

A Study on Success Factor in Innovation Due to ICT Used in Marketing

Asst. Reena Shukla and Bhanadare Pratik Tanaji

Department of Commerce,
Nirmala College of Commerce, Mumbai
reenajagatshukla@gmail.com

Abstract: *Reason:* This paper looks to investigate the job that Data and Correspondence Advances (ICT) plays in the cycles of item advancement and showcasing - as a component that fortifies the collaboration and correspondence among specialists inside the development project, decreasing the deterrents to development and upgrading the improvement of separated items also.

Design, methodology, and approach: The study of 2,038 companies from every sector of Catalonia's economy allows for the contrast of the initial hypotheses and creates a profile of an innovative company based on the significant connections between innovation and the use of ICT in marketing and cooperation.

Findings: The analysis reveals two distinct ideas. In the first place, escalated ICT use in advertising makes the organization more imaginative, as it sees that its use separates hindrances to development and velocities up processes that thus become more efficient. Second, expanding ICT use in showcasing urges organization inclination to team up with and coordinate specific specialists inside the business climate in the advancement of the development cycle, working on the level of transformation of the new item to advertise requests.

Limitations and implications of the research: The use of dichotomic scales to measure variables and the limitation of the study sample to any new product, regardless of its novelty or intangibility in terms of the company and market, may make the paper less useful.

Practical implications: The study demonstrates the connection between the innovation process, cooperation, and the use of ICT.

Creativity/esteem: This study offers significant commitments, and reaches determinations for those chiefs engaged with the advancement of new items. Another structure is introduced for recognizing the job that escalated ICT use in advertising plays as a component that reinforces the participation and correspondence connections in new item advancement processes. The CHAID analysis, on the other hand, enables us to identify the primary characteristics of an innovation company..

Keywords: Marketing strategy, Product innovation, Communication technologies