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ODESA NATIONAL TECHNOLOGICAL UNIVERSITY

DEPARTMENT OF INDUSTRY ECONOMICS

**THE PLACE OF ECONOMIC ENTITIES IN ENSURING THE SAFE
DEVELOPMENT OF RURAL-URBAN AGGLOMERATIONS**

Materials of the scientific colloquium

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The collection contains abstracts of reports of participants of the scientific colloquium. They
substantiate the essence of the rural-urban agglomeration as a socio-spatial entity, consider various
aspects of the functioning of economic entities as guarantors of the safe development of these new
entities.

The publication is addressed to scientists, teachers, specialists employed in the agri-food
industry and in the field of public administration.

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- increasing crop yields and livestock and poultry productivity;
- promoting the sustainable development of small and medium-sized businesses in the agricultural sector, financial support for small businesses and small agricultural enterprises;

- increasing the level of competitiveness of manufactured products, introduction of waste-free production technologies;

- improving working conditions and living standards of villagers [5, p. 41].

Achieving the goals of safe development of agglomerations can be ensured by controlled structural transformations according to the following algorithm.

1. Legislative support.
2. Transformation of the management system.
3. Development of agglomeration development policy.
4. Adoption of agglomeration development strategy.
5. Indicative planning of agglomeration development.

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MODERN BRAND STRATEGY MANAGEMENT CONCEPT

Brand management issues in the consumer goods markets of steel most relevant and influenced the organizational structure of companies during second half of XX century. By the 60s. already about 85% of Western companies had own staff of brand managers – professional business managers processes related to the development, promotion and development of trade stamps. Typically, the brand manager is responsible for metrics such as volume sales and the level of profitability of the brand, as well as for a number of marketing metrics such as awareness and loyalty. In some companies, brand managers are also responsible for quality brand components such as perceived brand quality by consumers and forming the necessary brand associations.

Such a system requires the brand manager to have leadership and internal installation for the mandatory performance of work, as well as skills coordination of work and motivation of people, since the brand manager was not, as a rule, the immediate supervisor of subordinate specialists. At present, the popularity of the classic model is gradually decreases under the pressure of urgent problems, such as channel dynamics sales, globalization of the economy, increased competition in the industry, aggressive brand expansion and complex brand structures. D. Aaker named a new brand leadership model system [1].

The brand manager of the new system is not only responsible for tactical issues, but also for the strategy and brand identity. The purpose of brand management is

changing: build brand equity, not just work with the image. In the circle of responsibilities the brand manager includes defining the directions for the development of new products and improvement of existing ones; coordination of the activities of departments, engaged in the development and production, design, production of branded politicians; determining what impact the brand has on consumers.

The task of defining the boundaries of the brand and managing one of the key criteria for brand equity are brand association. It is related to both the increasing complexity of the architecture of brands operating in various categories, and with the emergence of new product categories, the identification of the boundaries of which is for consumers it is difficult, especially if the degree of involvement in the category is not high, as, for example, in the case of food.

Methodological approach to the development of brand architecture by example diversified companies are devoted to the work of V. Nikishkina, M. Tverdokhlebova, T. Voronova [2]. If earlier an element of capital, such as association with a brand, was important mainly in the context of brand differentiation from competitors, today it is often there is another important task – to «attach» the brand in the mind consumer to a certain category, setting its boundaries. In this context psychographic segmentation factors begin to play a decisive role consumers, sometimes more important than socio-demographic, the importance of studying consumer behavior models is increasing.

The system of strategic goals of the company has changed, which, together with its resources and market opportunities determine the goals of brand building. The duality of the definition of goals lies in the direction to achieve commercial efficiency in the short, medium and long term, or on the growth of brand equity.

A universal identifier for brand management success are the relative economic indicators – sales and profits. In modern conditions to replace short-term indicators of brand assessment came long-term – brand equity indicators [1].

Brand equity is an aggregate metric, including several parameters, and is a universal way of assessing the effectiveness of brand management even when

comparing similar brands from various product categories. The concept of «brand equity» was introduced into professional terminology D. Aaker in 1991, it includes awareness, loyalty, perceived quality, brand associations and its other components. At the same time, brand awareness is conditioned by the proportion of consumers in a product category who are brand aware; loyalty is determined by the proportion of brand consumers that will continue purchase a product even if a more profitable one appears on the market with rational point of view of the product. Perceived quality is an indicator that detectable by field methods, it allows you to detect changes in real the level of quality of the product due to the presence of the brand. Associative row associated with brand is also identified by field methods.

Due to changes in the market situation, D. Aaker was adjusted (2004) the concept of brand equity: brand awareness, its reputation, differentiation, energy, relevance, loyalty, extensibility [3]. The influence of the perceived quality becomes important products for reputation, new components are introduced instead of associations with a brand that is often difficult to quantify.

The reputation component of the brand's capital continued to develop P. Farquhar, according to which this aspect is an added value for the firm, trade and consumer to whom a particular brand is endows the product [4]. This concept is based on the same distinctive brand success identifiers. K. Keller defines the concept of «capital brand» as a differential (characteristic) effect, which familiarity with the brand has on the consumer reaction caused by the marketing of this brand [5]. Brand identification in this approach is based on knowledge brand (awareness) and brand association (brand image).

Thus, in the course of the development of markets, approaches to the brand have changed-management. D. Aaker's 2004 model is most in demand, because the most complete list of brand equity parameters is considered, which determines its use in this study. The principles of brand management development as an element of marketing systems and economies are formed in the direction of the evolution of their paradigms.

So, in modern economy is actively introducing a new, holistic (from the Greek the words «holos» – wholeness, integrity, unity) paradigm [6].

It replaces the traditional logic of common sense, built on the principle analysis, that is, the method of dividing complex systems into smaller ones for their study and control. This is a rejection of attempts to manage complex systems: their you need to recognize and not try to rebuild for yourself, but «go with the flow» with using a specific set of tools and a united team spirit of the company, which is expressed in the most important goal of all employees of the company no matter what department they work in, – to satisfy customer needs and make them the highest value for the company.

There is also a paradigm shift in modern marketing, from physical aspect – to intangible, from organizational block diagrams – to the holistic spirit of the company. One of the supporters of a new approach to marketing is F. Kotler, who admitted that his theory of classical marketing obsolete. Holistic marketing involves active teamwork, when various business processes are managed by managers these processes, rather than being distributed across departments. And the control commands recruited from different departments, taking into account the skills and capabilities of each member teams. Therefore, holistic marketing involves serious organizational changes in the company. According to the principles it's no longer enough to think in terms of holistic marketing organizational structures and hierarchies while creating conditions for effective brand building. Currently in brand building there is a paradigm shift, the main features of which is an increasing role holistic approach, the priority of changing the mental framework (and not physical parameters of business processes). In this aspect, the urgent task is search for ways to create a single information and value field a company in which all employees, not just employees of a functional divisions, work on the development of the brand, solving problems, including its delivery to the consumer in the context of increasingly complex distribution channels.

Necessary to develop technologies for co-creation of brand value functional marketing department with other company personnel – the manufacturer, the personnel of the subjects of the distribution channels and, of course, consumers.

Thus, a modern approach to brand management in the company corresponds to the goals of the company and is based on relevant to the specifics of the market brand management models. The ultimate goal of brand management is an increase in the value of brand equity, which can be achieved through implementation of appropriate strategies, the essence of which is to adopt decisions on the following strategic issues: resource allocation between brands, adding brands and sub-brands, abandoning existing ones brands, vertical and horizontal brand extensions. The identified strategic decisions are based on the position of brands in the market and position competitors, which in turn depends on consumer preferences and volume purchases by directions. Significant role in the final formation strategies to increase brand equity in consumer markets, especially in the segment of food production, they are taking into account psychographic factors and patterns of consumer behavior, search ways to create a unified information and value field in the company, when, regardless of functional affiliation, all employees decide brand development tasks; as well as participants in the distribution channel and processes of communication with consumers through points of contact. Particular these factors acquire relevance when working with product categories, a high degree of novelty for consumers.

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**SCIENTIFIC AND METHODOLOGICAL APPARATUS OF ANTI-CYCLIC
REGULATION OF AGRICULTURAL SECTOR DEVELOPMENT**

To determine the feasibility of using the levers of countercyclical selective regulation of the agri-food sector, it is necessary to develop methodological support for the justification of the components of countercyclical policy, taking into account the time characteristics.

The components of the methodological support should include the definition of the subject area of application of levers, their interaction in the implementation of countercyclical policies and forecasting the results of their application [1]. The methodological support should combine the analysis of market conditions, determining the stage of the economic cycle and determining the nature of countercyclical policy as the subject area of application of the developed levers.

After analyzing the situation in foreign and domestic markets of the agri-food sector, it is important to determine the stage of the economic cycle for the national economy as a whole and for its individual industries.

The main quantitative determinant of determining the phase of the cycle is the analysis of key macroeconomic indicators, which traditionally include gross domestic product, industrial output, dynamics of export activity, agricultural production,

inflation rate, foreign trade balance, the share of domestic production that is competitive.

Similar indicators are determined for certain industries to justify the tools of countercyclical policy of a selective nature, which in addition to the generally accepted quantitative should be supplemented by a set of qualitative indicators that reflect the degree of recognition of national products in world markets [2]. Such indicators include: the share of science-intensive products in the overall structure of exports, the share of exports with high added value, the balance of foreign trade for certain groups of goods and more.

The analysis of the current state policy of support of national production allows to define its character as restraining or stimulating.

Methodical support of substantiation of components of countercyclical policy for branches of agri-food sector provides the analysis of interaction of selective levers during their realization (synergy). An important criterion for choosing levers is the scale of their effect and the time of its occurrence. On the basis of the critical analysis of levers it is necessary to construct the histogram of their distribution where scale of effect is estimated on conditional points on the expert approach. This allows you to develop programs for the introduction of levers gradually within the state program, depending on the desired time of effect [3].

A special effect that can be achieved through the simultaneous introduction of multiple levers is synergistic. Its nature in the framework of a systems approach implies an increase in the total efficiency of the interaction of individual elements within the system over the additive sum of efficiencies from the actions of elements without interaction outside the system.

To determine the nature of the impact of selective levers on the agri-food sector to achieve a countercyclical effect, a model of their interaction and impact on the resulting parameters should be developed. To do this, it is necessary to identify the key

Збірник містить тези доповідей учасників наукового колоквиуму. Обґрунтовано сутність сільсько-міських агломерацій як соціально-просторового утворення, розглянуто різні аспекти функціонування суб'єктів господарювання як гарантів безпечного розвитку цих нових утворень.

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