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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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– joint use by enterprises of various industries located in close proximity to each other of the aggregate of scarce local (urban) factors of production, which, when involved in the process of production and reproduction, are able to generate income for both the agricultural holding and the city as a whole;

– the formation of a single local labor market, ensures the rapid movement of workers from one enterprise to another, promotes the dissemination of new knowledge, as well as through information interaction, allows enterprises to quickly fill vacancies, maintain and increase production.

The effect of urbanization is a particularly important condition for the formation and territorial concentration of high-tech activities that put forward special requirements for the educational, scientific, research base, and a high level of development of social and domestic infrastructure. In addition, business cooperation of thousands of people, their personal contacts, interests and needs contribute to spatial cooperation in the spheres of intellectual, scientific, and creative activity. Thus, the high number of the largest city is the source and reason for existing services and the creation of new ones.

Intensive economic, labor, cultural and everyday interaction within the agglomeration ensures lively activity and a constant flow of labor, information and other important resources. Such fullness is akin to the movement of a large, full-flowing river, which creates favorable conditions for the development of nearby territories, including agricultural holdings. That is, strengthening the interaction of agricultural holdings and agglomerations, within which they exist, ensures the stability and reliability of positions. Thus, constant movement is the key to the safe functioning and development of agglomerations.

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STRUCTURAL TRANSFORMATIONS OF THE AGRO-INDUSTRIAL COMPLEX OF UKRAINE IN THE CONDITIONS OF DECENTRALIZATION

Agglomeration as a result of the process of urbanization determines the territorial concentration of investment, financial, information, labor, innovation and other resources and is a complex dynamic system of territorial communities with one or more centers of economic activity. These communities are connected by economic, political, social, economic, industrial, infrastructural, migration, environmental, recreational and cultural ties.

An agglomeration is a single territorial grouping of urban and suburban settlements around one or more city-centers on the basis of intensive connections with the distribution of functions. The main criteria for the formation of agglomerations: the emergence on the basis of one or more cities on the principle of compact location; development of transport infrastructure; integrity of labor markets, real estate, land and legislation; gradual territorial annexation of adjacent settlements; concentration of industrial, infrastructural and cultural objects, scientific, educational institutions, etc. [1].

The main structural elements of the agro-industrial complex of the state are: agriculture, industries that produce means of production and serve the agro-industrial

complex, industries for storage, processing and sale of agricultural products. In the conditions of decentralization of management the borders of the agro-industrial complex of the state are eroded, destructured and integrated into organizational and economic regional structures on the principle of territorial concentration and specialization.

Urban agglomeration in Ukraine today is a form of territorial organization of urban settlement, which objectively exists in the geographical space. Around large cities, such as Kyiv, Dnipro, Kharkiv, Odesa, Lviv, etc., large urban zones have long been formed, which have a significant impact on the surrounding area, changing its economic structure and social aspects of people's lives [2]:

Possible ways to solve the problems of agglomeration management in Ukraine may be related to the following processes: the creation of joint administrations or coordination councils of agglomerations; establishing conditional boundaries of agglomerations in accordance with the boundaries of administrative-territorial units (districts, regions); merger in the administrative sense with the central city – the core of the agglomeration with the mandatory development of comprehensive strategic programs for the development of the agglomeration. Priority is given to improving the legal framework, which would determine the areas of organization of accounting, monitoring and management of urban agglomerations [3].

For Odesa, the boundaries of the administrative agglomeration almost completely coincide with the peripheral zone of the city. The Odesa administrative agglomeration (subregion) with proper use of the principles of partnership of its administrative-territorial units will contribute to the creation of conditions for joint harmonious development and increase the competitiveness of the region as a whole.

In Ukraine, the practice of creating a Strategy for the subregion, where the core is a regional center or metropolis, until August 2011 was not – the first was the Odesa region. The strategic plan took into account the provisions of relevant regional and state strategic documents, in particular, such as the Strategy of economic and social

development of Odesa region for the period up to 2015, the State strategy for regional development for the period up to 2015.

The decisive factors for the further development of the subregion and regional economy were selected five main areas, two of which relate to all types of economic activity – investment, development of human and innovative potential, as well as three priority sectors – agro-industrial complex, transport and logistics, tourism and recreation [4, p. 60].

In 2020, the Development Strategy of Odesa region for the period 2021–2027 was adopted. It states that the decentralization of power has become the basis for the formation of financially viable territorial communities of Odesa region, the advantages of which are opportunities:

- investment attraction;
- development of own economy;
- promotion of local entrepreneurship;
- development of local infrastructure, rationally mastering the received subventions from the State budget;
- effective use of mechanisms of cooperation of territorial communities for the decision of complex questions of local value;
- quick receipt of administrative and social services;
- creation of modern institutions of education, medicine, culture and sports;
- construction of quality and accessible to everyone roads, transport with routes within the community and beyond [5, p. 62].

Priority areas in the field of agro-industrial complex are:

- increasing the efficiency of the agricultural sector of the economy through the introduction of modern resource- and moisture-saving, environmentally friendly, technologies for agricultural production;
- increasing soil fertility;
- creation of a modern selection and seed base of agricultural production;

– 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

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.

Видання адресоване науковцям, викладачам, фахівцям, зайнятим у агропромисловій галузі та у сфері державного управління.

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