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*Savina Svitlana Sergiivna**Candidate of Economic Sciences, Senior Lecturer, Department of Agrarian Management and Marketing, Vinnytsia National Agrarian University, Ukraine.*[DOI: 10.24412/2520-6990-2021-13100-49-58](https://doi.org/10.24412/2520-6990-2021-13100-49-58)**SYSTEM AND PECULIARITIES OF MARKETING ACTIVITIES OF FARMS AS AN OBJECT OF THEORETICAL ANALYSIS IN UKRAINE****Abstract.**

The article shows the study of theoretical and methodological and applied provisions of marketing management of farming farms and substantiation of practical recommendations aimed at increasing the effectiveness of their functioning in the structure of agrarian business.

Keywords: *research, theoretical and methodological aspects, marketing management, farms, efficiency, agrarian business.*

Ukraine has a significant potential for the modern development of the agrarian sector of the economy and increase its competitiveness in the world and national markets of agricultural products. An important role in this process belongs to farms. Their preferences, compared to other organizational forms of management, are found in the simplicity of creation, free entry into the market and exit from it, the flexibility of management and a simplified decision-making procedure, operational response to changes in the market conditions, the highest level of motivation of labor. However, the effectiveness of managerial activity of farms in Ukraine, the dynamism of their development within the national economy depends significantly on the level and quality of the use of marketing tools. It is when it enables domestic business entities to monitor the environment, provide the process of preparation, adoption of optimal managerial decisions and their implementation, to control the efficiency of the functioning of the management system of activities of farms. Today, marketing has become one of the key instruments of organization of agrarian business and effective management.

Given the importance of the functioning of farms, the problems of increasing their profitability and competitiveness in market conditions, there is a well-known need for a comprehensive study of the mechanism for managing marketing activities, in-depth analysis of production, social and economic aspects of the activities of farms and marketing sites in these processes in modern conditions of management.

The use of marketing tools in the activities of farms considered domestic and foreign scientists, in particular: S. Bliznyuk, A. Broyaka, A. Voychak, I. Goncharuk, V. Gorovki, Yu Dignovsky, O. Yerukin, G. Kaletnik, S. Kovalchuk, N. Kuznetsova, L. Kish, N. Kudenko, R. Logos, V. Lusk, V. Mazur, A. Mazur, K. Mazur, T. Mulik, E. Majovets, I. Markina, P. Music, m. Oklinder, P. Ostrovsky, A. Pavlenko, L. Pronko, N. Pinslik, O. Subvalna, O. Reshetnikova, O. Salamin, CO. Sambova, I. Tomasuk, I. Solovyov, V. Fostolovich, O. Speaker and others.

Marketing activities are only superficially, and sometimes fragmentary, covered the scope of farms. It was used without taking into account a comprehensive approach to solving problems, the relevant methodol-

ogy and research tool. The main purpose of marketing of farms is to demonstrate the importance of its tactical and strategic activities. A comprehensive marketing approach gives answers to the question of what consumer wants and for what price in which the volumes of quality.

The solution to the practical problems of increasing the efficiency of farms is significantly dependent on marketing management. Over the past decades, marketing shows dynamic development in the form of science, but there is still unanimous opinion on the interpretation of individual concepts. The following

First of all, about the terms used in scientific literature as synonyms of "marketing management", "marketing management" or "marketing management" [6; 9;12, 13;18, 20]. Marketing and marketing activities are determined in marketing management, and in marketing management, attention is focused on the management (enterprises, market, segments). Obviously, the point of reference for such an analysis will determine the concept of "management". Given this, we believe that it is worth finding out the content of the analyzed concept.

Scientist A. Fajol (one of the founders of management in the West) on the basis of a generalization of practical management experience came to the conclusion: "Manage is a company to go to the goal, trying to best use its resources" [13, c. 43].

There is still a unambiguous approach to defining the concept of "management". Thus, according to S. Provins, the main specialist of the Kharkiv Regional Institute of Public Administration, the relevant interpretation of G. Atamanchuk, the term "management" begins when in any interconnections, processes available beginning, interest, knowledge, goals and actions. man [5, p. 41].

Often the term "manage" is substituted with synonyms "to manage". In most cases, it is. However, there is a value by which we can distinguish them, since the content content is to settle goals and tasks before subordinates (give orders). In our case, "manage" precedes "management".

All options for interpreting such a definition are entitled to life. The authors offer different approaches, depending on the role, functions, places of its applica-

tion, although they do not provide opportunities to obtain a unambiguous understanding of this concept.

The study of marketing management process began from the moment of its appearance in the United States, from "Market Getting" - mastering the market that arose during the search by local markets farmers for sales manufactured products [3].

As confirms the analysis of economic literature [7,9,10,11,12,13] Among scientists there is no single approach to the definition of the essence of marketing management. By analyzing different, sometimes controversial Approaches to the interpretation of this concept, we can outline the essence of marketing management.

Thus, the founder of the Marketing Theory F. Kotler believes that marketing management is all processes that provide for analysis, planning, implementation and control over mutually beneficial exchanges with targeted buyers, the purpose of which profit, growth of sales and market share [13].

In our opinion, the management of the marketing activity of the farm is the process of forming and implementing a set of measures using marketing tools, resulting in the economy achieves basic goals and objectives, and may also affect the processes related to pricing, sales of goods, regulation of sales levels, competitive, involving new ideas, pleasure of tastes and preferences of consumers, and eventually receives the maximum effect on minimal marketing costs.

In this regard, the main goals of the management of the marketing activities of the farm are mainly:

- increase the volumes of profits with a minimum expenditure;
- to establish sustainable relationships with consumers;
- to introduce rational price policy (on the most favorable conditions for farming and consumers);
- respond to changes in a market environment in a timely manner;
- choose optimal ways of farming;
- to saturate the agrarian business with new achievements of science and technology [19, c.28].

From our point of view, the determining principles of management of marketing activities include:

- consumer orientation (farmer marketing activity aims to study and maximum satisfaction of flavors and preferences consumers);

- complex management (responsible and professional the upward approach each stage of marketing management);

- consumer protection;

- adaptation to environmental conditions (the ability of the economy to adapt to constant changes in the market environment);

- flexibility (in the decision-making process that characterizes the farmer from the position of the manager);

- introduction of innovations - the basic principle of management of marketing activities (constant development of farming and updating of the material and technical base with modern components);

- maintenance of a course marketing in perspective (the importance of using marketing, which is a business philosophy in the economy of the XXI century.).

Farms, owners who want to increase their profits every year, and not simply provide production activities at the level of "existence", are actively embodying all the listed principles of marketing management.

Marketing activities at the farm should ensure the implementation of significant tasks: to receive and master the necessary information about the situation on the market, tastes and preferences of consumers, independent of the economy of the economy; to detect and indicate which products must be grown and sell; obtain information on competitors' products; Use a specific marketing impact on the consumer, that is, to supply products for sale, which serves as their preferences and has benefits over the competitive offers of the goods.

These aspects of marketing activities will respond to key issues for the development of farms: where, when, to whom to sell products. Correctly selected marketing activity, in particular, it is a skillful control of it, will help to find out not only what to do it properly, but also that it prevents the proceeding of effective marketing activity [12, c. 25-26].

First of all, we say: in a modern marketing economy marketing is a wide concept that covers a lot of processes and is functional. Consequently, farms are managed by marketing activities in two directions: the first. Affects certain processes, and the second solves certain problems to achieve the goal of activity (figure 1.).

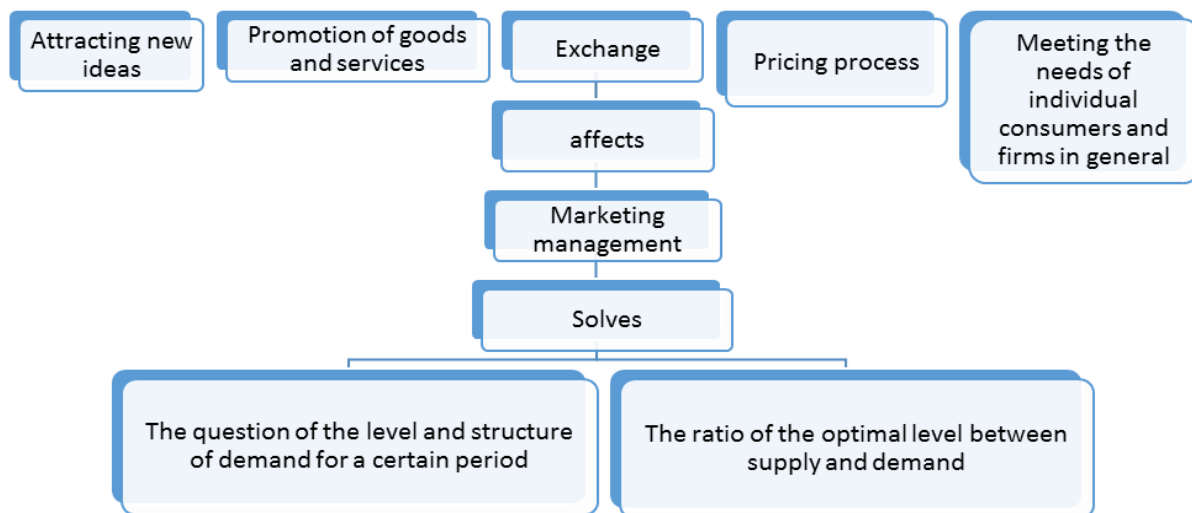


Fig. 1. Scheme of marketing management of farmers farms

Under the process of managing the marketing activities of farms, we understand: all processes related to the promotion of new ideas for products, in order to exchange on favorable terms for firms and individual people; political pricing; Impact on the ratio of demand and supply to achieve the goals set by the economy. In other words, it is to achieve the desired results through the development and use of tools that will help manage demand and proposal. After all, the environment in which the farming functions, similar to any other formation in the agrarian sector of the Ukrainian economy, is extremely dynamic and changing. Therefore, it requires a rapid response to objective control of its activities, which is due to the reasons such as coherence, coordination, subordination, reporting and organism.

There are five main functions for managing marketing activities. These include: 1) planning; 2) organization; 3) coordination and regulation; 4) stomach; 5) Accounting, analysis and control. The listed functions are indicated in the order of their occurrence directly during operation [13, p. thirteen].

Today, for business conduct in one or another sector of the economy, it is necessary to carefully organize and plan the activities of the economy. In the modern world, it is a certain axiom or a guarantee to achieve the success of the future case. The Axiom mentioned means: the business owner must know that such marketing, its features that will be able to be fully applied in economic activity. Before how to begin economic activity, its future manager should think carefully - as when and for what purpose it is to create it. Marketing activities are subject to planning. Consequently, the basic managerial function is planning [18, c. 26]. It, in particular in the economy of the agrarian sector of the economy, allows the prevention of numerous mistakes in the process of activity and make the most of the possibilities of farms.

Marketing planning is to be divided into: Strategic (long and medium-term) and tactical (short-term). Guide or top managers are engaged in strategic plan-

ning, and performers or managers of the middle link - tactical. In time, strategic consider planning more than a year, tactical - to a year. For proper and effective planning, such principles must be observed: to determine clear objectives; to orient production to the interests of the consumer; collect.

Specify as detailed information as possible; have clearly formed plans; Constantly find ways to improve and develop business.

Further management stage - organization of marketing activities of farm. After determining the Action Plan, the outline of economic activity should be transmitted to the implementation of the goals of the manager. In this regard, it is necessary to organize the execution of scheduled steps.

When the activities of the economy are planned and organized, there is a need for its coordination and regulation. This function is very important, since in the process of farming activities there are situations that are advisable to monitor and coordinate. The reasons for intervention in pre-planned farm plans are different - from changes in tastes and preferences of consumers, to unfavorable weather conditions that significantly change the results of the expected harvest [19, c. 27].

After this function begins to act activation and stimulation, which means the revival of economic processes in order to stimulate sales of products, increase profits for owners.

In recent years, but not in significance, there is accounting, control and analysis. To accounting and control should be in connection with the information about the existing situation. As a result, an analysis is performed, on the basis of which the farmer solves those or other management issues to improve the efficiency of their economy [18, c. 29]. However, there are many specific functions for managing marketing activities: the formation of goals and objectives of the activities of the economy; production planning and markets for its sales; personnel selection of employees; collection and processing of marketing infor-

mation; introduction of price policies and a complex of marketing communications; Formation of channels of distribution and drawing up plans for future procurement of logistical resources [80].

According to L. Balabanova, marketing functions include: Marketing research; development, planning of assortment and quality of products; sales and distribution of products; Advertising and promotion of sales [16]. Consequently, the scientist reveals the named functions only from the position of direct activities of marketers on

enterprise, however, not taking into account such an important set of measures associated with prices and pricing.

Scientists A. Pavlenko believes that the functions of marketing include:

- comprehensive study of the market, problems that are combined with marketing;
- coordination of parameters, characteristics and properties of products with wishes, tastes and preferences of consumers;
- calculation of prices for enterprise products, installation of payment conditions, discounts;
- sales planning and sales;
- physical distribution of products;
- ensuring communication relationships with consumers;
- service of consumers;
- control and analysis of marketing activities [18].

So, determined by a scientific approach to general marketing functions, analyze their specific links with marketing management functions (table 1.).

Table 1.

Interconnection between marketing functions and management functions Marketing for farms

Marketing features	Marketing management functions	Consequences from the introduction marketing by farmer farms
Analytical	Collection and analysis of information on tastes and consumer preferences; micro and macroproduction of the economy; competitors; Markets. Organization of forecasting demand and sale.	Product production taking into account information received on the basis of marketing research. Active policies in the marketing environment (micro and macro). Satisfaction of demand and increase in sales volumes.
Planning development of commodity policy.	Planning of logistics and Using modern technology, technology.	Implementation of marketing commodity policy. Implementation of material and technical supply, attraction of new technology and technologies.
Sales and distribution	Formation of sales and distribution policies. Selection of distribution channels Implementation of transportation, warehousing and storage.	Ensuring an active sales policy and the use of beneficial farming channels. Rational and efficient provision of logistic operations
Promotion	Development of communication policy. Implementation of sales stimulation tools. Material intangible stimulation of sales workers.	Implementation of marketing communications policy. The embodiment of the most effective ways of reporting manufactured products. Motivation of employees.
Pricing	Development of pricing policy. Selection of strategy and pricing methods. Decision to find management models.	Implementation of marketing pricing policy. Determination of the method and pricing strategy. Choosing a Marketing Model of Farm Management the household.

Consequently, the basic marketing function - analytical - associated with such a function of marketing management, such as collecting and analyzing information, the organization of forecasting demand and sale. That is, between marketing function and marketing management function there is a close relationship. Therefore, they provide for the production of farm products, taking into account the results of marketing research. This contributes to the demand for consumers, the growth of sales volumes, which is especially relevant in the conditions of increasing consumer requirements to the quality of the offered products and competitive pressure on the market.

A similar situation is traced and with the following functions. Thus, a plan-production function is interconnected with the development of commodity pol-

icy and planning of logistics. The embodiment of the mentioned marketing function by farmer's farms involves the introduction of marketing commodity policy. It is precisely the organization and implementation of this policy that determines the main conditions of management. Particular attention is drawn to the planning and production of quality products, which is a guarantee of success of the implementation of marketing functions.

Another feature, sales and distribution, also involves close connection with the marketing management function - the formation of sales and distribution policy goods, selection of distribution channels, transportation, warehousing and storage. The results of the activities of the economy depend on the active sales policy, use of benefits for farmers of sales channels. A

thorough planning of logistic operations associated with the delivery of farm products to consumers will minimize the costs of it.

Despite the fact that the promotion as a marketing function is important, it also involves close connection with the function of marketing management - the development of communication policy, implementation of sales stimulation tools, material and intangible stimulation of sales workers. In the process of marketing management, special attention should be paid to marketing communications policies. A large number of ways to report your own products and can convince it depends on the motivation of employees involved in this multifaceted process.

Marketing also performs a pricing function that is combined with pricing policy, a choice of strategy and pricing methods, that is, marketing management function. From the realization of reasonable marketing pricing depends on the profit of farmers.

Farms whose magnitude will help to determine the profitability of the economy and produced by it. Priority of pricing function is to establish a fair price at the most favorable level for farmer and consumer.

In our case, it is necessary to manage the marketing activity of the farm economy to realize the goals and objectives of its functioning. The application of marketing tools, on the one hand, will help consumers find out about the products of the farm, and on the other - it will be able to identify and explore their tastes, preferences to meet the needs. The use of mar-

keting provides a bilateral connection between the economy and the consumer.

Let's emphasize: the use of marketing by farmer's farms is an important tool for the organization of optimal and rational execution

Production and sales function. The importance of this tool is manifested in the conditions of openness of markets, Ukraine's participation in the World Trade Organization (WTO) and enhanced competition.

Given the importance of organizing production, increasing the costs and competitiveness of farms in market relations, there is a conscious need for a comprehensive study of the characteristics of the marketing activity of the farm (fig.2). This would allow to improve practical marketing work in Ukrainian farms.

The object of marketing management is a farm economy, the subject of a hundred - the position of the economy in the market. Management of marketing activity by territorial principle occurs at two levels - national (local, regional); International (export, world). All farms have access to the first level, regardless of their size and specialization. To produce farm products internationally can only large farms with a powerful competitive position in the domestic market.

Under the methods of managing the marketing activities of farms, we understand economic (planning, research, sales, pricing), organizational (orders, recommendations), psychological. Marketing Models of Management "I myself" are mostly used by small farms through a personal sale farmer.

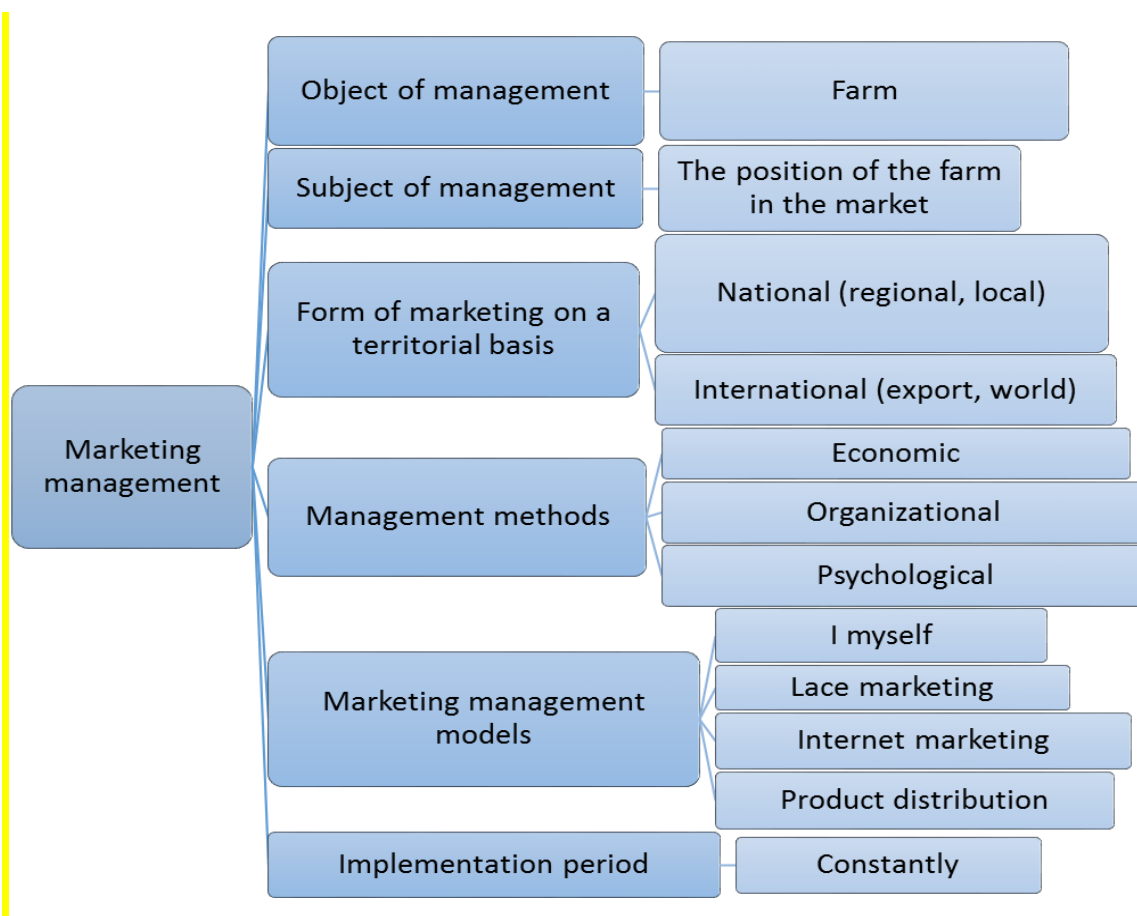


Fig. 2. Complex nature of the management of the marketing activity of the farm

Management of the marketing activity of the farm - not a one-time action to raise the level of sales or attraction of new clients, and a continuous process. This activity should take place only on a permanent condition, then the use of marketing by the farming will be effective.

A properly chosen marketing management model for farms will mean an increase in production volumes, the ability to realize farm products in their own outlets, favorable conditions for the association of farmers in cooperatives and attracting various forms of direct marketing [5].

Taking into account all this, we believe that it is necessary to focus on the person who generates, plans and implements marketing ideas, that is, on the marketer. The main actions of the marketer in the process of marketing management are: 1) to determine which products are expedient to grow and sell, tastes and preferences of consumers, information about the market situation; 2) to inform real and potential consumers (intermediaries) of produced products; 3) persuade, that is, to conduct a specific marketing impact on the consumer, supply products for sale, which corresponds to their preferences and contains advantages over competitive offers of the goods; 4) timely and unobtrusively to remind the activities of the farm.

However, there are many features that are inherent in agriculture and affect the functioning of agribusiness in a market economy. It is important that the market meter combines natural and biological processes with production-economic. Natural laws of plant development and animals can not be ignored, because it may lead to a decrease in the efficiency of other resources. Natural biological processes have a significant value in choosing production technologies to increase efficiency. Chemical plants protection, fertilizers, agricultural machinery, organization of labor - Everything must be adapted to these processes. This certifies a close relationship between agriculture and the environment that needs "creative" management. For efficient management of the economy, there can not be clearly outlined boundaries between execution and management. The combination of host qualities, manager and executor, as confirming the practice, contributed to the development of farms in developed countries [19, p. 81].

The advantageous geographic location of the country, a favorable natural climate, domestic chernozems make it possible to receive high fruit and vegetables crops.

Ukraine ranks first in the world of sunflower production, oil and exports it, the third - for the production of barley, fourth - from corn exports. Since the population on the planet is constantly increasing, then such a situation will promote the development of domestic agribusiness in the world. In 2018, 70.8% of Ukraine, which is 42.7 million hectares [20], were used for the needs of the agrarian sector.

The seasonality of agriculture is associated with uneven use of technology, labor, as well as income throughout the year. Such a fact explains a great dependence on obtaining loans for the development and functioning of agribusiness.

Farm products have a limited term of use, so requires special storage conditions. Failure to comply and underestimate this feature will lead to the fact that the seeds and other sowing material will shorten the function of reproductivity, meat and dairy products are spoiled.

Each agricultural culture that grows has its own unique calendar time of climbing, maturation and collection. It is that Explained the duration of the production process. The same situation with animals growing slowly. It is practically impossible to reduce or increase the number of calves or livestock, taking into account natural factors. It is impossible to increase or decrease the volume of agricultural products of livestock or plant growing in the market in short terms [18, p. 79].

The activities of farms are significantly influenced by unstable weather conditions. As much as the state did not try to protect the farmer from all losses, but it is not possible to do it completely. This type of economic activity remains the most saturated. The production of agricultural products directly depends on weather conditions: floods, drought, degrees can instantly destroy the expected harvest. From this depends on all fluctuations in yields and volumes of future profits of agrarians.

The products of farms also affect the difference in the fertility of land. In the country, the level of fertility is different (depending on the particular region or locality). Even in the same labor and material costs results will be dramatically different. Such a dependence on climatic, geographical conditions and soil of a particular area causes specialization in a certain type of regional products. This is confirmed by Professor Columbia University T. Hezz, author of the book "Organization of the Farm on Farms", emphasizing that the activities of each farm should begin with the estimation of three main natural factors - water, land and climate [14, p. 81]. All without exception features should be taken into account in the organization of marketing activity in agribusiness.

Another target marketer is to increase the level of competitiveness of the economy. That is why the study of the problems of competitiveness of farms is significant for the country's economic policy. In this case is urgent due to globalization processes and an increase in international competition, as well as openness of the national economy.

The concept of "competitiveness" is extremely bridge and comprehensive. In its basis, the ability to withstand competitions compared with similar objects presented in a particular market is laid. Competitiveness reflects the benefits of the enterprise in relation to the set of advantages of typical enterprises (key competitors).

The set of financial, material and other capabilities of agrarian enterprises contribute to their ability to efficient work, certify the presence of such a feature as a competitiveness [11, p. 17].

The concept of competition studied economists of different times. The theoretical achievement is the scientific works of A. Smith, D. Ricardo, S. Brya, A. Marshal, M. Porter, R. Fathutdinov. It should be noted

that enterprises may have a level of technological equipment are almost identical, but will always be provided in financial, information, technological, labor resources, land. The difference in providing the named factors of production is an incentive for further competition, the basis of the concept of "competition"

In the competitive policy of the economy, you need to apply its own strong properties, pre-examining the weaknesses of the competitor. However, it can not be argued about absolute competitiveness in the national economy and in international markets. The factor of success, which significantly affects the competitive activities of the economy, labor resources, personnel and frames [15, p. 97]. In the process of managing the competitiveness of the economy, it is necessary to pay attention to the general and personal characteristics of the farmer. Determines, in our opinion, personal characteristics. Common sense, the ability to react adequately - these are congenital qualities, and in each person they are individual.

With competitive advantages, farmers in national and international markets will be able to achieve stable, dynamic development in the agrarian sector. From our point of view, the role of a special competitive advantage that the EU Farmer is performed by staff. In fact, the management of the competitiveness of the farm has significantly depends on its provision by professional and qualified labor resources. Effective and rational management of their factor, which provides a high level of competitiveness of the farming [16, p. 23].

As already mentioned, a characteristic feature of farms is a family form of farming, but this does not interfere with farmers to actively apply hired labor. After all, for sufficient (optimal) provision of farms with the number of labor resources, an increase in production volumes is expedient to use hired workers. Whether it will be seasonal workers who are constantly occupied, as well as their number will depend on the size of land areas, means of production. The total number of employees in Ukraine, which are employed in farms, counts in accordance with the statistical data of 2016 93.7 thousand people, of which 34.5 thousand (or 36.8%) - members of the farm, and 59.2 thousand (63.2%) hired workers [7].

On stimulation of employment in the agrarian sector of Ukraine's economy, in general, in farms, in particular, social, economic and environmental factors are significantly influenced by farms:

- working conditions;
- salary size;
- possibility of career (professional) growth;
- location of the enterprise and natural and climatic conditions.

Summing up, note that taking into account the factors of influence will help to consolidate the frames in this area of management. Much attention should be paid to: financing from the State Budget of Scientific Research in Agrobiotechnology, Agricultural Selection, Ensuring its Competitiveness; training and improvement of personnel qualifications for the growth of efficiency and productivity; Grant's introduction Programs in higher educational institutions, maintaining young scientists.

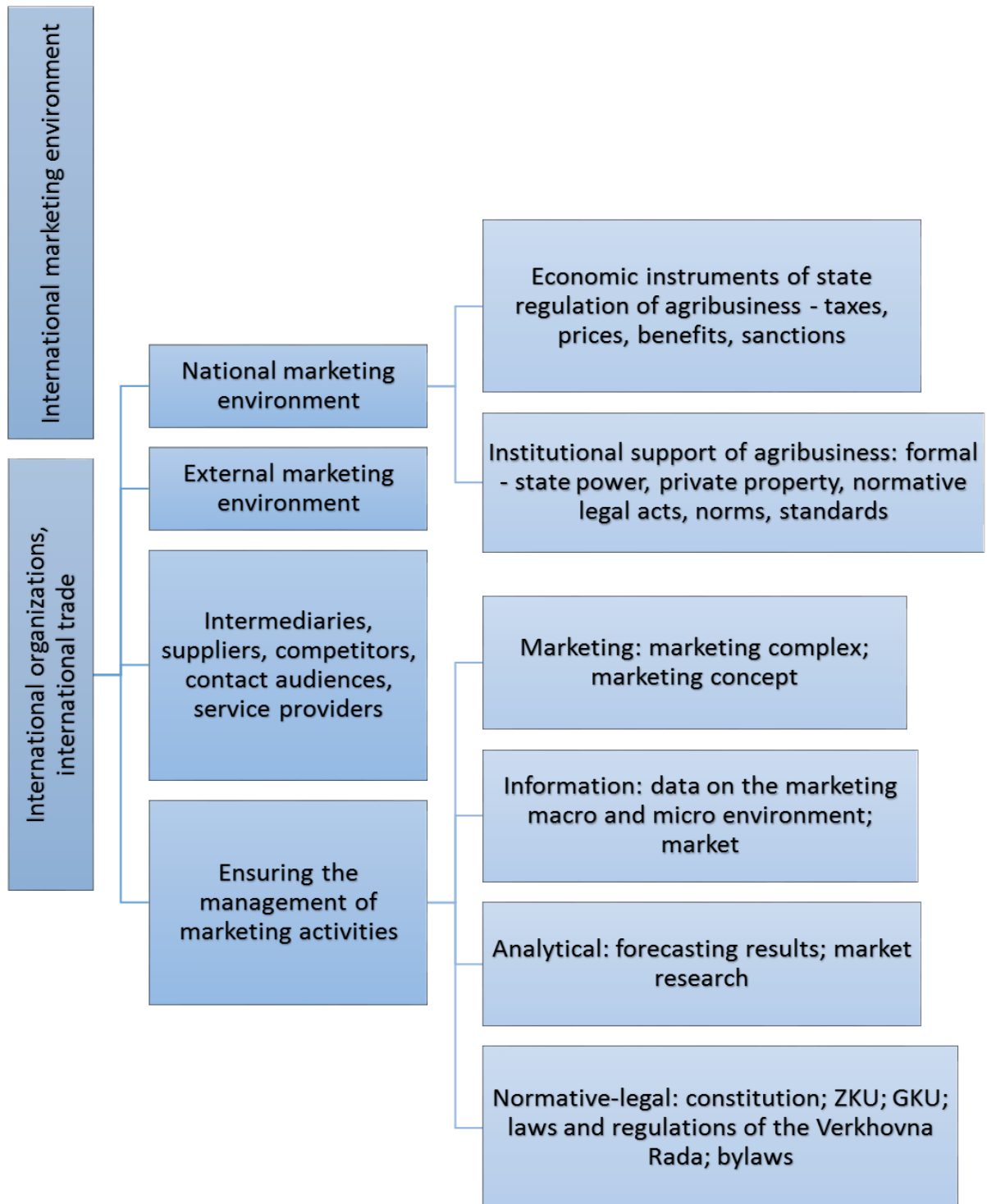
Note also that the decision in the process of managing the marketing activity of the farm is influenced by the peculiarities of the market structure, where it functions. In our case, it is about one of the species of market structures - a market with clean (perfect) competition. The features of which are: 1) a large number of sellers; 2) standardized type of product; 3) insufficiency of influence on the installation of a market price; 4) the absence of obstacles to entering the industry and conditions for non-price competition [8; 57].

In order to find out what tools to use in the management of the marketing activity of the farm, will determine the reasons for inhibiting the introduction of marketing. It:

- uncertainty of leadership - doubts about the need and efficiency of using marketing;
- defective guidance - attitude towards innovations and changes with significant inertia;
- low-definition of leadership - low level of knowledge on this issue;
- lack of leadership experience, that is, practical skills in using marketing;
- lack of skilled labor resources - a small number of specialists knowledgeable in this area;
- lack of financial resources - funds for risky steps in connection with structural changes and reorganization.

Named factors testify to serious problems that arise when farms are limited to marketing instruments. That is why the author proposed a system of management of marketing activities of farms, which organizational and functionally adapted to the requirements and needs of agribusiness and economics in general (Fig. 3).

From our point of view, the basis of the proposed system is the farms that conduct marketing activities through the application of the Marketing Complex 4 "P". Note: To improve the economic The activities of farms through the prism of marketing It is necessary to use more elements of the marketing complex, except standard 4 "p".



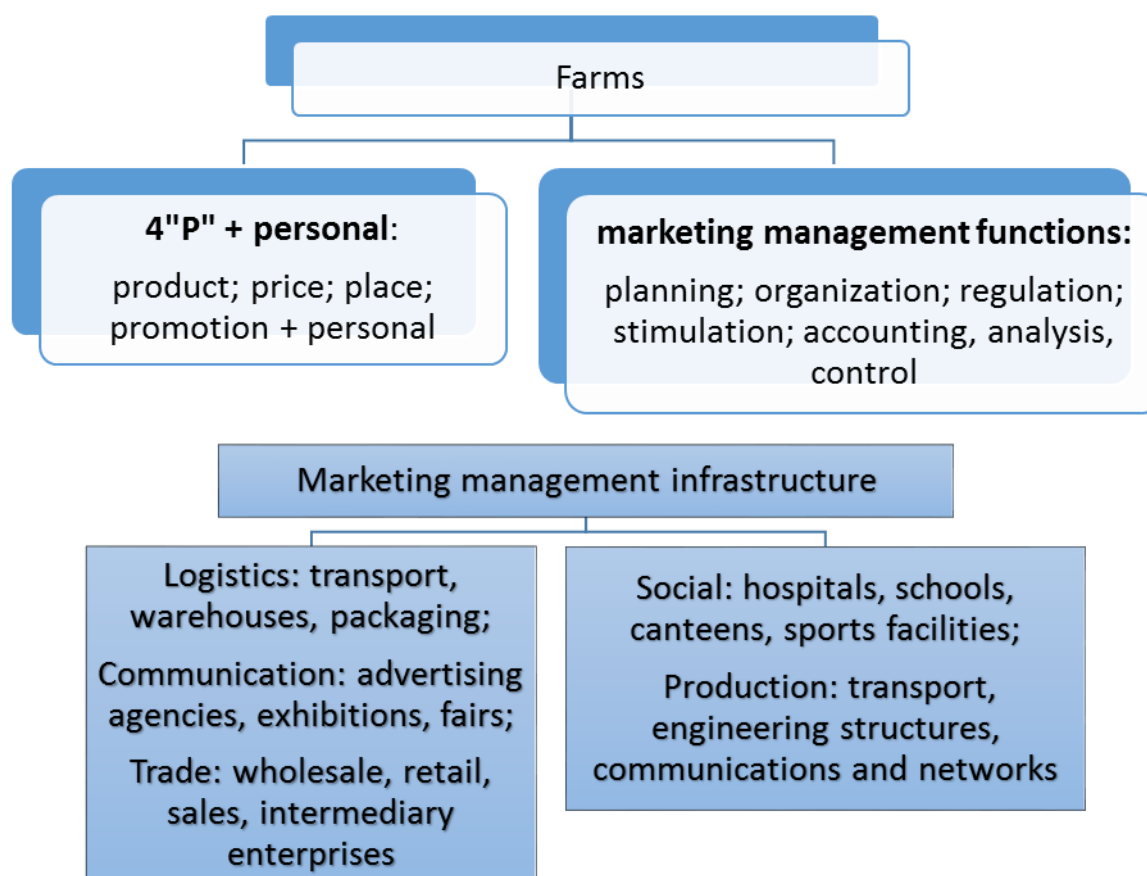


Fig. 3. Farming marketing management system

We offer to account for this complex yet another element - "Personal" (employees), because we believe that it is an internal element in the main 4 "p". This is a linking link or mechanism, with the assistance of which tools "Product", "PRICE", "Place", "Promotion" function and affect each other.

You can manage the marketing activities of farms, performing five functions that we have already mentioned.

Marketing activities are managed with the help of marketing, informational, analytical and regulatory provision. In infrastructure for marketing activities of farms can be distributed into two blocks. The first includes logistic, communication trade infrastructure, instead social and production - to the second block.

Farmers, as well as all organizational legal forms, can not act in isolation from the influence of the environment. The nearest farms are external microsphere. We propose to call his direct marketing environment - with it farmers in contact most during marketing activities. It is about intermediaries, suppliers, competitors, contact audiences, serving cooperatives.

Further level is the national marketing environment, where the institutional provision of agribusiness and economic instruments of state regulation of agribusiness (taxes, prices, benefits, sanctions) are located. We can not ignore the influence of institutional factors - formal and informal, since from our point of view, at this level, there are generally accepted requirements for participants in domestic agribusiness: "Rules of the game" - prohibited and acceptable.

The international marketing environment is the next level of activity of the farm. We have written here international organizations (Food and Agricultural Organization (FAO), World Trade Organization (WTO)), and international trade.

Note: the most important feature of marketing in agribusiness - the fact that the products produced by farmer farms are the product of first necessity, demand for which one can not be postponed or satisfied in advance [58, p. 257]. Therefore, under the conditions of imperfect and incomplete taking into account the features inherent in this area of business, it is impossible for full management of these farms.

The use of an additional Market Mix item, in our opinion, is a universal direction for managing the marketing activities of farms. Ignore an additional tool of influence that arose as a result of the development of modern marketing science, is not worth it.

Consequently, the evolution of marketing as a system of management of various business entities contributed to its transformation into an effective and priority mechanism for achieving certain goals and objectives. Marketing has become a philosophy of business management, as a priority during the adoption of managerial decisions is its principles. Given the importance of this organizational form of management in a market economy, an analysis and disclosure of the main characteristics of the farm, understanding of its economic nature remaining. The integrated study of such a form of management has become the basis for improving the efficiency of marketing activities of farms.

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Vinnytsia, Ukraine*[DOI: 10.24412/2520-6990-2021-13100-58-70](https://doi.org/10.24412/2520-6990-2021-13100-58-70)**IDENTIFICATION OF PROBLEMS AND PROSPECTS OF RURAL INFRASTRUCTURE
DEVELOPMENT OF UKRAINE****Abstract.**

The problems of development of production and social infrastructure of rural areas are considered. The dynamics of the main components of rural infrastructure development and their impact on the socio-economic situation in Ukraine are analyzed. The influence of agricultural production on the development of rural infrastructure is argued. It is emphasized that the development of rural areas today is characterized by the aggravation of a number of problems, the most acute of which are the demographic crisis, the decline of social infrastructure, unemployment and poverty, and most importantly - unresolved land use issues.

The strategic importance of multifunctional development of rural areas is studied taking into account the experience of the member states of the European Union, the member states of the Council of Europe. It is proved