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Digitalization of economic planning of competitive marketing activities in the conditions of globalization

The current paradigm of the organizational and economic mechanism of agrarian marketing, like marketing of other sectors, is based on the fact that the success of the activity of the subjects of agrarian business is to grow in their buildings at the same time, to be reasonably positively satisfied. As a rule, there are two borderline options for the interests of the people: high quality and low price. It is true that the majority of markets, on which there are varieties of agricultural products, are considered to be pure competition markets, so the problem of varying the price on the quality of the products can be taken into account. And yet, in the minds of the ever-increasing competition in the market of products from the agricultural sector, the marketing functions of selecting, analyzing and processing information about the constant changes in the outer medium are of particular relevance.

Enterprises must constantly adapt to the conditions of the external environment, adjusting not only their strategic programs, but also their current activity plans. To ensure competitiveness, the planning process must be continuous. The level of development of the agrarian sector of the Ukrainian economy has a significant impact on the standard of living of the population of Ukraine. Therefore, it is one of the most important among other sectors of the economy, with which it is closely related. One of the most important problems of modern planning of the activities of enterprises, especially agricultural ones, is the stereotyped attitude of the participants of entrepreneurial activity to the essence of planning and the plan as such. This attitude involves reducing the planning process to the formal development of a standard document without taking into account changes, risks and time. Enterprises strive by all means to achieve the stability of plans, trying to minimize the number of changes and adjustments in the plan in the process of its preparation and execution, or at least reduce their number. In order to minimize the number of adjustments, companies try to establish long-term relationships with suppliers and customers. But no matter how much the company tries to reduce the number of adjustments and clarifications, the plan is not often final.

After adjusting the plans of the enterprise as a whole and its separate areas of activity, changes are made to the strategic plan and the impact of changes in the plans of the enterprise on the effectiveness of the results of its economic activity is again analyzed. In this sense, the entire process of planning (changing plans) merges into the general process of managing the activities of the business entity. Solutions to the problems of planning the activities of enterprises operating in an uncertain market

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environment lie in the construction of an adaptive planning system. Such planning allows the enterprise to simulate numerous possible changes not only in order to choose the most acceptable of them, but also to have backup solutions at its disposal, ensuring a quick and rational response in the event that unforeseen events do not allow adherence to the adopted decision. The main result of such planning is the determination of goals, strategies and programs, as well as the allocation of resources. This allows the enterprise to meet the uncertain future and influence it most successfully.

The market economy requires a radical revision of the requirements for the very technology of developing plans. As already mentioned, the market economy is characterized by a high degree of uncertainty. Under these conditions, planning methods must be constantly improved in accordance with the ever-changing market environment. Planning methods should be such as to ensure a constant process of adaptation and quick response to changes in market conditions. To this end, it is necessary to resolutely introduce market planning tools into planning practice, clearly correlating them with the real operating conditions of the enterprise.

In recent years, the traditional method of planning using the simplest computing tools has been replaced by mechanized and automated methods. Digitization of planning is taking place. The form of presentation of calculated indicators of plans (tables, drawings, diagrams, network graphs, etc.) reflects the culture and visibility of a particular method of planning the enterprise's activities. The accuracy and relevance of planning depend on the timely receipt of the necessary information. The fulfillment of this condition is all the more important, the more complicated the economic process of developing and adjusting the plan, which requires an operational solution.

Thus, the use of modern computer technology ensures the collection and processing of the necessary information, allows you to quickly and reliably prepare the initial planning and economic parameters, which are used for operational planning of the main indicators of economic activity.

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