

# Marketing of innovations. Innovations in marketing

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University of Economics and Humanities  
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Materials of the International Scientific Internet Conference

**MARKETING OF  
INNOVATIONS.  
INNOVATIONS IN MARKETING**

December 2023

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The topical issues of marketing of innovations and innovations in marketing, market-oriented management of innovation development, digital marketing, etc. are considered.

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## **INSTITUTIONAL ENVIRONMENT OF ORGANIC AGRICULTURAL PRODUCTION: ON THE WAY TO COMPETITIVENESS**

The issue of supporting and creating conditions for the development of organic agro-industrial production in Ukraine is currently of great importance, since obtaining high-quality and useful agricultural products is the basis for raising the standard of living of the population of the state and for the development of the welfare of its citizens, especially in the difficult political period of martial law.

For Ukraine, the search for opportunities to increase national competitiveness is of great importance, which means achieving leading positions in the world market, which ensures an increase in the standard of living of the citizens of our country.

To characterize the level of competitiveness of the countries of the world, the global competitiveness index is calculated annually according to the methodology of the World Economic Forum. One of the main indicators for calculating this index is the quality of institutions in the state. Thus, in 2022, according to the ranking of the countries of the world on the rule of law, Ukraine occupies the 76th position out of 140 countries of the world. According to the "weakness" index (a complex indicator that characterizes the ability (or inability) of the authorities of one or another country to control the integrity of its territory, as well as the demographic, political and economic situation in the country), Ukraine in 2022 ranks 92 out of 179 countries in the world [1].

The main weakness in ensuring the global competitiveness of our country is the inefficient functioning of institutions and the institutions they administer [2].

The situation is particularly difficult in the field of production of organic agro-industrial products, where the reform of the legislative sphere has been going on for more than two decades. The modern institutional environment has proven to be ineffective in solving

current economic, social, and environmental problems, as well as ensuring the sustainable development of organic agriculture and all agro-industrial production.

Comprehensive and fundamental revolutionary changes in Ukraine took place through the change of formal institutions in the field of organic agricultural production, affecting informal institutions with great delay. This led to low economic efficiency of land transformations. For a long time, the improvement of the state agrarian policy and the overcoming of negative trends in the agrarian sphere and rural development continued to be associated exclusively with the further improvement of the formal component of the institutional environment, that is, the change of the current legislation and the development of new legislation, without ensuring the optimal ratio of formal and informal components.

Harmonization of formal and informal institutions occurs gradually, as the more conservative informal institutions change. In Ukraine, it is often not just about the need to transform informal institutions, but about their creation, since in previous decades there was no basis for the development of informal institutions corresponding to modern formal institutions. The system of values, habits, and motivation of many peasant landowners does not meet the requirements of the market environment. For example, according to the data of a sample survey of households, almost a third of rural landowners assign responsibility for their own well-being exclusively or mainly to the state. Past experience and knowledge often do not allow rural households to effectively solve issues related to the organization of commodity production on their own land or participation in the land lease market and collective defense of their own interests on it [3].

In such conditions, in order to overcome institutional gaps and improve the competitiveness of organic agricultural production, the state land policy should implement the following mechanisms:

- introduction of positive selective incentives for the development of the necessary formal and informal institutions;
- priority development of social capital, i.e. trust and effective social interaction between various social groups - authorities, territorial communities, landowners, land users and owners of

processing enterprises.

Therefore, increasing the institutional efficiency of agricultural land use largely depends on the optimization of the institutional structure, rethinking and coordination of formal and informal norms in the field of organic production, functions and public needs. It is necessary to determine the optimal configuration of formal and informal institutions for Ukraine, which would take into account the domestic specifics of organic agricultural production. Institutions of land ownership must work to achieve strategic social goals.

Simply changing the old or creating new legislation, based on foreign experience, is not enough, because non-working legislation is not an institution. It is possible to create the necessary social demand for effective institutions by forming the need for them as a basis for creating effective formal and informal institutions in the future.

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### **GLOBALIZATION OF THE INTERNATIONAL MARKETING ENVIRONMENT**

At present, the contradictory process of globalization of world economic relations is gaining momentum, and the digitalization of the

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