

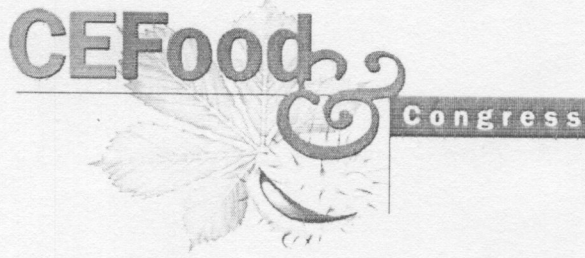
# BOOK OF ABSTRACTS



**8<sup>th</sup> Central European Congress on Food**

*Food Science for Well-being*

*23-26 May 2016, Kyiv, Ukraine*



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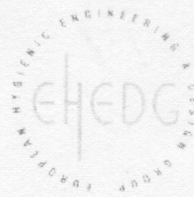


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# BOOK OF ABSTRACTS

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INTERNATIONAL  
FOUNDATION FOR  
SCIENCE

Kyiv, 2016

UDC 664

*8<sup>th</sup> Central European Congress on Food 2016 — Food Science for Well-being (CEFood 2016): Book of Abstracts.* — 23-26 May 2016. — K.: NUFT, 2016. — 314 p.

ISBN 978-966-612-181-6

Collection of abstracts by leading scientists, specialists and young researchers in the field of food science, technology, chemistry, economics and management presented to the Congress

The congress addressed the following topics:

FOOD EXPERTISE, SAFETY AND TECHNOLOGIES

- **Food Expertise and Safety**
- **Food Technologies**

ENERGY SYSTEMS FOR FOOD CHAIN

- **Energy Efficiency**
- **Machine Building for Food Chain**
- **Intelligent Control Systems**

NATURAL BIOACTIVE COMPOUNDS, FUNCTIONAL AND NATIONAL FOOD PRODUCTS, PACKING, STORING AND PROCESSING

- **Natural Bioactive Compounds, Functional and Local Food Products**
- **Packaging, Storing and Processing**
- **Food Processing**

MODERN CHALLENGES AND COMPETITIVENESS

YOUNG FOOD SCIENTISTS — OUR HORIZON

Recommended for teaching staff, engineering and technological personnel, managers of food industry

Published in authors' edition

Recommended by the Academic Council of National University of Food Technologies

Minutes № 12, 19.04.2016

ISBN 978-966-612-181-6

UDK 664

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#### **MODERN SEARCH METHOD AND INNOVATION AS A FACTOR OF COMPETITIVENESS OF COMPANIES**

In today's rapid development of the society and strict marketing conditions for doing the business, most companies find a way to survive and be competitive through innovations. Special attention is paid to both product innovation, and to the innovation concerned with the product representing (packaging, design, marketing, technology). The following ways can be recommended to the companies which would like to create a really explosive innovation:

1. The brand coverage of several categories and types of businesses. E.g., the company PepsiCo acquired Quaker Oats brand and Quaker produced fast food oatmeal. The company managed to update outdated brand image and get into product categories such as sticks and oat cereal.

2. Filling the space between categories. Innovation can occur at the intersection of product categories. This opens great opportunities to build consumer benefits through the union of the properties of different products. A striking example is the uprise of muesli bars on the market.

3. Innovative ways to study consumers. Innovative methods of collecting the point views of consumers and how to use them greatly expand the company's opportunities. The great success of many producers brought the use of ethnographic and anthropological approaches to research. For example, using the contextual inquiry and «accommodation» in the consumer environment (observation of people buying and using the products in the stores, at work, in restaurants or at home).

4. The use of alternative sources of fresh ideas. The development of the product range of manufacturers based on multiple sources, including online dialogue with consumers. As an alternative and less expensive source of innovative ideas you can use providers, entrepreneurs, inventors.

Thus, innovation — is not only the use of advanced technologies, but a new vision, innovative approach to the launching new product to the market, which will give a significant competitive advantage to the contemporary companies.

**KEY WORDS:** *innovation, competitiveness, innovative, product*