



USE OF OPEN INNOVATION AS POSSIBLE MARKETING STRATEGY

Svetlana Mihic

Faculty of Business and Law studies, Novi Sad, Republic of Serbia

Abstract: *Consumers are mutually different significantly by demographic characteristics, cultures, social diversity, level of education, experience, and numerous personal and psychologically features. Taking into account these facts is the basis for the successful development of the company, i.e. segmentation and positioning.*

Many companies tend to be too much focus and organize according to their products and services, and too few of them focuses on quality management own customers. Global competition, today, increasingly forcing manufacturing enterprises to direct their services towards individual needs and requirements, and to develop specific products by customer wish. Shift from market vendor in the market the buyer has caused a drastic increase in the number of product variants, but the increase in the cost of such production. To remain competitive, companies have had to reduce the cost of internal units using new forms of logistics in which they fully supported open innovation.

Many facts indicate that the main driver of innovation development, success and high profitability of the company. This means that many do not even question why they are important innovations. Instead the focus is on how innovation and innovative way of keeping the process. The new management model innovation, which is called the open, recently introduced and popularized, based on the need for companies to open their innovation processes, and to combine its internal and external technology development to create new value. The idea of open innovation, first presented Chesbrough 2003rd year. The author of this subject, moreover, the vision of open innovation, as well as appropriate marketing strategies to overcome problems in proper logistics, as well as overcoming barriers between producers and final consumers. Above all, modern themes, and try to explain through numerous examples of the application of new forms of logistics.

Key Words: *Logistics, Marketing Strategies, Open Innovation, Mass Customization*

1. INTRODUCTION

All companies that the consumer is in the center of events, began to appreciate the opinions, attitudes and needs of customers. But, since no competition does not lose time, occurs the need to establish stronger and long-term cooperation with customers, for better informing their needs, even for friendly cooperation in order to raise customer relationships to the highest possible level, to the directions and the direction which now goes modern logistics. Building partnership with customers, are the relationships that are based primarily on trust, which will continue to be of great benefit to offer maximum adapt to the wishes of the target market, with the least possible cost. That is, trust and loyalty, as well as a new logistics base, through which customers can indicate a higher value for the company of quick sales of inadequate products. In this way, the unbreakable and build lasting relationships with customers, which means establishing long-term operations and reduce costs especially in the field of logistics. Customers today require more than just products to buy, they seek pleasure and satisfying their specific "needs emotional", Brian Squire, Jeff Readman, Steve Brown and John Bessant [1], which leads to increasing requests by designing their own experience and taste. Customization abandoned the traditional model of development produces and leads two part model, in which the first stage of area companies, and other areas of the buyer. Such a marketing approach leads to the need to turn these parts modeled, and it is possible to make use of open.

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2. SCOPE OF OPEN INNOVATION

Many facts indicate that the main driver of innovation development, success and high profitability of the company.

In the old model of closed innovation, the traditional way of business companies rely on the assumption that an innovative process to be controlled by company-based research on self-sufficiency. This model applied to logistics, and general functioning of the marketing strategy of the company produces high costs do not become acceptable in modern society. Several factors led to the deterioration of the closed innovation. First, mobility and availability of highly educated people has grown over the years, and their needs constantly growing, because they expand their knowledge and views according to their needs and interests. As a result, a large amount of knowledge exists outside the research laboratories of large companies. We must not forget that you and those people and consumers. Changes in society and industry, the advent of the Internet, which is closer to sources of information, led to new ways of marketing the goods.

The focus lies in the transformation of the solid boundaries previous company permeable half membranes, in order to allow innovation to move easily between the external environment and internal research and development (IR) process, that goal is the search for new ideas that have market potential.

Open Innovation, we can describe as combining internal and external ideas. The point is permeable half membranes that allow innovations to more easily flow between research and development sector enterprises and the environment. We recognize that the modern approach to consumer-customization needed in modern business.

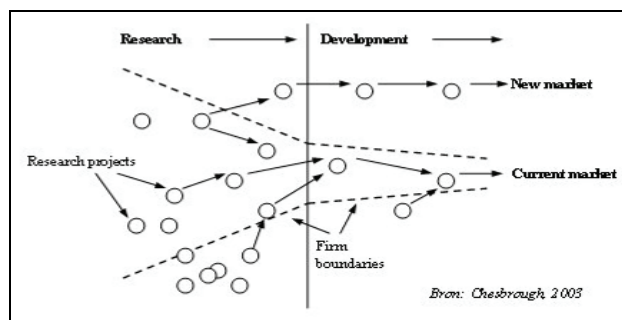


Fig. 1. *Open innovation*

Open innovation Companies offer several important advantages over traditional methods. The most obvious benefit is the reduction and/or differentiation of risk. So we see that contemporary access to consumer-customization. If participate in the implementation of product and company, as the basis of potential products, and consumers, as well as co-designer, the risk is minimized and the cost of logistics is also minimal. And consumer satisfaction achieved their individual, specific needs based on potential module products / services offered by the company.

3. OPEN INNOVATION FOR THE NEW IMPERATIVE CREATING AND PROFITING FROM LOGISTICS

Most companies annually lose approximately 25% of their customers usually because the strong competition, the wrong strategy, or because of frequent changes in the same manner and the functioning of the logistics company. Five times more costs to win new customers than

to retain an existing one. Just, 1:1 marketing strategy is directed towards creating loyal, profitable customers.

3.1. The role of distribution in the marketing mix of products customization

It is believed that mass production of standardized products and customization products should have an approximate price, or customization products can be a little more expensive because of the production process and the monetary cost. Also, it is considered that customization has certain cost efficiency, first inventory and distribution. Strategy mass customization partly involves the reduction of inventories of finished products, which decreases the total cost. That is, most of the raw material supplies and parts, based on which further creates an individualized product. Also, it is often abbreviated chain of distribution of products, and buyers go to the factory for its products. Consumer co-designer also spent their time and participate in the process of realization of products, which is an additional "investment" by the buyer, which also affects the level of prices customization product or service, Andreas M. Kaplan and Michael Haenlen [2].

Longer delivery period explains the production process that is required for the realization of individual variants manufacture, and psychologically aspect. And identification of customers with only his custom product and a higher degree of satisfaction specific 'emotional needs. Deliverables are often implied and exactly where, when and how to deliver the goods, which is actually customization delivery. Creates a new trend, a distribution chain of demand and traditional distribution supply chain is replaced by a new distribution chain demand, Andreas M. Kaplan and Micheal Haenlen [3]. This way of creating a logistics chain reduces costs and has positive impact on company profits.

3.2. Marketing strategies 1-1 as part of open innovation

1:1 marketing strategy encompasses four basic stages, or four processes, namely:

- Identification of consumer,
- Differentiation of consumers,
- Interactions with customers,
- Planning, customization, customize certain aspects of the product and business conduct to customer based on their needs and values.

Human beings are changing and dynamic "creations". Marketing one to one based on the idea of "treating different customers differently." The aim is to conduct business according to the individual consumer focus, based on knowledge of the consumer, and consumer information that provide. New understanding of trends and changing consumer demand the company, the company became a 1-1 company. Building a 1:1 relationship involves the interaction of companies with individual consumers through the draw information, knowledge, which further builds on the long-term loyalty. The company, regardless of which type of product or service is, every interaction becomes "smarter" and their products or services adapted to the specific needs of individual consumers. Communication time becomes deeper, and knowledge of consumers is all

more, and if competitors offer the same product or service, customers will not waste time and energy to re-introduce a competitive company with their individual needs and preferences. The deeper and stronger relationship, the customer is loyal.

Dialogue is the heart interdependence relations. The dialogue is transformed into useful information, which is combined with its capabilities and become more self-knowledge. Knowledge still allows you to create a service / product that will satisfy customers, and satisfied customers are loyal customers.

Each individual consumer, based on their preferences and needs, creates its own rankings of certain aspects of the product or service you buy, from very attractive to not attractive. On the basis of long-term relationship build company learns to configure all aspects, to program the different sets of actions, communications and offers, in order to meet the individual needs of its customers, in order to put emphasis on those dimensions offers that are relevant to consumers. The consumer is always the final destination of products. Modern marketing research based on individual information on consumers as individuals. It is about recognizing what consumers want and what the consumer wants. That is not enough to know that the consumer is satisfied, but as satisfied. You must learn how customers see the company and its offer and not only that, but why is it so visible.

4. MASS CUSTOMIZATION

Mass customization derived from the model of open innovation, and today is a new trend in production and especially in the way of distribution of products. This approach today is gaining popularity due to the growing number of variants producing and increased opportunities for e-commerce. Competitiveness in the global marketplace requires companies to change the existing approaches in the production, which relied on "view seller, the approaches that will be facing the customer and his wishes. The result is dramatically increase number of product variants. In order to maintain high competitiveness in the market, the company made modeling their products, which include customers' individual wishes. This way of doing business is one of the most important industrial strategy today.

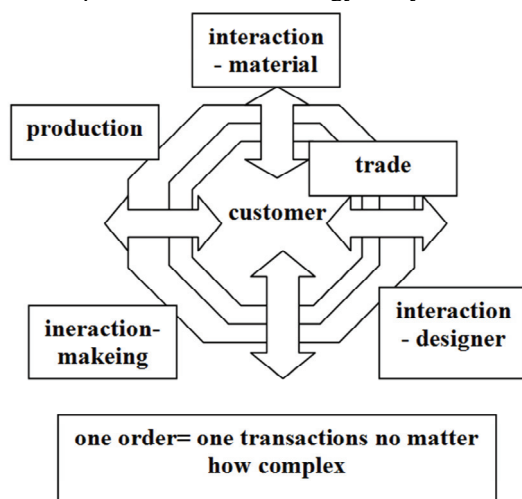


Fig. 2. Principle mass organization, Chesbrough H.W[4]

Often the distinction between e-customization traditional mass customization. Traditional customization involves participation of consumers as co-designers in the process of creating products, not present new technologies. Tailor neck by the wishes of clients, or based on their individual physical measures, the desired material, model, etc. Development of IT sector has enabled the creation of such software, which support the process of creating products at the customer's wishes through the computer. With the module, customers can choose, these software composed the product the user intended. This form of mass customerization called e-customization and implies that at least one of the three-dimension entities in the market, product and averages, is digital, Andreas M. Kaplan and Micheal Haenlen [5].

The company has formed a designer product, or area of possible solutions, while the buyer is a co-designer, and he decides on the final solution. The second level of the roots changes the role of the buyer to the buyer producing partner in the creation of new values. Customers today require more than just products to buy, they seek pleasure and satisfactions their specific "needs emotional" which leads to increasing requests by designing their own experience and taste. Mass customization does not always end consumers, such a strategy can be used on the business market. The reasons are usually high value orders and special customer needs that justify such marketing and sales efforts. With the help of open innovation - permeable membrane, in the new era, logistics begins to take other forms and meanings changed.

5. CONCLUSION

Business philosophy today as a result of the development of information technology faces two contradictory processes: globalization and individualization. Satisfaction of individual desires and needs of end customers is the key to success in a dynamic market struggles.

Mass customization means that consumers become partners of the company, and co-designers of the final product solution, given that the company with his opportunities limited area of base products. Mass customization is guided by the individual, the most emotional, requirements, creating new value for customers, or emotional connection between consumers and custom products and services. Such operations of the company reduces the risk of its business, and create satisfied customers, which is the source of competitiveness and profit.

In order to increase market efficiency companies trying to create a unique relationship with every customer, which is possible with the application of marketing 1:1. Marketing orientation to individual buyers 1:1 in the modern business is becoming increasingly important. Development of information technology, especially computers and the Internet, enables manufacturers available with various information about customers. Marketing approach, "one on one" instead of fighting for market share, going struggle for participation in the budget of each individual user and mass customization, as today a growing global trend, offers enormous market potential.

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CORRESPONDANCE

Dr Svetlana Mihić
Faculty of Business and Law studies in Novi Sad
Grčkoškolska 2
21000 Novi Sad
Serbia
drmihic@sbb.rs