

Technologizing Marketing as a Factor of Goal-Oriented System Formation of Regional Agro-Industrial Complex

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Abstract: The active usage of marketing tools is a necessary condition for effective business in agro-industrial complex that helps agro complex to reach social and economic goals. It is even more relevant in the current transition period of national economic model to import-substituting technologies in strategically important industries which agriculture is a part of. Development of marketing technologies in the system of targeted management of regional agro-industrial complex well let effectively resolve issues with production, distribution and consumption of goods produced. These goods will substitute imports will increase quality and competitiveness of national agriculture produce on international markets.

Key words: Marketing technologies, agro-industrial complex, organizations of management of agro-industrial complex, system, equality

INTRODUCTION

Currently our national economy is not very stable, mainly because it some national industries have high reliance on foreign suppliers. Consequently import-substitution program is becoming more relevant for economic development of the country. The success of this program is heavily depend on management of domestic economic entities and its ability to use all advantages of decisions made on the government level.

Speaking about one of the priority areas of the national economy agriculture, we must recognize the fact that the food embargo on the West European suppliers of agricultural products is a strong incentive for the development of the domestic agricultural sector at both the regional and the national levels.

Domestic agricultural business had the opportunity to improve its efficiency several times, especially in the mesoeconomic level. Therefore, import substitution in agriculture is one of the priority directions of economic development in the near future. However, despite the opportunities and chances for the national organizations of agriculture at the regional level to be effective, review of approaches to the solution of a number of socio-economic problems is required. Mostly these problems are caused by ignorance of the laws of the

market and the mechanisms of its study, the undeveloped market infrastructure, the disintegration of interest enterprises of different spheres of agriculture, poor interaction of outlets between farmers, lack of the necessary information on the state of the market. Thus, taking into account the urgency in the circumstances of targeted approach to the management of social and economic systems, the role of marketing tools should not be underestimated in this process.

The role is defined by the possibility of a thorough and comprehensive study of the market, demand, needs, targeting the production of these requirements, product quality and also an active impact on the existing demand, the formation of the needs and consumer preferences.

Literature review: Research issues related to the development of marketing in the field of agriculture at the regional level have recently been given a lot of attention, among them are the studies by Asogwa and Okwoche (2012) and Rehman *et al.* (2012).

Features of use of marketing technologies in agriculture are presented in the studies by Wolni *et al.* (2010) and Trainor *et al.* (2010). National experience technologizing marketing activities in the sectors of the economy is represented in the studies to develop domestic agro-industrial complex regions.

MATERIALS AND METHODS

It should be recognized that today the use of marketing tools is essential for any business entity, not only for effective activity but in order to “stay afloat” in a rather turbulent market environment. Efficiency also requires the introduction of a system of management by objectives in terms of adequate functioning of marketing technologies to help achieve the greatest possible economic and social results. With the most creative part and variability, marketing as a science and as an activity makes it possible to design the adaptive management personnel marketing techniques to solve any socio-economic problems of the organization.

The development of marketing technologies is happening quite rapidly. This in its turn contributed to formation of an extensive set of rules and technologies that need to be adopted to reach organizational goals and qualify for successful professional career. Proper use of marketing technologies provides invaluable assistance in the sale of goods which in turn contributes to the effective turnover, the strengthening of the market and stabilization of the economy as a whole. These technologies are varied but they have the same implementation goal which is improving the competitiveness of the economic entity in a market economy.

In the context of implementation of the program of import substitution in agriculture marketing technology becomes an integral part of the management culture of

regional agro-industrial complex. Applying the concept of technologizing of marketing activities in the field of the national economy will allow to enhance the quality and competitiveness of agricultural products. Among these factors, in our opinion are: rationalization and specialization of administrative work, especially marketing; stage control that allows you to identify and eliminate the deviation at each stage; definition and division of typical and creative procedures; development of effective methods for solving specific marketing objectives and replication of this experience; adaptation of scientific methods and management tools. The latter factor of marketing technologies, adaptation of scientific methods and management tools has extreme importance as technology marketing activities are ways of practical application of modern scientific methods and tools for planning, organization, accounting, analysis.

The use of marketing technologies in agricultural business will increase the efficiency of the existing organizations in agribusiness management system, determine a realistic program for the production and sale of agricultural products and adapt to market changes. In other words, it will create a competitive advantage and therefore form the fundamental basis for a system of management by objectives, allowing to achieve the desired results in a rational way (Fig. 1).

In general, the process of technologizing of marketing activities in modern organizations of agro-industrial complex of the region can be in the form of the following successive stages, methods and actions necessary for the implementation of marketing solutions (Fig. 2).

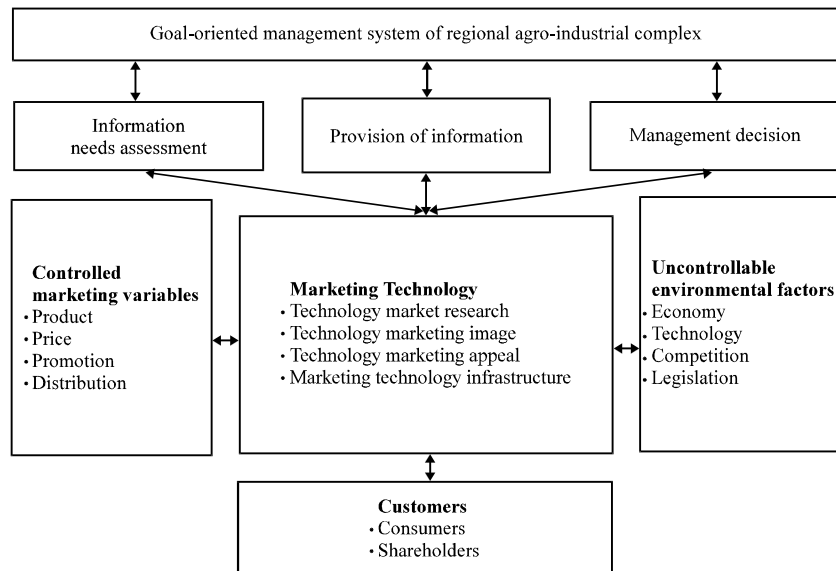


Fig. 1: The role of marketing technologies in the process of goal-oriented management of agro-industrial complex of a region

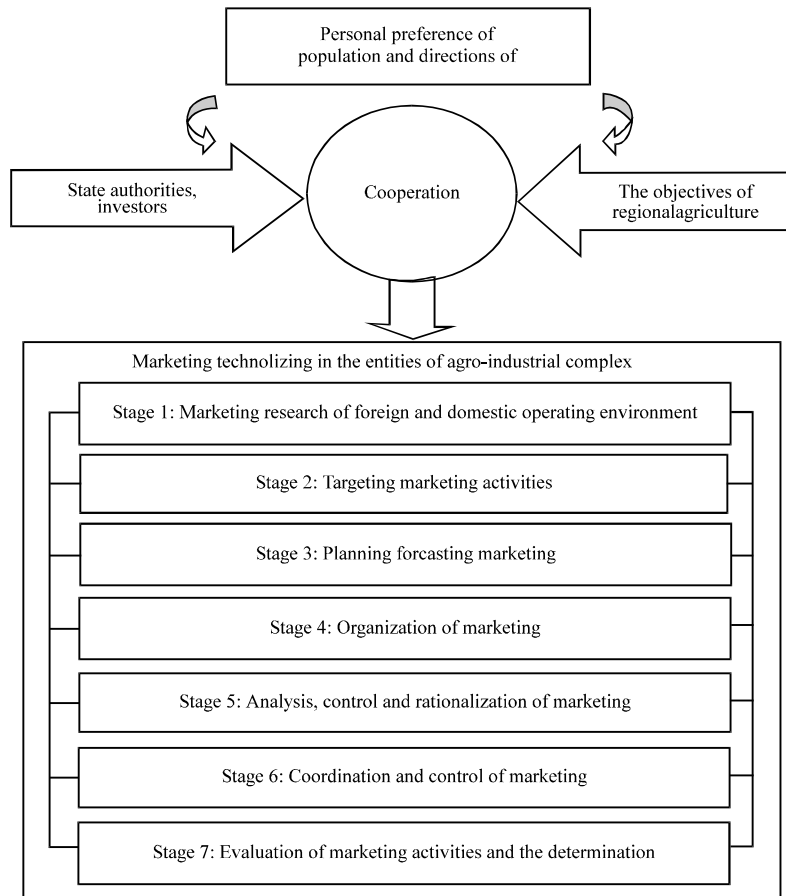


Fig. 2: Technologizing of marketing activities and the organizations

RESULTS AND DISCUSSION

Considering the domestic experience, it should be noted that the use of marketing technologies begins long before an entity has made their goods. As the results of our research, in fact, first organization conducts market research and analyzes the market, then a decision is made about what the product is worth producing and what markets will be best for its realization. Then marketing activity continues long after the sale of goods, it is necessary to know what the consumer feels after purchasing the products and what should be done for consumer to be completely satisfied with both the products and the organization as a whole.

A comprehensive comparative analysis of expert assessments of established practice of using marketing techniques elements of regional agriculture (in the example of the Belgorod region) confirms our thesis of higher relevance and significance in modern conditions of managing the use of marketing technologies. An overwhelming number of respondents

were representatives of agribusiness and the heads of state and municipal government (80%) and they believe that the efficiency of agricultural organizations requires active use of marketing technologies. Respondents highlighted the program of import substitution, the requirements of today's business environment, the turbulence of the environment of functioning of economic entities, the task of improving the quality and competitiveness of agricultural products and access to the international market as reasons for importance for marketing tools.

On one hand, the fact of use of marketing tools in management of agro-industrial complex is a positive aspect however, according to our respondents, tools that are used in practice and tools that can increase the effectiveness of achieving the organizational objectives are not the same.

This is a consequence of many objective and subjective reasons. In particular, according to the respondents, the transition to the active use of effective marketing techniques coupled with such facts as: firstly,

it requires a restructuring of the system of management of development of agriculture with a focus on the achievement of strategic targets. Secondly, the review of administrative functions and the structure of regional agro-industrial complex. Third, change of the mentality of senior management of the agricultural organizations. Fourth, the lack of qualified personnel in agribusiness.

However, despite the marked “bottlenecks” associated with the use of marketing technologies today, the respondents believe (93% of respondents) that the socio-economic condition of regional agriculture requires the use of modern marketing techniques. The most relevant, according to the experts interviewed are marketing research, branding and online marketing technology.

CONCLUSION

Orientation of goal-oriented system of agro-industrial complex management for use of marketing tools will allow to have more success not only on regional but national level one as compared to orientation on tool of traditional industrial concept. It will contribute to the formation of real competitive advantage, improve the competitiveness of domestic producers as a whole. Moreover, the use of advanced marketing technologies become vital due to the problem of efficient implementation of the program of import substitution.

When improving approaches to technologizing marketing activities in the management of the organizations of agriculture in the region, it is necessary to stress that every business entity has its

own peculiarities of formation and use of marketing technologies in the management, so it chooses the most marketing tools in terms of the organization. However, there are three most important groups of factors that influence the process technologizing marketing activity of the agricultural organizations of the region. These include personal preference, clearly expressed needs of the region’s population in a particular agricultural production and consequently, the strategic directions of social and economic development of the territory as a whole. Also, stakeholders (public authorities, investors, etc.) both internal and external have influence on the development of marketing tools. Strategic and tactical goals, mission of an economic entity have significant influence on the choice and use of marketing technologies.

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