



# SUSTAINABLE DEVELOPMENT: MODERN THEORIES AND BEST PRACTICES



Teadmus OÜ

# **Sustainable Development: Modern Theories and Best Practices**

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## PECULIARITIES OF MARKETING APPLICATIONS IN UKRAINIAN AGRICULTURE

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The current stage of agribusiness development in Ukraine is in a state of transformation and requires urgent solutions to a set of vital tasks, including overcoming the crisis in agriculture and its structural restructuring, reforming relations, and building market infrastructure, as well as increasing competitiveness. To improve and accelerate the development of agricultural enterprises, it is very important choosing an effective marketing system that serves as a basis for the development of agricultural businesses.

Agriculture is different from most other businesses because of the special considerations that apply:

- despite the importance of food production, farmers' income is about 40% lower than income in non-agricultural sectors;
- agriculture is more dependent on weather and climate than many other industries;
- there is an inevitable time delay between consumer demand and what farmers can supply - growing more wheat or producing more milk inevitably takes time.

The development of the Ukrainian economy as a whole is currently constrained by the military actions on the territory of Ukraine, including large-scale destruction, reduced investments, the need to find new foreign markets, increased fiscal burden, high risk, etc. All of these circumstances have led to a deterioration in the market positions of Ukrainian companies in recent years and shortly. On the other hand, Ukrainian agricultural production's growing influence on the food market's state in the medium and long term. This impact may be accompanied by processes that characterize potential challenges for the competitiveness of agricultural enterprises, namely:

- the emergence of new players in all price segments of food products;
- the emergence of new (or an increase in the presence of existing) agricultural corporations, which will include agricultural enterprises and food processors;
- increased consumer demands for product quality;
- increased requirements of investors for the quality of enterprise management;
- recognition of the ISO 9001 compliance certificate, which is a prerequisite for enterprises in the industry.

Some features inherent in agricultural production form a specific manifestation of competition:

- agricultural production is tied to the land and cannot be moved to more favorable conditions in terms of competitiveness;
- most types of products are durable goods, and their commercial characteristics deteriorate during long transport distances;
- most of the products are only raw materials for processing enterprises, so their competition takes place at intermediate stages before they reach the final consumer in the form of completely different products;

- there is almost no monopoly in agricultural production for the main types of products;

- competition in agriculture develops not only between producers of goods but also between goods and has biological and agrotechnological limitations;

- agricultural enterprises use a significant part of their outputs as inputs and have greater opportunities to manage the competition. The set of conditions for the manifestation of competition requires an analysis of the competitive environment at different stages of the promotion of goods between rural producers.

The modern concept of marketing gives the work of an enterprise based on information about consumer demand and its changes in the short term. Marketing activities will be successful if they bring value and satisfaction to target customers. The value increases with quality and service and decreases with price, although other factors can also play an important role. Currently, marketing can be seen as identifying, creating, communicating, delivering, and monitoring customer value. Satisfaction reflects a comparison of customer's perceptions of a product's performance (or outcome) relative to its expectation. If performance does not meet expectations, the customer is dissatisfied and disappointed.

Currently, marketing activities are not yet widely adopted in Ukraine, and agricultural enterprises use only certain functions and strategies of marketing activities that do not require significant financial losses and deep professional knowledge in this area, but they do not provide proper long-term effects. Establishing a marketing department at an enterprise is a necessary and important component of success. The marketing department should become the main link that collects market information on the company's commercial products, analyzes it, determines the types, volumes, and terms of product delivery, identifies customer needs, sales volumes and estimated prices, selects sales channels, complies with quality standards and regulatory provisions, carries out sales and marketing activities, and coordinates the activities of production structures. When setting up a marketing department at an enterprise, special attention should be paid to marketing research and analytical work.

An efficient marketing management system can ensure long-term profit and a stable position for enterprises in the market. Improving marketing in the agricultural sector would significantly strengthen the country's agro-industrial complex as a whole, increase the production capacity of agricultural enterprises, and allow them to produce competitive products on the international market.

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## SUSTAINABLE DEVELOPMENT IN THE CONTEXT OF GLOBALIZATION

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In the 20th century, the development of humanity was characterized by an incessant pursuit of economic and technological growth, where the main indicator was the country's GDP growth. The most important spheres - economic, ecological, and social - were studied and operated separately from each other. Due to ignoring the need to balance economic development, society, and environmental conservation, at the beginning of the 21st century, humanity faced the need to solve global ecological problems, hunger and impoverishment of a significant part of the world's population, resistance to regional and interethnic conflicts, terrorism, and moral decline.

Further deepening of globalization processes contributed to the informatization and transition of macroeconomic systems to the post-industrial stage of development. The use of innovative development opportunities allowed developed countries to form a post-industrial society. At the same time, the development of Ukraine's economic system is mainly based on traditional technologies initiated at the early stage of industrialization, as well as partial use of modern imported technologies. This indicates insufficient compliance of Ukraine's economic development with modern globalization trends, which include expansion and improvement of the efficiency of innovation activity and mastering new production technologies.

In the context of globalization, Ukraine's socio-economic system has become open. Modern development trends have provided Ukraine and other post-socialist countries with new opportunities and prospects, including expanding access to modern technological, cultural, and intellectual achievements. However, the impact of globalization processes on developing countries is not exclusively positive, as it is characterized by the presence of significant risks and threats.

Globalization is a process of international integration that arises as a result of the exchange of worldviews, products, ideas, and various aspects of culture [1]. Today, globalization is a constant and necessary process of international economic cooperation, which, on the one hand, contributes to the growth of the global economy and the interdependence of countries, and on the other hand, requires careful attention to the risks and negative consequences of its implementation.

Various methodologies are used for quantitative assessment of the positive and negative impact of globalization on the countries that are affected by this process, which are periodically updated in accordance with modern requirements. The most well-known is the system of quantitative and qualitative measurement of globalization developed by the Swiss Institute for Business Cycle Research (KOF Konjunkturforschungsstel der