

TRIZ in Marketing Management: Study of Current Situation

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Abstract. The issue addressed in this paper refers to the improvement of methods and tools for systematic innovation in the field of marketing management. The first part of the work defines a set of current and significant problems of marketing management, including a set of contradictions emerging in the management of Digital Marketing. The second part of the work, as a result of a systematic review of the literature, identifies the current state in the use of methods and tools of Theory of Inventive Problem Solving (TRIZ) and General Theory of Powerful Thinking (OTSM) in marketing management. There are four basic categories of problems in solving of which the TRIZ and OTSM tools specified in the work apply, i.e., problems related to the implementation of the concept of quality management in marketing, the implementation of green marketing (including eco-design, eco-innovation), marketing product management (including product design and improvement) and the issues of sustainable marketing management of enterprise. The last part of the paper indicates the directions of further research work for the improvement of methods and tools for systematic innovation in the field of marketing management.

Keywords: Marketing Management, Digital Marketing, Artificial Intelligence, TRIZ, OTSM.