
Marketing Instruments for Commercialization of Innovative Startups at University

S. A. Kucheryavenko, S. N. Pryadko

Belgorod State National Research University, Belgorod, Russia

Keywords: innovative development; marketing activities; marketing tools; educational organizations of higher education; startup.

Abstract: The paper briefly describes the results of the study of the effectiveness of the commercialization of innovative startups at the university. The research methods were content analysis of scientific publications on the research problem in the Russian scientific electronic library eLibrary.Ru, as well as benchmarking of the successful experience of creating and operating startups in leading Russian and foreign universities. The necessity of market support of startups with the help of marketing tools is substantiated.

© С. А. Кучерявенко, С. Н. Прядко, 2023