

THE ROLE OF AGRI-FOOD MARKETING SPECIALISTS IN MODERN CONDITIONS

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In our previous strategic research focuses on how market disruptions (due to pandemics, wars or climate change) influence agricultural and food value chains and how companies and consumers adapt their behavior. The aim of this study was to analyze how these trade dependencies develop and what further consequences they might have.

At the moment, it is impossible to give an accurate assessment of the economic consequences for Ukrainian enterprises, especially in those regions where hostilities are taking place. Highly urbanized regions suffer the most - Donetsk, Luhansk, Kharkiv, Zaporizhia regions are losing production, agricultural, infrastructural potential, which will need to be restored. At present time, it is obvious that the country is facing general economic problems that require finding opportunities and ways for post-war reconstruction and further development. Therefore, it is becoming increasingly important to constantly focus on analytical activities to collect and process relevant information in order to identify trends.

Before the war, Ukraine was one of the key players in the global agricultural sector. We believe that our country will recover after the war. We will rebuild it better and preserve our potential.

Businesses need now not only to recover but also to ensure transformation in response to new challenges. In addition to Russia's full-scale invasion of Ukraine and the disruption of supply chains, the agri-food sector is also experiencing the effects of climate change and changing consumption patterns. Therefore, targeted analytical activities are becoming increasingly important. It is necessary to collect and process marketing information, work with Big Data, identify trends and track changes in customer experience.

Accordingly, there is a need for new knowledge and expertise. Despite the war, trying to train such specialists at State Biotechnological University. It works remotely, i.e. lectures and practical classes can be given both online and via email and other messengers. There are platforms on which the students can independently find information about a discipline they are studying. Our university is being integrated into the world and European educational and scientific space. To restore all the chains in both the food and education spaces.