

Mandych O. V., Doctor of Economic Sciences, Professor
Kharkiv Petro Vasylenko National Technical University of Agriculture
Kharkiv, Ukraine

Naumenko I. V., Candidate of Economic Sciences
Lugansk National Agrarian University
Kharkiv, Ukraine

ENSURING COMPETITIVENESS OF ENTERPRISES WITH THE USE OF MARKETING MANAGEMENT INSTRUMENTS

Enterprise marketing is manifested through a simultaneous and systematic combination of commodity, price, communication and marketing policies. These tools are fully relevant to any type of business. Due to a certain principle of complexity of management and marketing, the process of managing marketing activities is of particular importance. At the same time, understanding the similarity between the concepts of «management» and «management» of the enterprise, in our opinion, it is more appropriate to use «marketing management», which is caused by the adaptation of marketing procedures to the process of enterprise management, and the introduction of individual components and elements of marketing in the management system, as a component management process.

Introduction of marketing management in agricultural enterprises aims to increase their level of competitiveness, as well as to ensure competitive development in general through the availability of proposals and recommendations for strategic management in the form of marketing plane projects, which will fully enable agricultural enterprises to use the principles of systematicity, integrity and integrity adaptability in accordance with the dynamic requirements of the market environment.

The problems of forming marketing management have received considerable attention from many domestic and foreign economists. The basis of marketing management is the theory of competition, the development of which has undergone significant changes and shifts over a long period. Ensuring the competitive development of enterprises on the basis of attracting the theoretical basis for the development of competition theory in selected object markets is considered in the works of many prominent scientists [1-12]. However, according to the research of existing scientific achievements, competitiveness is not possible without the use of modern marketing tools in enterprise management. Considerable attention has also been paid to marketing and marketing, but to date, the combination of marketing management in a competitive relationship and ensuring the competitive development of agrarian enterprises raises quite a few questions due to constant changes in the conditions of market functioning and the possibility of adapting theoretical principles. At the same time, static and dynamic market relations in a particular environment require constant analysis and gradual updating of enterprises in different spheres

of activity, therefore the involvement of the latest marketing tools is the basis of this research.

The genesis of the theoretical foundations for the formation of competitive behavior in different markets suggests that there are more realistic types of market structures, such as oligopsony, monopsony and monopolistic competition. These types of markets were replaced after the classic stage, where models of perfect competition were dominant and views on monopoly and oligopoly dominated. This understanding allows us to argue that competition requires agrarian enterprises new approaches and new methods in the management system.

Competitiveness, as a result of competition in the market, aims to improve through various activities of the enterprise. The management system is of particular importance to the defined field of activity of the enterprise. The enterprise management system creates the necessary prerequisites for the formation of a rational structure and interaction of production and commercial components of the enterprise to ensure the most favorable conditions and obtain the best results from its market activities. In general, it should be noted that the market activity of the company is not possible without the use of marketing management. To date, marketing is the basic and already traditional advantage of an enterprise when entering the market, considering that all relationships are taking place in a market economy. In addition, it should be understood that management and management have some differences. Management should be generally understood as a process, while management is only an integral part of the enterprise management process. Management has a diverse set of definitions as a concept, but in our case we offer to understand management as a system in the process of managing a particular activity in the enterprise, which has its purpose, functions, principles, tasks and has its own specific toolkit with the relevant components, elements and components. In this case, the management must perform its functions and provide appropriate procedures for attracting marketing tools (complex) in the enterprise.

References:

1. Batuyk, L. A. (2018). Suspil'ni rynkovi transformatsiyi: hlobal'nyy kontekst [Public Market Transformations: Global Context]. *Visnyk Kharkivs'koho natsional'noho tekhnichnoho universytetu sil'skoho hospodarstva imeni Petra Vasylenka: Ekonomichni nauky – Bulletin of the Kharkiv Petro Vasylenko National Technical University of Agriculture: Economic sciences*, no 193, pp. 110-120. (in Ukrainian)
2. Batuyk, L. A. (2018). Transnatsionalizatsiya natsional'nykh ekonomichnykh system v umovakh hlobalizatsiyi [Transnationalization of national economic systems in the conditions of globalization]. *Visnyk Kharkivs'koho natsional'noho tekhnichnoho universytetu sil'skoho hospodarstva imeni Petra Vasylenka: Ekonomichni nauky – Bulletin of the Kharkiv Petro Vasylenko National Technical University of Agriculture: Economic sciences*, no 200, pp. 95-103. (in Ukrainian)
3. Kalinichenko, S., Duyunova, T., Sekovoy, O., Mykytas, A. (2018). Competitive development of subjects of the agri-business: theory and practice. *Fundamental and applied researches in practice of leading scientific schools*, no 28(4), pp. 86-91.

4. Kvyatko, T. M. (2014). Spivvidnoshennya katehoriy «efektyvnist'» ta «konkurentospromozhnist'»: teoretychni zasady doslidzhen', zahal'ni rysy ta osoblyvosti [Comparison of the categories of «efficiency» and «competitiveness»: theoretical background, general features and features]. *Visnyk Kharkivs'koho natsional'noho ahrarnoho universytetu im. V. V. Dokuchayeva: Ekonomichni nauky – Bulletin of Kharkiv National Agrarian University named after V.V. Dokuchaev: Economic Sciences*, no 3, pp. 157-162. (in Ukrainian)
5. Kvyatko, T. M. (2017). Henezys naukovykh osnovnykh teoriy konkurenciy [Genesis of the scientific principles of competition theory]. *Visnyk Kharkivs'koho natsional'noho tekhnichnoho universytetu sil's'koho hospodarstva imeni Petra Vasylenka: Ekonomichni nauky – Bulletin of the Kharkiv Petro Vasylenko National Technical University of Agriculture: Economic sciences*, no 182, pp. 154-162. (in Ukrainian)
6. Plyhun, S. V. (2018). Problemni aspekty doslidzhennya kon'yunktury sil's'kohospodars'koho rynku v Ukrayini [Problematic aspects of agricultural market research in Ukraine]. *Ahrosvit – Agrosvit*, no 15-16, pp. 52-55. (in Ukrainian)
7. Plyhun, S. V. (2018). Efektyvnyy rozvytok ahroproduktivnoy sfery: metodolohichnyy aspekt [Effective development of the agro-food sector: a methodological aspect]. *Istoriya ekonomichnoyi dumky – History of Economic Thought*, pp.73. (in Ukrainian)
8. Ryzhykova, N. I. (2017). Henezys teoriy konkurenciy ta prykladni zasady yikh implementatsiyi v innovatsiyno-investytsiynomu rozvytku sotsial'no-ekonomichnykh system [Genesis of competition theories and applied principles of their implementation in innovation and investment development of socio-economic systems]. *Aktual'ni problemy innovatsiynoyi ekonomiky – Actual problems of innovative economy*, no 4, pp. 45-54. (in Ukrainian)
9. Babenko, V.; Perevozova, I.; Maliy, O.; Mykolenko, I. (2019). World informatization in conditions of international globalization: factors of influence. *Global Journal of Environmental Science and Management*, 5(Special Issue), pp. 172-179. doi: 10.22034/IJHCUM.2019.05.SI.19
10. Faiier, O., Arefieva, O., Miahkykh, I., Babko, N., Khloponina-Gnatenko, O. (2019). Risk management in the sphere of state economic security provision using professional liability insurance. *Global Journal of Environmental Science and Management*, 5(Special Issue), pp. 51-60. doi: 10.22034/gjesm.2019.05.SI.06
11. Kalinichenko, S.; Duyunova, T.; Sekovoy, O.; Mykytas, A. (2018). Competitive development of subjects of the agri-business: theory and practice. *Fundamental and applied researches in practice of leading scientific schools*, 28(4), pp. 86-91.
12. Sievidova, I. A. (2017). Factors affecting the economic management efficiency of agricultural enterprises in Ukraine. *Problems and Perspectives in Management*, 15(2 (c. 1)), pp. 204-211.
13. Sievidova, I. et al. (2019). Optimizing the strategy of activities using numerical methods for determining equilibrium. *Eastern-European Journal Of Enterprise Technologies*, 6 (4 (102)), pp. 47-56. doi: <http://dx.doi.org/10.15587/1729-4061.2019.187844>