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*Kasian Serhii<sup>a</sup>, Nikolayev Kyrylo<sup>b</sup>, Iliuk Anastasia<sup>a</sup>, Khridochkin Andrey<sup>c</sup>***ORGANIZATION OF MARKETING PRICING AT A RAILWAY ENTERPRISE THAT AFFECTS THE INNOVATION POTENTIAL**<sup>a</sup> Dnipro University of Technology, Dnipro, Ukraine<sup>b</sup> Interregional Academy of Personnel Management, Kyiv, Ukraine<sup>c</sup> Ukrainian State University of Science and Technologies, Dnipro, Ukraine

The scientific article substantiates the expediency of to set a price for a certain product in order to achieve economic efficiency. Highlighted the scientific and methodological aspects of pricing for the Dnipro-Kyiv railway trip from the Ukrzaliznytsia enterprise, which affects its marketing innovation potential. The development of simulation economic and mathematical models contributes to a more advanced mechanism of resource saving, in particular, energy resources, which is very relevant in the current conditions of rising energy prices. The increase in diffusion of innovations requires the definition of mechanisms and methods to increase transparency and economic justification of transition of most industrial enterprises to the innovative type of economic development. Defined the number of passengers transported by means of transport in 2022 (January). The company selected for the research and pricing is the joint stock company “Ukrainian Railways”, abbreviated as “Ukrzaliznytsia”. The company’s mission is to create the most comfortable conditions for travelling long distances. Demand for rail passenger transport in Ukraine varies depending on the season, route and other factors. Established, that price of a transport service is most influenced by the demand for similar products, cost and competitiveness. When analyzing the costs, it was found that a minimum of UAH 14,583 is spent per trip. Assumed that the company’s goal is to generate UAH 10 million per year. Offered an adaptive pricing methodology for transport companies. It is built in several stages. Marketing innovation potential of enterprises depends on the market capacity, as an economic category reflecting the maximum possibility of realization of the selected type of innovative products in a given market.

**Keywords:** marketing, pricing, enterprise, innovation potential, organization, segment.**DOI:** 10.32434/2415-3974-2024-19-1-78-85***Introduction and formulation of the problem***

International economic activity of modern enterprises requires more and more extensive use of the concept of marketing. It is the management of international marketing at enterprises that creates the necessary prerequisites for the formation of positive marketing potential of the activity. In this regard, an important means of achieving the necessary competitive advantages of enterprises is the wide implementation of scientific and technological progress (STP),

distribution and commercialization of innovations.

The topic of research is process of pricing the Dnipro-Kyiv railway flight by Ukrzaliznytsia. The relevance of the topic is evidenced by the fact that a large number of people use Ukrzaliznytsia every day. Especially the Dnipro-Kyiv train. This is due to the fact that both of these cities are known as major business centres. At least a large proportion of the city’s population travels back and forth for work.

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### ***Analysis and research of publications***

The works of such economists as D. Ross, J. A. Strickland, Arthur A. Thompson, Friedrich A. von Hayek, D. Husby, F. Scherer, I. Shumpeter are devoted to the development of methodology for managing innovative, competitive advantages of different economic objects, formation of international marketing potential of enterprises.

When determining the innovative components of formation of international marketing potential, launching a new product on the international market should be based on the model of five competitive forces in the industry M. Porter, which allows analyzing the level of competition between existing firms, taking into account a set of factors of the micro environment. Given the significant number of research on the theory and practice of management of international marketing innovation potential of the enterprise, there are certain problems that remain the subject of discussions and deliberations of academic economists.

### ***Purpose of the article***

The purpose of research is to set a price for a certain product in order to achieve economic efficiency. The object of research is the process of organizing and coordinating marketing pricing for the Dnipro-Kyiv railway flight from the Ukrzaliznytsia enterprise. The subject of research is the scientific and methodological aspects of pricing for the Dnipro-Kyiv railway flight from the Ukrzaliznytsia enterprise, which affects its marketing innovation potential.

The research uses the following research methods: statistical analysis, observation, mathematical statistics, etc. The information base of the research includes textbooks, articles in periodicals, Internet materials, and some personal experience.

### ***Presentation of the main material***

A. A. Garenko investigates a set of issues related to modelling the formation of production costs in modern dynamic conditions. He takes into account the impact of different electricity tariffs on determination of parameters of economic and mathematical model of the process of production cost formation. We should agree with the scientist's position on improving optimal mode of resource flows, subject to minimizing energy component of unit costs per unit of production [1, p. 3, 12]. In our opinion, the development of such simulation economic and mathematical models contributes to a more advanced mechanism of resource saving, in particular, energy resources, which is very relevant in the current conditions of rising energy prices.

Marketing of innovations is a modern scientific and practical direction, which is intensively developing.

As A. Shargorodsky notes, marketing of innovations should be based on market research and development of innovation strategy. He emphasizes the complex of components of strategic marketing, which form an innovative approach to enterprise management. We agree with the scientist's position regarding the need to improve the existing market segments when developing a system of measures to penetrate innovations into the market, to organize and form demand, taking into account the assessment of consumer reaction to the innovation [2, p. 32, 33]. Although we think that when selling an innovative product, it is necessary not only to improve the position of the innovation on the market, but also to find ways to develop an updated marketing complex, to form an international innovative marketing potential, which should be directed to those market segments where the innovative interest of consumers has been identified.

The increase in diffusion of innovations requires the definition of mechanisms and methods to increase transparency and economic justification of transition of most industrial enterprises to the innovative type of economic development. The diffusion of innovative developments in progressive dependence contributes to the increase of science intensity, competitiveness of goods. In addition, it is important to establish scientific and technical cooperation with leading high-tech concerns and corporations of the world, which makes it possible to introduce innovations in the conditions of international globalization challenges of modern civilization [3, p. 180; 4].

I. Piddubnyi and L. Piddubna raise the problem of universality of competitiveness assessment models developed by Western economists. Indeed, it is important to distinguish the subjects of analysis of the theory of competitiveness and the theory of competition [5, p. 52, 53].

The enterprise under research operates in the passenger transportation market of Ukraine and slightly beyond. Therefore, this research paper will research this market. The market is characterised by the ability to operate regardless of the weather and season. It is also characterised by massive and regular traffic. The disadvantages are low manoeuvrability and the high cost of building new railway lines.

To begin with, we decided to analyse the popularity of transport modes by the number of passengers transported by different modes. The data taken from the State Statistics Service of Ukraine is shown in the Fig. 1.

The demand for rail passenger transport has increased since the beginning of Russia's full-scale invasion of Ukraine. This is due to the lack of air travel for civilians.

Number of passengers transported by mode of transport, million

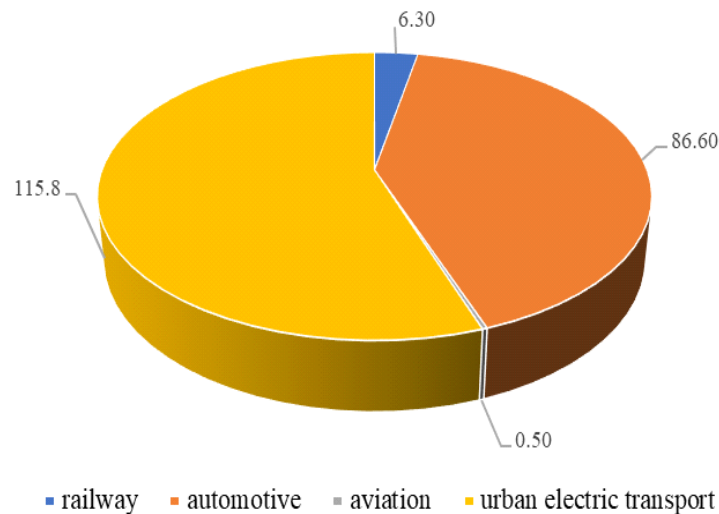


Fig. 1. The number of passengers transported by means of transport in 2022 (January) [6]

The most well-known and practically the only enterprise that sells passenger rail transportation services is JSC “Ukrzaliznytsia” (which will be considered in this paper). Its position in the market indicates a high level of monopolization. It will be difficult for new entrants to enter the market, as the company under research does not receive many complaints and consumers are satisfied with it. Before joining the European Union, Ukraine needs to make a number of changes in the operations of its enterprises. First of all, it is advisable to repair the train fleet. And develop a system of new logistics points. There is also the prospect of changing the timetable to coordinate flights travelled by the same person in a row (for example, Dnipro-Kyiv and Kyiv-Przemysl).

The company selected for the research and pricing is the joint stock company “Ukrainian Railways”, abbreviated as “Ukrzaliznytsia”. It is a state-owned enterprise with 49.20 Freight rail transport as its main activity. Notwithstanding the main activity, passenger transportation also takes place on a regular basis and throughout Ukraine. The company was registered on 21 October 2015. The company is the legal successor of all rights and obligations of the State Administration of Railway Transport of Ukraine, as well as subordinate enterprises and institutions that had the status of separate legal entities [6; 7].

The company’s mission is to create the most comfortable conditions for travelling long distances. To achieve this, the company has been meeting its customers halfway. Among the most recent developments, separate carriages for women and men

were added to ensure that all categories of people feel safe during the journey.

The target customer segment for the selected segment is very broad. This is due to the fact that it meets the primary need of consumers, namely the need to travel long distances. To begin with, it was decided to segment the market for the enterprise as a whole, and then the target audience is usually described by several criteria.

The first of these is the geographical factor. Ukrzaliznytsia operates passenger services mainly within Ukraine. However, there are routes connecting Ukraine with Poland, Hungary, Austria, Moldova and Romania. However, these connections are to the border cities of other countries. Thus, in terms of geography, the target segment is a slightly wider area than the Ukrainian borders [6; 7; 8].

In today’s environment, it is impossible to ensure the implementation of pricing policy without effective pricing in the transport services market. The necessary basis for improving the efficiency of the railway is market infrastructure, creation of other credit and financial institutions, along with commercial banks, and the process of price liberalization [9; 10].

Demand for rail passenger transport in Ukraine varies depending on the season, route and other factors. However, in general, rail transport is a popular and widespread mode of transport in Ukraine. According to the State Statistics Service of Ukraine, in 2020, 157.4 million passengers used railways in Ukraine, which is 29.4% less than the previous year due to the COVID-19 pandemic [6; 7; 8].

To determine the price elasticity of demand,

the Table 1 below was compiled. The data is approximate and based on general observation.

Table 1

Definition of price elasticity		
Indicators	2022	2023
Price, UAH (2nd class)	428	486
Demand, million people (class 2)	3	3,1

Then, the price elasticity coefficient  $E = \frac{58 / 486}{-0.1 / 3.1} = \frac{0.12}{0.032} = 3.75$ . Thus, demand is elastic.

The price of a transport service is most influenced by the demand for similar products, cost and competitiveness. Will the average consumer notice a change in the price of the same transport service by, say, UAH 150? Will you buy the cheapest transport, even if you know that it is no worse than that of well-known carriers?

Let's assume that the average electricity consumption is 4 kWh per kilometer. If the train runs for 14 hours, the distance travelled will depend on the average speed of the train. Let's say the average speed is 80 kilometers per hour:

$$\text{Distance travelled} = \text{speed} \times \text{time}$$

$$\text{Distance travelled} = 80 \text{ km/h} \times 14 \text{ hours}$$

$$\text{Distance travelled} = 1120 \text{ kilometres}$$

Taking into account the assumed average electricity consumption of 4 kWh per kilometre, the total electricity consumption for a 1,120-kilometre journey is:

$$\text{Electricity consumption} = \text{Electricity consumption level} \times \text{distance travelled}$$

$$\text{Electricity consumption} = 4 \text{ kWh/km} \times 1120 \text{ km}$$

$$\text{Electricity consumption} = 4480 \text{ kW}$$

The price per kW is 1.44 UAH. Thus,

$$4480 \times 1.44 = 6451.2 \text{ UAH are spent on the trip.}$$

When analyzing the costs, it was found that a minimum of UAH 14,583 is spent per trip. Let's assume that the company's goal is to generate UAH 10 million per year. The company offers many different routes connecting more than 1000 different settlements. However, the trip under research is the most popular and in demand, so it is logical to assume that it should generate at least profit 7%.

The price a seller sets for a product is based not only on the costs of producing and marketing the product, but also on expected level of profit. Psychological factors also have an impact on the price level. It has long been believed that price is perceived by consumers as a characteristic of quality. Ultimately, the price is often set on the basis of the outcome of a trade conducted in a competitive environment, which we will discuss below. It takes into account the economic well-being of the consumer; how valuable the product is and whether the consumer is able to appreciate its value [9; 10].

It is advisable to define marketing philosophy and strategy of the enterprise, outline pricing policy measures (price elasticity, choice of pricing method, pricing strategies, price maneuvering). In addition, the choice of distribution channels is justified, the communications budget is presented, and the competitive advantages of the business are outlined. In general, a Telecommunications services and quality indicators for fixed-line telephony and Internet services are formed (Table 2).

Table 2

Telecommunications services and quality indicators for fixed-line telephony and Internet services

Indicators of services	Years	
	2021	from 01.07.2023
Telecommunications services:		
– service Subscription fee for use of the main telephone set, UAH including VAT/month;	–	132.74
– service Installation (reinstallation) of a telephone set, UAH including VAT;	–	264.07
– service ‘Passage of long-distance, international voice, telephony and voice telephony traffic of mobile (mobile) networks’, UAH, excluding VAT.	–	0.84
Quality indicators for fixed-line telephony, Internet and customer service:		
– Percentage of applications for connecting end-user equipment to the local telephone network completed within the standardised time;	100	–
– Percentage of applications for damage to the public Internet data transmission network completed within the standardised time;	90.12	–
– Minimum data transfer rate via DSL technology, Kb/s	1024	–

Source: [10; 11; 15]



It is advisable to present the developments of Ukrzaliznytsia aimed at improving level of production management and personnel aimed at improving innovative characteristics of the goods produced: this includes improving qualifications of the workforce, changing equipment, developing new products. In this case, it is necessary to provide an estimate of the costs for these purposes. It is advisable to choose a strategy of unstable prices, which implies that the company changes price as soon as the costs, market situation or demand for product change. This is due to possible sharp changes in the market. Especially in the demand side.

A number of price risks contribute to these changes. Firstly, consumer solvency may decline. The economic situation in the country is currently not at its best. A lot of financial resources are being channelled to help the Ukrainian army to maintain its independence from the racist enemy occupier. In addition, a large number of Ukrainians have travelled abroad in search of safety. The next risk is the rapid deterioration of quality of railways. The last risk to be considered in this paper is the deterioration of the political situation in the country [10; 11].

We also offer an adaptive pricing methodology for transport companies. It is built in several stages. At the 1st stage, “Time and cost assessment of the market and industry”, the parameters of the market situation are studied. At the 2nd stage, “Comparison of the effectiveness of pricing methods”, the most appropriate pricing approach is determined. Then, at stage 3, “Predicting the impact of the selected methodology,” changes in the company’s marketing activities are modeled. At stage 4, “Implementation of the pricing method,” applied mechanism of proposed methodology is calculated. At the 5th stage, “Predicting the market reaction of competitors”, the actions of market participants are predicted. Finally, at the 6th stage, the marketing effect is determined, which is expressed in the growth of financial indicators and the overall competitiveness of the organization [11–13; 14; 15].

Marketing innovation potential of enterprises depends on the market capacity ( $E_r$ ), as an economic category reflecting the maximum possibility of realization of the selected type of innovative products in a given market:

$$E_r = \sum_{i=1}^n n_i \times k_i \times S_{1i} \times S_{2i},$$

where  $n_i$  – number of potential consumers of the selected innovative product category, people;  $k_i$  – coefficient determining the repeatability of repeat

purchases for a certain time interval for the analyzed products, fractions of units;  $S_{1i}$  – the share of consumers of the product under research who prefer a certain product change, fractions of units;  $S_{2i}$  – share of consumers in the studied circle of buyers, provided with financial resources and ready psychologically to purchase an innovative product of the enterprise, fractions of units [14, p. 29].

### Conclusions

The existing scientific research examined the topic of marketing pricing for Dnipro-Kyiv trip operated by Ukrzaliznytsia. The relevance of the topic is due to the high demand for this trip. More specifically, the trip is most popular among all those offered by the company. It is analyzed that railway transportation market in the country is at a high level in terms of demand for services. It was found that the company has no direct competitors. However, alternative modes of transport that help to travel long distances act as competitors. Such modes of transport include bus services, Blablacar, intercity taxis, and the passenger’s own car.

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## ОРГАНІЗАЦІЯ МАРКЕТИНГОВОГО ЦІНОУТВОРЕННЯ НА ЗАЛІЗНИЧНОМУ ПІДПРИЄМСТВІ, ЩО ВПЛИВАЄ НА ІННОВАЦІЙНИЙ ПОТЕНЦІАЛ

Касян С., Ніколаєв К., Ілюк А., Хрідочкін А.

У науковій статті обґрунтовано доцільність встановлення ціни на певний товар з метою досягнення економічної ефективності. Висвітлено науково-методичні аспекти ціноутворення на залізничну поїздку Дніпро–Київ від підприємства Укрзалізниці, що впливає на його маркетинговий інноваційний потенціал. Розробка імітаційних економіко-математичних моделей сприяє більш досконалому механізму ресурсозбереження, зокрема, енергоресурсів, що є дуже актуальним в сучасних умовах зростання цін на енергоносії. Збільшення темпів дифузії інновацій потребує визначення механізмів і методів підвищення прозорості та економічної обґрунтованості переходу більшості промислових підприємств на інноваційний тип економічного розвитку. Визначено кількість пасажирів, перевезених транспортом у 2022 році (січень). Компанією, обраною для дослідження та ціноутворення, є акціонерне товариство «Українська залізниця», скорочено «Укрзалізниця». Місія компанії – створювати максимально комфортні умови для подорожей на далекі відстані. Попит на залізничні пасажирські перевезення в Україні змінюється залежно від сезону, маршруту та інших факторів. Встановлено, що на ціну транспортної послуги найбільше впливають попит на аналогічну продукцію, собівартість та конкурентоспроможність. При аналізі витрат було виявлено, що на одну поїздку витрачається мінімум 14 583 грн. Припущено, що мета компанії – генерувати 10 млн. грн. на рік. Запропонована методика адаптивного ціноутворення для транспортних компаній. Вона побудована в декілька етапів. Маркетинговий інноваційний потенціал підприємств залежить від місткості ринку, як економічної категорії, що відображає максимальну можливість реалізації обраного виду інноваційної продукції на даному ринку.

**Ключові слова:** маркетинг, ціноутворення, підприємство, інноваційний потенціал, організація, сегмент.

**ORGANIZATION OF MARKETING PRICING AT A RAILWAY ENTERPRISE THAT AFFECTS THE INNOVATION POTENTIAL**

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