

UDC 338.43:631.1.027

Liudmyla V. Tarasovych (Zhytomyr, Ukraine)Ph.D. in Economics, associate professor of the Department of Marketing,
Zhytomyr National Agroecological University

MARKETING AS AN ENTREPRENEURSHIP PHILOSOPHY AND A COMPONENT OF INCLUSIVE DEVELOPMENT OF RURAL AREAS

Abstract. The article is devoted to investigating the theoretical foundations of marketing as an entrepreneurship philosophy and a component of inclusive development of rural areas. It is substantiated that marketing is a modern management tool aimed at maintaining and improving the efficiency of using human and natural-resources potential of rural areas. The place of marketing and its key tasks in forming modern model of inclusive development of rural areas are defined.

Key words: Marketing, entrepreneurship, rural areas, rural economy, inclusive development.

УДК 338.43:631.1.027

Людмила Валерьевна Тарасович

МАРКЕТИНГ КАК ФИЛОСОФИЯ ПРЕДПРИНИМАТЕЛЬСТВА И СОСТАВЛЯЮЩАЯ ИНКЛЮЗИВНОГО РАЗВИТИЯ СЕЛЬСКИХ ТЕРРИТОРИЙ

Аннотация. Статья посвящена исследованию теоретических основ маркетинга как философии предпринимательства и составляющей инклюзивного развития сельских территорий. Обосновано, что маркетинг является современным управленческим инструментом, направленным на сохранение и повышение эффективности использования человеческого и природно-ресурсного потенциала села. Определено место маркетинга и его ключевые задачи в формировании современной модели инклюзивного развития сельских территорий.

Ключевые слова: Маркетинг, предпринимательство, сельские территории, сельская экономика, инклюзивный развитие.

Articulation of issue. Policy of developing rural areas in Ukraine is determined by incessant economic and institutional transformations. On the one hand, a quite significant amount of management measures is performed on the state and region levels; these measures presuppose development and implementation of efficient tools for its formation and adoption. On the other hand, the final outcome does not meet the expectations and the situation in this area remains complicated. Everything outlined above indicates the urgent need to review social and economic priorities of developing rural areas taking into account advantages and challenges of globalization. Now there is a deeply-rooted accent on the necessity of increasing agricultural production and developing the infrastructure in rural areas. However, the attention should be gradually shifted to the ability of rural population to actively participate in the development of rural areas, to provide feasibility of these territories using the tools of place marketing, active development of entrepreneurship and economically viable use of local assets.

Analysis of the latest research. Theoretical and methodological basis of the development of rural areas was formed by famous domestic economists and agrarians, namely O. Bugutskyi, O. Bulavka, P. Gaidutskyi, Yu. Gubenia, V. Diiesperov, V. Zinovchuk, V. Kolesnykov, G. Kupalova, I. Lukinov, Yu. Lupenko, A. MAlynovskyi, M. Malik, O. Onyshchenko, O. Pavlov, I. Prokopa, K. Prokopysyak, V. Prushkivskyi, O. Skydan, L. Shepotko, V. Yurchyshyn, K. Yakuba and others. Inclusive approach to investigating social and economic issues of rural areas is quite thoroughly highlighted in the works of A. Grytsenko, A. Bazyliuk, O. Borodina, O. Zhulyn, T. Zinchuk, O. Kovalchuk, N. Kutsmus and others. A. Bazyliuk, T. Vakar, I. Kravtsiv, T. Lepioshkina, L. Mykhailova, O. Moroz and other scientists emphasize the need for activating the entrepreneurship initiatives and using marketing tools for the development of rural areas. However, taking into account European perspectives for our country, the issue of developing entrepreneurship and marketing of rural areas with regard to inclusive component takes on increasingly greater topicality and needs further scientific research.

The aim of the article is to substantiate theoretical foundations of marketing as an entrepreneurship philosophy and a component of inclusive development of rural areas.

Statement of the basic material of the research. The global experience confirms quantitative and qualitative changes of economic, social and ecological nature in favour of activation of rural entrepreneurship, which is currently the platform of employment for rural population. The abovementioned takes place in the context of retaining the significant importance and increasing the role of rural areas, maintaining the favourable institutional business environment, developing multi-functional rural economy, which, according to its features, is available for rural population and is able to meet competition in its positioning and image. The strategy “Europe 2020”, which was developed in order to create proper conditions for sustainable and inclusive growth, envisages balanced and multidirectional economic development of rural areas focused on the substantiated long-term milestones (employment, research and development (innovations), climate and energy balance, education, struggle against poverty and social exclusion), either of which presupposes completion of clearly defined tasks with implementation of certain suggestions [7]. However, it is too early to state that there is a harmony of development of agricultural policy and policy of rural development in Ukraine. There are very few steps taken in this direction; and they are characterized by inconsistency, nonfulfillment of management measures declared in the corresponding regulatory documents and by noncompliance with norms and standards that are in force in European countries. The logical consequence of such facts is the further reduction of the social and productive potential of rural areas, the decrease of demographic indicators, the lack of motivation from rural population to expanding the scope of labour, their alienation from rural lifestyles, too slow business development, etc.

It should be noted that marketing is one of the tools that is actively used in the practice of managing rural areas in developed countries. The challenges of domestic realities point to the urgency of using the marketing approach to managing the development of rural areas in order to promote their interests among potential investors, to create a positive image, including abroad. Under such conditions, both the rural population and potential investors should clearly understand and anticipate the prospects of the rural territory, be aware of the directions of its specialization and strategic priorities.

Inclusive development envisages the achievement of such type of economic growth, which covers all spheres of life of society and population and allows to get tangible results for every person. As T. Zinchuk specifies [2, p. 133], this is a unique opportunity to achieve internal equilibrium, increase the viability of rural areas and the population by investing in the main spheres of the rural economy: social and economic, educational, health, energy and food security, struggling against poverty and, thus, coming to a progressive, civilized European model of rural development. From the standpoint of the needs of an individual economic entity, inclusive growth is aimed at creating the maximum of possible conditions for human development and providing social guarantees and opportunities for their participation in all

spheres of life. That is, “inclusiveness” is evaluated as an indicator of human civilization and progress [2, p. 135].

According to O. Kovalchuk, the inclusive model of economic development of rural areas involves the creation of the maximum opportunities for the development of an individual, participation in all spheres of life of the country, employment and equal access to the results of labour. The priority of inclusive development is to improve the quality of life of the population through the formation of an economy with high employment and society with minimal stratification [3, p. 121].

Marketing of rural areas is not a new concept, but the current practice of using it is limited to a certain extent and has not become widely used yet. The functional orientation of marketing is based on the development of marketing products that form the image of a certain rural territory, which stimulates the development of entrepreneurship. Marketing objectives are, first of all, the marketing segmentation of the target market, the identification of the competitive advantages of rural areas; identification of potential investors (domestic and foreign) and positioning of the territory; branding of rural areas and forming their image; developing investment proposals of the territory and various projects with a detailed business plan for their implementation; the formation of demand and stimulation of sales of goods and services produced by the rural economy, etc. Priorities for the inclusive development of rural areas are the improvement of the institutional environment; activation of rural entrepreneurship; formation of a favourable investment environment of rural areas; development of the rural infrastructure on an innovative basis; decentralization of power and development of civil society; inclusive development of rural society, improving the quality of human capital and expanding the scope of rural labor; diversified development of rural economy rural areas, etc. In this regard, the complementary interrelationship between marketing and inclusive approaches to the development of rural areas is clearly observed, which emphasizes the importance of the raised issue.

The topicality of marketing initiatives is harmoniously combined with decentralization, which today greatly enhances the opportunities for inclusive development of rural communities. Under such conditions, the principle of the ability of local self-government is ensured, which guarantees that it has sufficient authority and resources. According to T. Vakar, the prospects for the development of rural areas are determined by the consideration and interpretation of non-economic factors through the transformation of institutional assets (unique territorial features of local communities) into the market ones [1, p. 81]. Decentralization of power is one of the requirements of the concept of sustainable development and logical reform in the country if the progressive development according to European rules, norms and standards is chosen as a vector. Countries such as Poland, Slovakia, Lithuania, Latvia, Estonia, Scandinavian countries once carried out such a reform, which in general contributed to the development of rural areas and economy, among other things on a marketing basis.

It should be noted that the individual elements of marketing of rural areas are increasingly being introduced into the practice of local self-government. This concerns both the formation of strategic plans for the development of territorial communities, taking into account their branding and positioning in international markets, as well as holding exhibitions and fairs, and also marketing research on opportunities for attracting investors and stimulating the sale of goods and services produced by the rural economy [4, p. 130; 5].

The activation of the actions of local self-government authorities determines the proper application of marketing tools in order to position and form the image of their own territory, to develop the skill to “sell” it and manage this social and economic system. At the same time, according to O. Pavlov, marketing of the image of rural areas can be a factor in their complex development. To do this, it is necessary to move away from the traditional marketing approach to positioning rural areas only as a space for the placement of goods and services, and to focus on the representation of these entities as a socialized space, integral territorial potential, a place of production of socially significant goods and services, and mental space [7, p. 45].

Under modern conditions, as T. Lepioshkina notes, improving the efficiency of managing development of rural areas requires the working out and implementation of a comprehensive system of measures by local authorities in partnership with business representatives, the population, non-governmental organizations, investors, educational institutions, other establishments and community organizations. These measures include creating a development strategy, identifying local preferences and unique territorial features, developing the effective marketing strategy, developing the of local infrastructure, distributing the educational programs, creating the organizational structures for marketing, forming partnerships; creating an effective information and communication network, etc. [5]. In addition, according to I. Kravtsiv, marketing of rural areas not only has a significant impact on their own economic development, but at the same time stimulates an increase in the efficiency of the functioning of a number of institutions that ensure the competitive ability of regions in the context of increasing global competition for human and natural resources [4, p. 134].

Conclusions. Consequently, under modern conditions of economy management, marketing acts simultaneously as the entrepreneurship philosophy and as an important component of the inclusive development of rural areas. Activation of marketing initiatives, development and implementation of marketing business projects will favour the development of entrepreneurship in the priority sectors of the rural economy. As a result, the use of marketing tools to encourage entrepreneurship will contribute to the implementation of the inclusive model of social and economic growth in rural areas. This is possible because of the inclusion of rural society and the humanization of economic processes through the formation of value orientations and going away from the established stereotype that only economic growth can ensure the efficient development of rural areas.

References:

1. **Vakar T.** Methodological and methodical foundations of branding of rural areas / T. Vakar // *Economy and State*. – 2016. – No 9. – P. 80–83.
2. **Zinchuk T.** At the start of the search for the strategy of inclusive growth of rural economy: world and European approach / T. Zinchuk // *Reporter of Sumy National Agrarian University*. Series: *Economy and Management*, Issue 4 (68). – 2016. – P. 132–137.
3. **Kovalchuk O.** Agribusiness as a component of the inclusive development of rural areas / O. Kovalchuk // *Innovative Economy*. – 2017. – No 3–4 (68). – P. 118–123.
4. **Kravtsiv I.** Marketing of rural areas in the developing the economy of the region: issues, tasks, and perspectives / I. Kravtsiv // *Region Economy*. – 2016. – No 2. – P. 129–135.
5. **Lepioshkina T.** Marketing as an important component of the policy of the self-government authorities in the field of local development [Electronic source] / T. Lepioshkina // *State Administration: Improvement and Development: Scientific professional edition*. – Available at: <http://www.dy.nayka.com.ua/?op=1&z=452>
6. **Pavlov O.** Image of rural areas as object of marketing / O. Pavlov // *Economy of Food Processing Industry*. – 2014. – No 4(24). – P. 42–47.
7. **Europe 2020** targets: [Electronic source]. – Available at: http://ec.europa.eu/europe2020/europe-2020-in-a-nutshell/targets/index_en.htm.