics]*. vol. 3, pp. 17-33. (in Ukr.).

10. Yanenkova, I. G. (2012). Organizacijno-upravlins'ki resursi innovacijnogo rozvitku ekonomiki: metodologiya ta praktika [Organizational and managerial resources of innovative economic development: methodology and practice:]. Mykolaiv: Petro Mohyla BSCU Publishing House Mykolaiv. 380 c. (in Ukr.).