

Название публикации:

Developing innovations in retail trade in Russia

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Аннотация:

The current policy of the Russian state and retail trade organizations operating in the Russian consumer market presume the development of innovations. The study is devoted to the development of innovations in retail trade in Russia based on patent analysis. Its findings indicate that the innovation-driven growth of Russian retail trade has been largely positive in recent years, as evidenced by the growth in the number of trade patents and their share in the total number of patents. However, the negative trend is the increasing technological dependence of the Russian trade, manifested in an increase in the share of patents granted to foreign entities. The main areas of innovative solution application in retail trade are vending, settlements with customers, e-commerce, non-stationary trade (except vending), merchandise display, shopping experience, data collection and processing, and safety. The level of innovation-driven growth of retail trade in Russia in general is lower than that in Western countries. On the one hand, the findings of the study describe the development of sectoral innovation in general, which is important given the current policy of the Russian state, but on the other hand, they are of practical importance for particular trade entities in the process of managing innovations. © 2018.

Ключевые слова:

Innovation, Innovation-driven growth, Patent, Patent analysis, Retail trade