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PROBLEMS OF MANAGEMENT AND MARKETING IN THE NEW CONDITIONS OF MANAGEMENT

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MARKETING STRATEGY OF ECOLOGIZATION AS THE MAIN DIRECTION IN THE INNOVATIVE ACTIVITY OF AGRARIAN ENTERPRISES IN UKRAINE

World trends of globalization, rapid technical and technological growth in production, increase in development rates of national markets and as a consequence, strengthening of the competitive struggle set new tasks to business entities. One of the most important elements for solving those tasks is the application of the marketing tools, among which the special attention should be paid to the development of the marketing strategies, hence these strategies determine the main directions of activity and they are aimed at achieving the set marketing goals [1, p. 25].

The objective need for creating a marketing strategy in the agrarian enterprise is connected with the actual need for establishing a stable market of produce, provision of population with high-quality food products and efficient functioning of the agrarian business sector [2, p. 205]. Therefore, the issue of forming and implementation of both general and marketing production strategies of agrarian enterprises is crucial.

Nowadays the agrarian sector of Ukraine contains a large number of controversies. It concerns the social-economic condition, difficulties of predicting the results of the economic activity for the prospect, which is caused by a significant level of uncertainty in the sphere, process of Ukrainian integration into the world market. All the mentioned above requires reconsideration of the whole system of business activity in the agricultural formations and development of new strategies for the development of innovations in the sphere.

At that the output factor in selecting the ecological-economic direction in management of the innovative activity remains the transition of Ukraine to the model of innovative and ecologically balanced development and formation of the marketing strategy (Fig. 1).

In our opinion the base of the marketing strategy should be the innovative component. The strategic approach to production of the agrarian enterprises turns innovation nowadays into the activity and the public factor of the extreme importance.

The innovative component of the marketing strategy includes the application of the progressive, modern scientific-technical achievements, which could help overcome critical phenomena, stabilize and grow the economy and increase the level of competitiveness at agrarian enterprises.

According to the authors, the main innovative direction of the marketing strategy in the agrarian production is ecologization of the agrarian production, which will provide the base for the marketing strategy.

We believe that the marketing strategy of ecologization the production is the strategy of the innovative development, which is based on the rational use of natural resources and

marketing potential which makes possible with the help of the extended recovery not only increase the efficacy and ecological safety of the produce, but also provide the powerful capacities for the steady development of agrarian enterprises under the conditions of not stable economic environment.

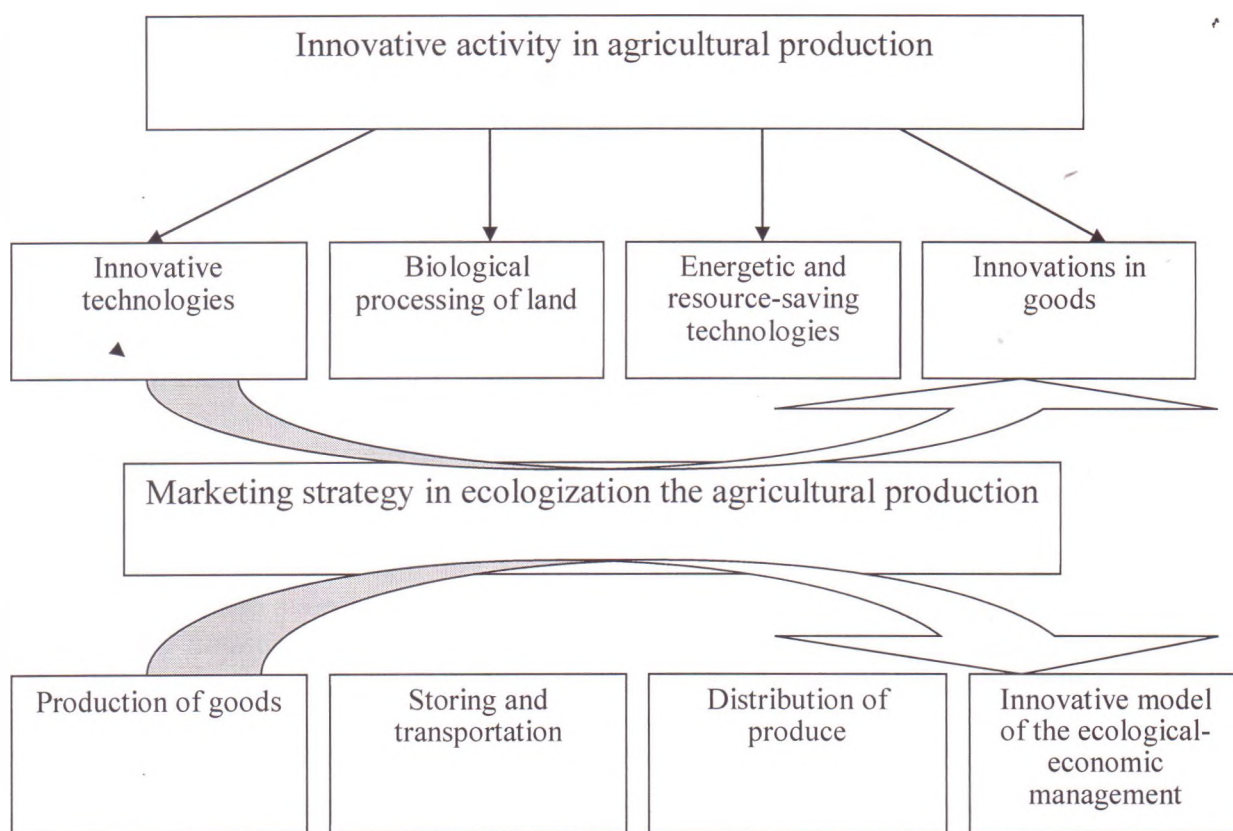


Fig. 1. Model of the marketing strategy in the innovative and ecologically balanced development of the agrarian enterprises

Source: developed by the author

It is necessary to completely rebuild the character and structure of conducting the production activity of agrarian enterprises considering ecological and economic criteria and requirements. Due to that fact, the brand new concept of developing the national agricultural production is needed, moreover it requires the formation of the ideal ecologically safe technical-technological potential and balanced resource production base.

The authors are certain that the radical way of solving the problem in ecological safety of technologies of growing agricultural crops and ecological purity of the produce should be the transition to the organic production as an alternative to the model of the business activity.

As a result, the production activity of the agrarian enterprises should be transformed into the brand new economical-technological background, structural reformation of the production should be made considering ecological factors, legal, requirements and regulations, which is a mandatory condition for overcoming the ecological crisis in the country.

The marketing strategy of ecologization the agrarian production can significantly help in solving the set tasks for it is focused on creating the powerful competitive domestic agricultural sector, capable of providing the growth of production with the high-quality produce and provide the food security for the population of the country without the negative influence on the environment.

The innovative marketing strategy should differ not only in the scientific-technical innovations, but also should have the complete calculation: what costs are needed for distribution and what profits are expected. The marketing strategy of ecologization the enterprise implies the combination and cooperation in the spheres of the complex of innovative technologies, directed at the economic growth of the sphere, environmental protection as interdependent and inter-complementary elements of the strategic development of the agrarian enterprises, which would provide the population with the high quality of the produce.

Ecologically focused complex of marketing in the agrarian business includes formation of the price-creating methods, development of the market infrastructure, optimization of losses on the production of the organic produce under the conditions of the government's support for agro-producers, spread of the distribution and promotion channels of the organic produce, make it more affordable for customers both in price and location terms. Provision of the balance between the economic and environment-protecting interests is one of the targets for implementing the ecological marketing the agrarian production.

Thus the efficient choice and grounding of the marketing strategy of distribution of the organic produce is based on the main elements of the marketing complex, which are capable of providing the profitability and the development of the agrarian enterprise in the long-term prospective and promote the satisfaction of the customers' needs and increase the level of the customers' loyalty to the enterprise.

The process of implementing the marketing strategy of ecologization the agrarian production takes place owing to the ecological-economic mechanism of management, which is based on the measures that in the author's opinion will change the format of relations between the production and the environment toward rational use, restoration of the agro-systems.

Thus, the marketing strategy of ecologization the agricultural production as a strategy of the innovative development is capable of solving the problem of the economic growth, increase in the competitiveness of the agrarian sector, provide a high level of life, national security, environmental protection and a high technical level of the agrarian production in Ukraine. However it is worth stating that we consider not only one-time application of the innovations for achieving the immediate benefits, but also the continual carefully planned strategic innovative development, which forms the methods and measures of managing innovations, which will provide the connection of innovation and technologies with the general aims, turning the intensive implementation of the innovative processes into the factor of the economic growth in the sector.

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