

# **PROBLEMS OF MANAGEMENT AND MARKETING IN THE CONTEXT OF GLOBALIZATION**

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## **MARKETING STRATEGY OF AGRICULTURAL PRODUCTION ECOLOGYZATION**

To date, the transition to new agribusiness systems is a complex process of developing a new strategy for innovation development, which is formed in parallel with the existing strategies. The marketing strategy of environmentalizing agrarian production is, in our opinion, an innovative strategy that allows integration of environmental priorities in the strategy of economic development.

This strategy takes into account the environmental factor in the economic activities of agrarian enterprises and aims at creating environmental products and services in agricultural production.

It is the marketing strategy for environmentalizing agrarian production to be a link between agrarian enterprises, the market and society, as well as to ensure the formation of public opinion and the market environment environment.

The formation of an effective marketing strategy for the environmentalization of agrarian production, first of all, is necessary for a full supply of food security of the country, as well as the transformation of the agrarian complex into a highly productive branch of the national economy, therefore, the study of methodological approaches to the development of this strategy is relevant and practically significant [1, p. 119].

The purpose of the marketing strategy of ecologization is to ensure balanced development of the agrarian sector of the economy, that is, to maintain a balance between the economic system and the natural environment, which results in improving the long-term economic, social and environmental welfare of the society. With the help of this strategy it is possible to solve the contradiction between the economic interests of producers and the preservation of the environment, that is, the provision of environmentally safe living conditions of the population.

The formulation of the goal and the establishment of marketing environmental objectives and targets at the state, regional level and at the level of the economic entity (Table 1).

Table 1

**The main objective of the marketing strategy is to ecologize agrarian production at different levels of management**

State level	Guaranteed to ensure a high-quality and safe nutrition of the population in order to preserve the gene pool, to support the health of the nation and to increase the longevity of life. Ensuring environmental management of agriculture and protecting the natural environment.
Regional level	Raising the competitiveness of agriculture through modernization of agrarian production, innovative development of agribusiness, introduction of information technologies, support for the production of new types of agricultural products, support for the cooperation of agricultural producers.
Level of economic entities	Production of environmentally sound agricultural products, ensuring its competitiveness on the domestic and foreign markets.

*Source: summarized by the authors*

The main objective of the marketing strategy of ecologization of agrarian production at the state and regional levels is to create economic conditions for economic entities, in which they will be interested in preservation and restoration of natural resources potential when introducing innovative approaches in their activities [2, p. 12].

An important task of the marketing strategy of ecologization of agrarian production for agricultural producers is to promote the reduction of the load on the natural environment in the planning, coordination and control of all management activities [3, p. 278].

The marketing strategy of environmentalizing agrarian production should be oriented towards the formation of sustainable competitive advantages. Therefore, the results of the assessment of environmental factors are a prerequisite for the formation of a complex information and analytical support of marketing management, which is an essential condition for the development of this strategy.

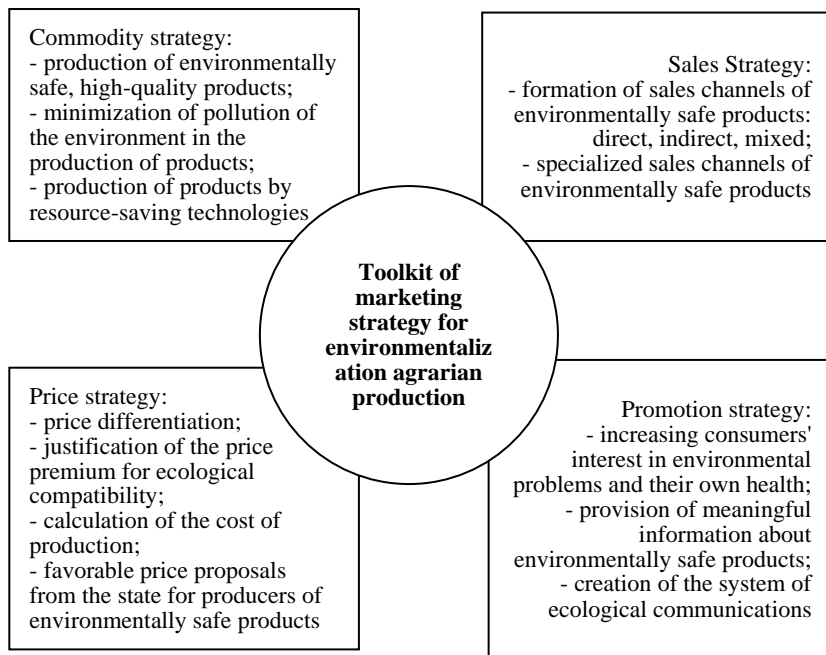
In the process of forming an agrarian production ecological marketing strategy, system and situational approaches, methods of strategic analysis, most often using matrix models, are used. However, it is not enough to involve only these models, all statistical-economic, economic-mathematical methods of analysis should be used for comprehensive vision of the situation, all available possibilities and alternatives.

Marketing strategy for ecologizing agrarian production includes instruments of ecological and economic management. Traditional system of tools includes product, price, promotion and distribution, that is, the main components of the 4P complex; From the consumer's point of view – needs, costs, communication and convenience. In contrast to the traditional system of tools of the marketing complex, the environmental strategy takes into account the environmental aspects of the marketing strategy [4, p. 84]. Note that the ecological component is present in each of the four elements of the marketing complex (Fig. 1).

The main requirements for the formation of a marketing strategy for the environmentalization of agrarian production are the following:

- 1) the reality, which involves its compliance with the situation, objectives, market, production and resource factors, experience and skills of the management system in the industry;
- 2) logical, internal integrity and consistency of individual elements;

- 3) compatibility with the external environment, providing an opportunity to interact with it;
- 4) risk is justified;
- 5) focus on the formation of sustainable competitive advantages.



**Figure 1. The main components of the marketing strategy of environmentalization of agrarian production**

*Source: developed by the authors*

The implementation of the marketing strategy greening of agricultural production by using environmental-economic management mechanism, based on up measures to allow, in our opinion, to change the format of relations between production and the environment towards sustainable use, reproduce agricultural systems.

It is established that marketing strategy of ecologization of agrarian production is a strategy of innovative development that can solve problems of economic growth, increase of competitiveness of agrarian

industry, provide high quality of life, national security, environmental protection and high technical level of agricultural production in Ukraine.

When implementing the marketing strategy of ecologization of agrarian production, a combination of ecological and economic instruments at the state regulation of ecological and economic components is important.

When forming this strategy, it's necessary to understand that it is not just about the one-time use of innovations to achieve instant advantages, but about a continuous, detailed planned strategic innovation development that forms new methods and controls, transforming the intensive introduction of innovation processes into the factor of economic growth in the industry.

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