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**THEORETICAL ASPECTS OF DEVELOPMENT
OF UKRAINIAN AGRICULTURAL MARKET IN CONDITIONS OF GLOBALIZATION**

***Анотація.** У статті надано тлумачення категорії «агропродовольчий ринок» як складної соціально-економічної системи з емерджентним ефектом у виді певних конкурентних переваг. Побудовано когнітивну модель агропродовольчого ринку України в умовах глобалізації.*

***Ключові слова:** агропродовольчий ринок, система, емерджентний ефект, конкурентні переваги, когнітивна модель.*

***Summary.** The author's understanding of the category of «agricultural market» is presented in the paper as the diverse social and economic system with an emergent effect in terms of the certain competitive advantages. The cognitive model of the Russian agricultural market in the conditions of globalization is built.*

***Key words:** agricultural market, system, emergent effect, competitive advantages, cognitive model.*

The statement of the problem. Increasing globalization and international integration processes are updated issues of agri-food market of Ukraine. Agri-food

market is characterized by relatively rich and stable growing demand and supply of agricultural products, raw materials and food from all market participants

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by price, volume, variety and quality. There is flexibility of economic relations in the chain «production — consumption» of agricultural products, raw materials and food in the presence of a permanent mechanism for regulation at national and regional levels, including the system of measures that restrict access to the agricultural markets of the country of import of certain types of food and raw materials. Having developed infrastructure facilitates the smooth movement of agricultural products, raw materials and food from their producers to end-users, allows the establishment of rational territorial and sectoral proportions most closely reflects the economic interests of the agri-food production in the country and its regions. However, the relatively advanced level of self-organization of agricultural products, raw materials and food is observed. Having adequate to modern conditions of price, financial, credit and foreign trade policy, which provides agricultural producers more favorable conditions of production and sales and investment climate for investors. Having developed the regulatory framework of the agri-food market provides favorable conditions for the country's participation in international integration alliances, improving the quality of domestic food, health of the population. Adequate response to changing economic conditions in domestic and foreign markets for agricultural products, raw materials and food is based on the use of state of legislative, organizational and economic nature. Having an adequate supply of agricultural products, raw materials and food, helps to maintain the proportionality of supply and demand in the domestic market.

The analysis of recent researches and publications.

A significant contribution to the theoretical and methodological basis of the research of agricultural markets in the context of globalization were made by our scientists V. P. Halushko, L. V. Deyneko, M. Yu. Dem'yanenko, S. M. Kvasha, B. I. Pashaver, P. T. Sabluk, M. M. Jakubowski etc., But many issues remain unresolved.

The purpose of the study. The summary of the main achievements of economics for the formulation of the category of «agri-food market» as a complex socio-economic systems develop cognitive model that is able to form an idea of the system status, performance, trend, trends and processes of agri-food market in Ukraine in the context of globalization.

The main material. Agri-food market is a complex segmented structure that has a set of specific properties due to the peculiarities of the formation of supply and demand food, and thus a pronounced social orientation [1].

Based on the fact that the agri-food market — a complex socio-economic system of emergent effect as a competitive advantage, key elements of which are in demand, which describe the solvent need for agro-food products and their supply. In determining the value of market mechanism with the composition and abundance of buyers and sellers, as well as a set of relationships between and within each of these groups.

Emergent effect of this system is presented by competitive advantage of agricultural markets in the totality of its static and dynamic performance: creating conditions for effective use of factors of production agri-food products, especially land with completely inelastic proposal; possibility of increasing the range of products agro-food products; providing priority domestic producers of agrifood globalization.

These benefits are determined by the nature of the interaction between the entities that form the proposal, consumers and agri-food products. Thus, vertical food chain resulting from the integration processes in agriculture, promote efficient use of all factors of production agri-food products, in particular through a flexible reallocation of financial resources integrated units are created equal reproductive opportunities for its members, including agricultural organizations. Based on the systematic interaction of agrifood market is expanding the range of goods and agricultural products processing organizations of agriculture, as the main trend of the global food market is increasing the share of processed products. With globalization as a result of the penetration of the subjects in agrifood market, there are both economic and administrative barriers in the form of subsidizing certain industries, higher environmental standards, informal relations between members of global networks [2].

This approach to the nature of agricultural markets allows to fill a more systematic theory of meaning paradigm of industrial markets, based on the relationship of «structure — behavior — the result», both in terms of its theoretical and methodological components and in terms of practical use. The major structural components of the agrifood market as a system is the industry markets, each of which incorporates the process of interaction of demand and supply products that are close substitutes from the standpoint of consumers, rather, end-users. It should also be noted in this connection the growing competition due to product differentiation as a prerequisite meet the growing needs in accordance with the general law of action raising needs [3].

Agri-food market is a basic component of the food market. Its structure is formed by the union of all industrial food markets, product portfolio which is formed in the field of agriculture complex as opposed to synthesized products presented in the food market. With globalization and technological progress, the role and relevance of environmental organic agrifood products from consumers with relatively high level of income is increased.

Agri-food market is a subsystem of the social and economic system of the country with its key components — the society, the characteristics of which directly affect the supply and demand.

Under the demographic component of society as a factor of the development of agricultural markets we understand not only the quantitative characteristics number of population and dynamics of its growth, but

quality — gender and age structure, spatial distribution of the population, life expectancy, incidence.

Characteristics of the consumer society includes income levels, the structure of nourishment and its compliance with the medical standards of consumption. In the industrial component of society the following are included: the size and composition of the rural population, social infrastructure, the correlation between social indicators of towns and villages, professional expertise of people employed in AIC, agricultural labor productivity. The parameters of supply and demand have a direct impact of cultural and ethnic characteristics of society. Thus, the religious practices and national traditions entail limiting of demand for certain agri-food products, which affects its structure in some regions.

Food security of the population is a twofold problem — on the one hand the achieving of minimum

level of consumption of food products in accordance with medical standards, on the other — to achieve the level of consumption of agro-food products of economically developed economies.

In conditions of globalization the concept of society with its main characteristics can not be fully localized and becomes more global. However, food security of the country remains an urgent national task [4].

Based on the understanding of the nature of agricultural markets, given the uncertainty of the market situation and the lack of development of methodological approaches to its assessment, we can offer cognitive model of agri-food market of Ukraine (see Fig. 1), which includes the following main parts: theoretical and methodological basis of market research; structural model of the food market of Ukraine in the system of international integration; productive component.

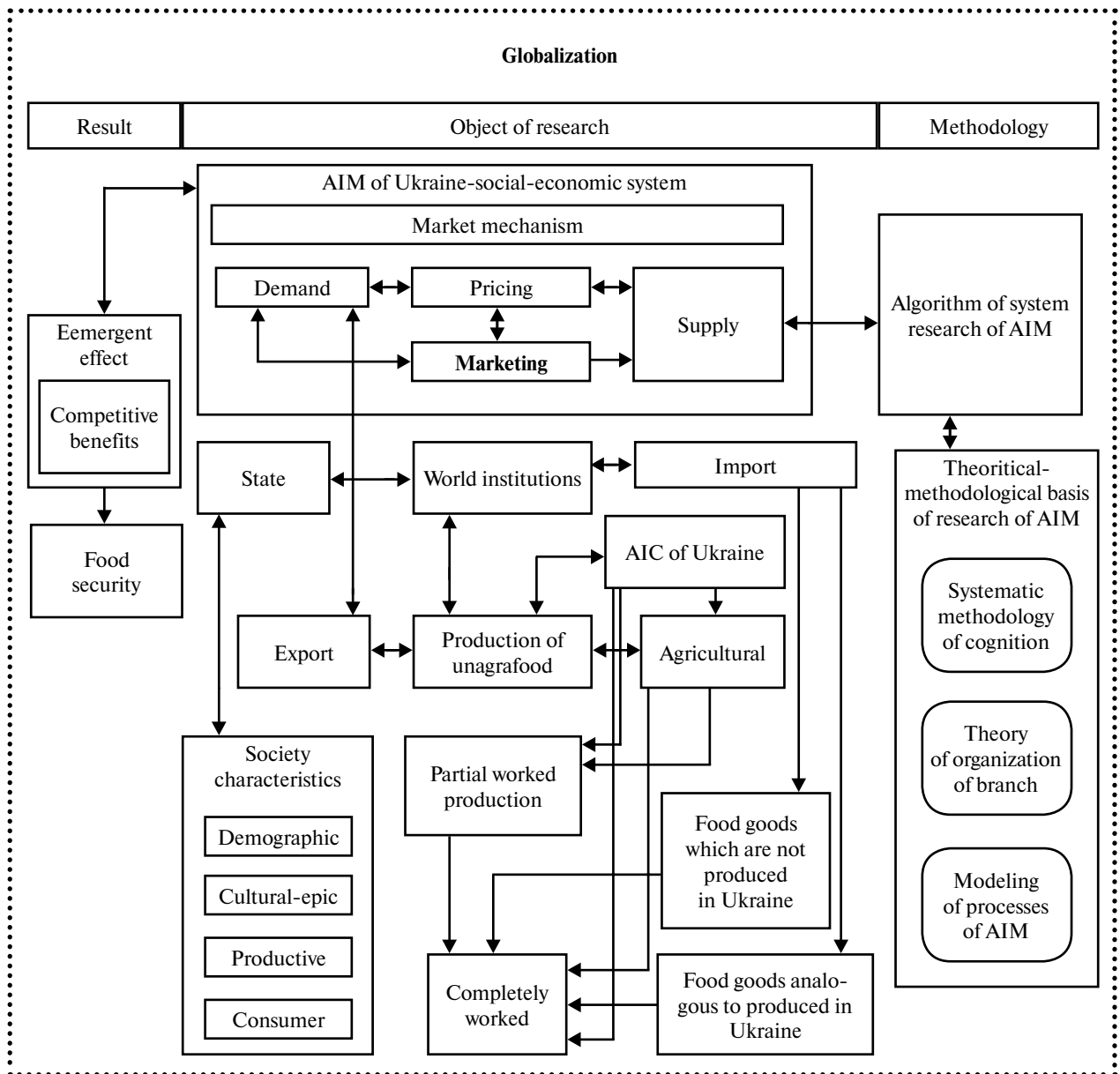


Figure. 1. Cognitive model of agri-food market of Ukraine

Theoretical and methodological basis of the cognitive model is a systematic approach to the study of market processes, methodology, theory and modeling industry markets. The basis of the model of agrifood market of Ukraine is its market mechanism, represented by demand, supply determines the pricing. The subsystem aims to study marketing and creating demand and supply of agro products.

The processes of agricultural markets in the context of globalization is impossible without its state of science-based regulation. A model displays a set of constructive role of various factors affecting the development of agrifood market, namely the impact of the global agri-food market society; supply of agricultural products, differentiated by degree of processing in the domestic agribusiness; the state of the food market, substitutes for non-agricultural origin.

It is noted that non-agricultural or food products have mainly non-agricultural origin, which can be a substitute agrifood products, which enhances substitutional competition in agricultural markets segments, including by selling quasi-food products. In fact, it's about capturing a certain percentage of the food market is not agrifood industry market. The share of these markets in the structure of food consumption is one of the most important indicators of the level and quality of life [5]. It's not as food additives (preservatives, dyes, minerals, etc.) As established synthetic food is mainly based on the synthesis of minerals may be of some use agricultural raw materials. However, it is difficult to distinguish between agri-food products and synthetic foods because these foods contain both groups of food chemistry. The criteria for this division are encouraged to use one of the manufacturer of food that is part of the APC, and the other that as the basis of food serving agricultural raw materials.

Individual components model represents an integrated component of the market agrifood Ukraine have competitive advantages that provide a high enough level of food consumption and the population's food security.

Conclusion. The globalization of agro-food markets intensifies competition at all hierarchical levels. Methodological aspects of agro-food markets in a

globalized economy based on theoretical and methodological concept study development strategies of national markets in general and sector- particularly in view of multi-level integration, complicated by the increasing interdependence of national economies, the threat of world markets, global risk management in the context of the sociopolitical and ecological economic dimension with regard to competition and the multifunctional role of agriculture.

The current global agrifood market is characterized by rapid industrialization, informatization, capitalization, research and development management theoretical, practical and intensive use of appropriate tools. Using a cognitive approach to the study of market processes, due to the complexity of the research object, it is highly dynamic. Cognitive approach aims to generate a systemic understanding of the condition, performance, trend, trends and processes of agrifood market of Ukraine in a globalizing world economy.

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