



REVISTA INCLUSIONES

INVESTIGACIÓN Y CIENCIA DESDE EURASIA

Revista de Humanidades y Ciencias Sociales

Volumen 7 . Número Especial

Julio / Septiembre

2020

ISSN 0719-4706

CUERPO DIRECTIVO

Directores

Dr. Juan Guillermo Mansilla Sepúlveda

Universidad Católica de Temuco, Chile

Dr. Francisco Ganga Contreras

Universidad de Tarapacá, Chile

Editor

Drdo. Juan Guillermo Estay Sepúlveda

Editorial Cuadernos de Sofía, Chile

Editor Científico

Dr. Luiz Alberto David Araujo

Pontificia Universidade Católica de Sao Paulo, Brasil

Editor Europa del Este

Dr. Aleksandar Ivanov Katrandzhiev

Universidad Suroeste "Neofit Rilski", Bulgaria

Cuerpo Asistente

Traductora: Inglés

Lic. Pauline Corthorn Escudero

Editorial Cuadernos de Sofía, Chile

Portada

Lic. Graciela Pantigoso de Los Santos

Editorial Cuadernos de Sofía, Chile

COMITÉ EDITORIAL

Dr. Jaime Bassa Mercado

Universidad de Valparaíso, Chile

Dra. Heloísa Bellotto

Universidad de Sao Paulo, Brasil

Dra. Nidia Burgos

Universidad Nacional del Sur, Argentina

Mg. María Eugenia Campos

Universidad Nacional Autónoma de México, México

Dr. Francisco José Francisco Carrera

Universidad de Valladolid, España

Dr. Pablo Guadarrama González

Universidad Central de Las Villas, Cuba

Mg. Amelia Herrera Lavanchy

Universidad de La Serena, Chile

Dr. Claudio Llanos Reyes

Pontificia Universidad Católica de Valparaíso, Chile

Dr. Werner Mackenbach

Universidad de Potsdam, Alemania

Universidad de Costa Rica, Costa Rica

Mg. Rocío del Pilar Martínez Marín

Universidad de Santander, Colombia

Ph. D. Natalia Milanese

Universidad de Houston, Estados Unidos

Ph. D. Maritza Montero

Universidad Central de Venezuela, Venezuela

Dra. Eleonora Pencheva

Universidad Suroeste Neofit Rilski, Bulgaria

Dra. Rosa María Regueiro Ferreira

Universidad de La Coruña, España

Dr. Andrés Saavedra Barahona

Universidad San Clemente de Ojrid de Sofía, Bulgaria

Dr. Efraín Sánchez Cabra

Academia Colombiana de Historia, Colombia

Dra. Mirka Seitz

Universidad del Salvador, Argentina

Ph. D. Stefan Todorov Kapralov

South West University, Bulgaria

COMITÉ CIENTÍFICO INTERNACIONAL

Comité Científico Internacional de Honor

Dr. Adolfo A. Abadía

Universidad ICESI, Colombia

Dr. Carlos Antonio Aguirre Rojas

Universidad Nacional Autónoma de México, México

Dr. Martino Contu

Universidad de Sassari, Italia

Dr. Luiz Alberto David Araujo

Pontificia Universidad Católica de Sao Paulo, Brasil

Dra. Patricia Brogna

Universidad Nacional Autónoma de México, México

REVISTA INCLUSIONES

REVISTA DE HUMANIDADES
Y CIENCIAS SOCIALES

Dr. Horacio Capel Sáez

Universidad de Barcelona, España

Dr. Javier Carreón Guillén

Universidad Nacional Autónoma de México, México

Dr. Lancelot Cowie

Universidad West Indies, Trinidad y Tobago

Dra. Isabel Cruz Ovalle de Amenabar

Universidad de Los Andes, Chile

Dr. Rodolfo Cruz Vadillo

*Universidad Popular Autónoma del Estado de Puebla,
México*

Dr. Adolfo Omar Cueto

Universidad Nacional de Cuyo, Argentina

Dr. Miguel Ángel de Marco

Universidad de Buenos Aires, Argentina

Dra. Emma de Ramón Acevedo

Universidad de Chile, Chile

Dr. Gerardo Echeita Sarrionandía

Universidad Autónoma de Madrid, España

Dr. Antonio Hermosa Andújar

Universidad de Sevilla, España

Dra. Patricia Galeana

Universidad Nacional Autónoma de México, México

Dra. Manuela Garau

Centro Studi Sea, Italia

Dr. Carlo Ginzburg Ginzburg

*Scuola Normale Superiore de Pisa, Italia
Universidad de California Los Ángeles, Estados Unidos*

Dr. Francisco Luis Girardo Gutiérrez

Instituto Tecnológico Metropolitano, Colombia

José Manuel González Freire

Universidad de Colima, México

Dra. Antonia Heredia Herrera

Universidad Internacional de Andalucía, España

Dr. Eduardo Gomes Onofre

Universidade Estadual da Paraíba, Brasil

CUADERNOS DE SOFÍA EDITORIAL

+ Dr. Miguel León-Portilla

Universidad Nacional Autónoma de México, México

Dr. Miguel Ángel Mateo Saura

*Instituto de Estudios Albacetenses "Don Juan Manuel",
España*

Dr. Carlos Tulio da Silva Medeiros

Diálogos em MERCOSUR, Brasil

+ Dr. Álvaro Márquez-Fernández

Universidad del Zulia, Venezuela

Dr. Oscar Ortega Arango

Universidad Autónoma de Yucatán, México

Dr. Antonio-Carlos Pereira Menaut

Universidad Santiago de Compostela, España

Dr. José Sergio Puig Espinosa

Dilemas Contemporáneos, México

Dra. Francesca Randazzo

*Universidad Nacional Autónoma de Honduras,
Honduras*

Dra. Yolando Ricardo

Universidad de La Habana, Cuba

Dr. Manuel Alves da Rocha

Universidade Católica de Angola Angola

Mg. Arnaldo Rodríguez Espinoza

Universidad Estatal a Distancia, Costa Rica

Dr. Miguel Rojas Mix

*Coordinador la Cumbre de Rectores Universidades
Estatales América Latina y el Caribe*

Dr. Luis Alberto Romero

CONICET / Universidad de Buenos Aires, Argentina

Dra. Maura de la Caridad Salabarría Roig

Dilemas Contemporáneos, México

Dr. Adalberto Santana Hernández

Universidad Nacional Autónoma de México, México

Dr. Juan Antonio Seda

Universidad de Buenos Aires, Argentina

Dr. Saulo Cesar Paulino e Silva

Universidad de Sao Paulo, Brasil

Dr. Miguel Ángel Verdugo Alonso
Universidad de Salamanca, España

Dr. Josep Vives Rego
Universidad de Barcelona, España

Dr. Eugenio Raúl Zaffaroni
Universidad de Buenos Aires, Argentina

Dra. Blanca Estela Zardel Jacobo
Universidad Nacional Autónoma de México, México

Comité Científico Internacional

Dra. Elian Araujo
Universidad de Mackenzie, Brasil

Mg. Romyana Atanasova Popova
Universidad Suroeste Neofit Rilski, Bulgaria

Dra. Ana Bénard da Costa
Instituto Universitario de Lisboa, Portugal
Centro de Estudios Africanos, Portugal

Dra. Noemí Brenta
Universidad de Buenos Aires, Argentina

Ph. D. Juan R. Coca
Universidad de Valladolid, España

Dr. Antonio Colomer Vialdel
Universidad Politécnica de Valencia, España

Dr. Christian Daniel Cwik
Universidad de Colonia, Alemania

Dr. Eric de Léséulec
INS HEA, Francia

Dr. Andrés Di Masso Tarditti
Universidad de Barcelona, España

Ph. D. Mauricio Dimant
Universidad Hebrea de Jerusalem, Israel

Dr. Jorge Enrique Elías Caro
Universidad de Magdalena, Colombia

Ph. D. Valentin Kitanov
Universidad Suroeste Neofit Rilski, Bulgaria

Mg. Luis Oporto Ordóñez
Universidad Mayor San Andrés, Bolivia

Dr. Gino Ríos Patio
Universidad de San Martín de Porres, Perú

Dra. María Laura Salinas
Universidad Nacional del Nordeste, Argentina

Dra. Jaqueline Vassallo
Universidad Nacional de Córdoba, Argentina

Dra. Maja Zawierzeniec
Universidad Wszechnica Polska, Polonia

Editorial Cuadernos de Sofía
Santiago – Chile
Representante Legal
Juan Guillermo Estay Sepúlveda Editorial

Indización, Repositorios y Bases de Datos Académicas

Revista Inclusiones, se encuentra indizada en:





REX



UNIVERSITY OF
SASKATCHEWAN



Universidad
de Concepción

BIBLIOTECA UNIVERSIDAD DE CONCEPCIÓN



**THEORETICAL AND METHODOLOGICAL FOUNDATIONS
FOR THE DEVELOPMENT OF REGIONAL AGRI-FOOD MARKETS
AND THE MANAGEMENT OF THEIR COMPETITIVENESS**

Ph. D. (C) A. V. Gyatov

Kabardino-Balkarian State Agricultural University named after V.M. Kokov, Russian Federation
ORCID ID: 0000-0003-4589-4098
gyatov.anzor@bk.ru

Ph. D. (C) A. Kh. Mambetov

Kabardino-Balkarian State Agricultural University named after V.M. Kokov, Russian Federation
ORCID ID: 0000-0003-2177-3726
mambetov.1965@inbox.ru

Ph. D. (C) M. A. Marzhokhova

Kabardino-Balkarian State Agricultural University named after V.M. Kokov, Russian Federation
ORCID ID: 0000-0002-4859-8625
madina.marzhokhova@mail.ru

Ph. D. (C) O. I. Bagova

Kabardino-Balkarian State Agricultural University named after V.M. Kokov, Russian Federation
ORCID ID: 0000-0003-4984-4119
bagova@list.ru

Lic. A. A. Shardanov

Kabardino-Balkarian State Agricultural University named after V.M. Kokov, Russian Federation
ORCID ID: 0000-0001-6444-0337
aukn86@mail.ru

Fecha de Recepción: 05 de abril de 2020 – **Fecha Revisión:** 13 de mayo de 2020

Fecha de Aceptación: 21 de junio de 2020 – **Fecha de Publicación:** 01 de julio de 2020

Abstract

The main goal of the presented research is to study and analyze the theoretical and methodological aspects of the functioning and development of the agri-food market, its competitiveness, which is relevant in the context of globalization and growing contradictions of the national economic systems of states.

Keywords

Market – Agri-food market – Food market – Competitiveness – Innovation

Para Citar este Artículo:

Gyatov, A. V.; Mambetov, A. Kh.; Marzhokhova, M. A.; Bagova, O. I. y Shardanov, A. A. Theoretical and methodological foundations for the development of regional agri-food markets and the management of their competitiveness. Revista Inclusiones Vol: 7 num Especial (2020): 258-267.

Licencia Creative Commons Attribution Non-Comercial 3.0 Unported
(CC BY-NC 3.0)

Licencia Internacional



Introduction

The development of the national agri-food market, its competitive advantages is largely determined by the competitiveness of regional markets, the potential of which is largely determined by the efficiency of the business entities represented in the agro-industrial sectors. The presented chain of elements of competitiveness of the country's agri-food market is fundamental, since it is the efficient agricultural enterprises that act as the primary production elements of the country's competitive agricultural market.

The relevance of the study is due to the importance of the agri-food market for the country's economy, its food security, as well as the need for its gradual integration into the world market.

The main objective of the study is the development and justification of theoretical and methodological provisions to ensure the competitiveness and sustainability of the regional agri-food complex in the conditions of the realization of innovative and investment potentials of agro-industrial production.

The first definitions of the market and market relations appeared in the writings of Western economists, such as O. Cournot, A. Marshall, F. Kotler, W. Jevons, E. Dolan, D. Lindsay, C. McConell, S. Bru, K. Marx. From domestic economists, we can distinguish I.A. Minakova, A.N. Romanova, N.P. Kastornova, R.A. Smykova, G.P. Zhuravlyova et al. It should be noted that in the writings of Russian economists the issues of the market and market relations found a response much later.

Numerous works of foreign and domestic scientists are devoted to the study of the agri-food market category, increasing its competitiveness: J., Keynes, F. Kotler, M. Porter, P. Samuelson, A. Smith, F. Hayek, ON Fetyukhina, O.Yu. Samsonova, M.Yu. Borisov, N. Kondratiev, E.A. Savitskaya, Yu.I. Agirbov, A.P. Lesnov, A.E. Osipova, S.U. Nuraliev, R.A. Fathutdiov

At the same time, it can be assumed that many theoretical and methodological aspects of the formation and functioning of regional agri-food markets are still insufficiently studied and require further scientific study and generalization, taking into account the growing role of interregional interactions.

Materials and methods

Studies of the national and local agri-food market are inextricably linked with the application of theoretical research methods, in particular the analysis and synthesis of existing literary sources and works of domestic and foreign economists.

The studies were carried out using monographic, abstract-logical methods, as well as methods of system analysis, economic comparison and expert assessments.

The results

The economic nature of the agri-food market approaches to socio-economic assessment, the mechanisms of its formation do not have a methodological unity of interpretations in modern literature.

The definition of the term “agri-food market” is inextricably linked with such concepts as: “food market”, “agricultural market”, “agricultural market”, the boundaries of these concepts are determined by the types of products presented on a particular market.

It should be noted that the study of the theoretical foundations of the categories “agri-food market” or “agrarian market” is impossible without a clear interpretation and definition of the essence of such a thing as “market”.

To date, the concept of "market" is quite capacious and multifaceted. However, with the development of commodity-money relations, social production, the content of this concept has changed repeatedly, discussions regarding this category are still taking place.

The first definition of the market was given by the French mathematician and economist Antoine Cournot: “The market is not any specific market area, but in general any area where the relations of buyers and sellers are so free that the prices of the same goods tend to be quick and easy align”¹ The evolution of the category “market” occurred under the influence of commodity and commodity-money relations. In the interpretation of F. Kotler, “the market is a combination of existing and potential buyers of goods”² in this definition, the market is like a platform for the promotion of goods and services, that is, the marketing component of the market is considered. According to C. McConell and S. Brew, “The market is a tool or mechanism bringing together buyers (representatives of demand) and sellers (suppliers) of individual goods and services”³. This definition takes into account the basic law of the market - the law of supply and demand.

The interest of domestic economists in studying the functioning of the market and market mechanisms intensified at the turn of the 90s of the XX century, due to fundamental changes in the socio-political and economic development of the country. In this regard, in the writings of domestic economists the category “market” is interpreted as a variant of the functioning of the economy of a new format, the formation of economic ties and relationships.

E.F. Borisov gives the following definition: “The market is a set of transactions for the purchase and sale of goods”⁴ A.N. Azrilian in the economic dictionary defines “the market - as a set of socio-economic relations in the sphere of exchange, through which the sale of goods and the final recognition by society of the labor embodied in them is carried out”.⁵

In the economic literature there are different approaches to the definition of the term “agri-food market”, however, a unified conceptual approach to the formation and development of a competitive agri-food complex on a sustainable basis has not yet been formed, which makes it necessary to improve the conceptual framework and clarify a number of theoretical positions; substantiation of the role of the state in the creation and development of competitiveness and competitive environment. A literature review of the conceptual categories of the agri-food market, presented in the works of domestic economists, allowed us to identify three key approaches: systemic, institutional and process.

¹ A. V. Anikin, Youth of science: Life and ideas of thinkers-economists before Marx (Moscow: Politizdat, 1975).

² F. Kotler, Fundamentals of marketing: a short course (Moscow: Williams Publishing House, 2006).

³ K. R. McConel y S. L. Bru, Economics (Moscow: INFRA-M, 2003).

⁴ E. F. Borisov, Economic Theory: textbook (Moscow: Higher education, 2007).

⁵ A. N. Azrilian, The economic dictionary (Moscow: Institute of the New Economy, 2007).

Consider the category of agri-food market in terms of a systematic approach

O.N. Fetyukhina defines the agri-food market as a complex socio-economic system with an emergent effect in the form of competitive advantages, the key elements of which are represented by demand, which describes the solvent demand for agri-food products, and their supply⁶.

The agri-food market is a system of economic relations and institutional forms of bringing agro-raw materials and food products to the final consumer, this interpretation is given by O.Yu. Samsonova, according to the author, the agri-food market is a specialized sector of the commodity market institute, the institutional and subjective structure of which is represented by producers of products, financial intermediaries and end consumers⁷.

Proponents of the institutional approach, define: the agri-food market in the broad sense - as the totality of all markets operating in the agricultural sector; in the narrow, the market for agricultural products, the object of which is goods produced directly in agriculture and passing through all stages of its distribution to the final consumer⁸. The agri-food market as a system of economic relations and institutional forms of bringing agricultural and food products to the final consumer through exchange, wholesale, and retail trade using logistics and information networks, this interpretation of the concept is presented by E. Savitskaya⁹.

Nuraliev S.U. considers the agri-food market as an intermediary between agriculture and the processing industries, as well as between them and food consumers. This is a complex segmented structure, the features of which are determined by the nature of the offered product, its belonging to the life support system and social orientation¹⁰. Many researchers view the agri-food market as a process approach. In particular, L.A. Alexandrov and N.A. Kireev consider the food market as “model” from the point of view of the active formation of the supply and demand mechanism, the development of competition, private property institutions, and entrepreneurship. At the same time, this is a vivid example of the strong presence of the state institution in the regulation of this market.¹¹ The agri-food market is a complex multifunctional system of commodity-money relations between producers and consumers of agricultural products, their transportation, processing, storage and sale arising in the processes of production, distribution, exchange and consumption, this interpretation is given by N.N. Vorobeva¹².

⁶ O. N. Fetyukhina; T. N. Mishustina y M. A. Danilchek, “Trends in the development of food markets in the context of globalization”, Political Mathematical Network Electronic Scientific Journal of the Kuban State Agrarian University num 96 (2014).

⁷ O. Yu. Samsonova, “Development of the local agri-food market (on the example of the Ust-Donetsk region of the Rostov region)”, Economic Bulletin of the RSU num 3 (2008): 321-325.

⁸ Yu. I. Agirbov; P. P. Mukhamedzyanov y A. P. Lesnov, Agricultural markets: studies. allowance. (Moscow: RGAU - Moscow Agricultural Academy named after K.A. Timiryazev, 2005).

⁹ E. A. Savitskaya, “Methodological foundations of socio-economic diagnosis of ensuring food security in the region”, Agrarian Bulletin of the Urals num 10 (2009): 75-77.

¹⁰ S. U. Nuraliev, Food market: problems of formation and development prospects. (Volgograd: Publishing house of Volgograd State University, 2003).

¹¹ L. A. Alexandrova y N. A. Kireeva, “Transformation of Russia's agri-food policy in the context of WTO membership: institutional analysis”, Management of economic systems: electronic scientific journal Vol: 9 num 57 (2013): 9-16.

¹² N. N. Vorobiev, Formation of the organizational and economic mechanism of the agri-food market (theory and practice) (Stavropol: SevKavSTU, 2006).

A literary review and analysis of the evolution of the studied definition allowed us to formulate an author's approach to the definition of a category - the agri-food market.

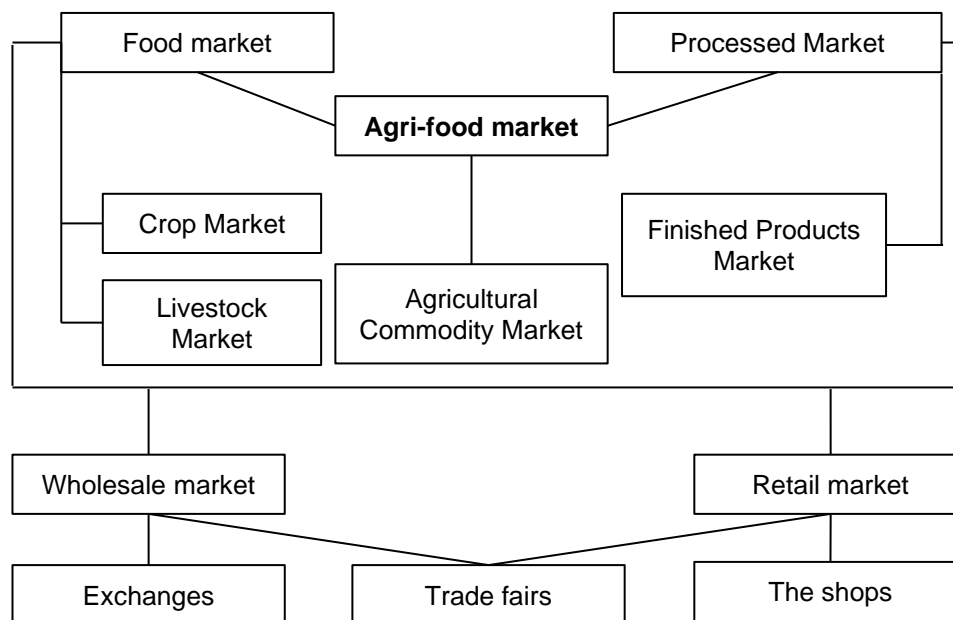
The agri-food market is a multifunctional institutional socio-economic structure, emerging as a result of the interaction of market participants, as a result of the promotion of agricultural products from producer to final consumer.

As a result of the analysis, one more conclusion can be made, the agri-food market is a set of markets that function to ensure the reproduction process in the agricultural industry.

The agri-food market consists of separate segments - industry-specific markets, more clearly, which are presented in Figure 1.

The agri-food market has its own characteristics, in particular low elasticity of supply and demand, since food and agricultural products are classified as constant demand.

The regional agri-food market operates within the framework of the general economic space of the country, but taking into account the peculiarities of regional development. First of all, we are talking about natural and climatic features, the level of development of agriculture and processing industry in the region, the capacity of this market, the demographic situation, the existing market infrastructure, state regulation, within the framework of ongoing regional programs.



Source: compiled by the author based on the results of theoretical studies

Figure 1

The structure of the agri-food market

The local agri-food market, like any institutional element of the market system, must withstand the requirements of competition, meet them, and also develop its competitive

advantages, such as: the development and application of innovative technologies, human capital, human resources, information resources etc.

R.A. Fathutdinov¹³ connects the competitiveness of the region with the ability to produce and sell demanded products. E. Bruno, and A.Yu. Skopin in their works consider competitiveness as the ability of the economy to ensure the growth of well-being of the region's population.¹⁴

The concept of "competitiveness" is a field of study for many foreign and domestic authors, there are many definitions of this concept, where either its individual side is considered, or a complex characteristic is given.

Certain aspects of competitiveness are considered in the works of many foreign and domestic scientists. The main idea of their research is to state the thesis about "the efficiency of using production potential" and the ability to produce production volumes at existing production facilities in accordance with the planned technical and economic parameters that ensure the competitiveness of products.

Many authors inextricably associate the concept of "competitiveness" with the concept of "development potential of a business entity" ¹⁵, where "potential" is considered as a comprehensive definition that includes a set of indicators characterizing the local components of a region, enterprise or industry. The main essence of these studies is to understand the "development potential of a business entity" as a set of relations arising from the achievement of the maximum possible and most effective result in the search for advanced forms of economic organization.

The definition of "competitive development potential" is the subject of research by many economists. N.S. Shvets, F.Z. Michurin consider this concept as the ability to create and use tangible and intellectual assets, as well as the capabilities of the business environment to ensure competitive activity in the organized agricultural market.¹⁶

However, it should be noted that the concept of "competitive development potential" is still secondary to the concept of "competitiveness".

A theoretical review of different views on the nature and nature of competitiveness of both domestic and foreign economists revealed a certain commonality in their interpretations. In particular, most authors ignore the time factor, although the competitiveness of a business entity can only be ascertained at a particular point in time, while competition itself takes place on the market constantly.

Based on the foregoing, we will try to present our own definition, taking into account the omissions that occurred in the interpretations of the researchers of this problem.

¹³ R. A. Fathutdinov, Strategic management: a textbook (Moscow: Business, 2008).

¹⁴ E. Bruna y A. U. Skopin, Comparative evaluation of the competitiveness of the Russian and French regions. Competitiveness and modernization of regional economies. Sat materials of the V International Conference (Moscow: SU – HSE, 2004).

¹⁵ I. V. Groshev y E. M. Ulanova, "Problems of assessing the economic potential of an enterprise: labor potential", Issues of assessment num 1 (2005): 27-30.

¹⁶ N. S. Shvets y F. Z. Michurin, The concept of competitiveness of the regional agro-industrial complex: monograph. Perm state. S.-kh. Acad. them. Acad. D.N. Pryanishnikov (Perm: CPI "Prokrost", 2016).

The competitiveness of the regional agri-food complex is actually the existing or expected in the future characteristic of the subject of competition, based on a set of indicators measuring the level of existing competitiveness or the existing competitiveness potential of the subject of competition. The analysis of indicators takes into account the entire set of competitive advantages that have developed at a given point in time in a particular agri-food market.

In our opinion, one of the most important characteristics of competitiveness is its identification as an indicator of the development of the economic system, as a result of which the issues of competitiveness and sustainable development of the domestic economy, which are in the plane of formation of a new model of socio-economic development, are of paramount importance.

In Russia, the formation of market institutions, emerging under the influence of competition mechanisms, did not occur as a result of long evolutionary development, but in the conditions of revolutionary transformations that took place in very short often unnatural terms. In this regard, the domestic experience of institutional transformations is very different from world analogues. Despite the difference in the circumstances of the formation of market economic conditions, world and domestic experience demonstrates that sustainable economic development and economic growth cannot be possible without ensuring the functioning of effective mechanisms of market competition that ensure equal conditions for all business entities.

The sustainable development strategy of Russia can be developed and implemented only as a result of the initial definition of effective methodological approaches to the concept of competitiveness of the domestic market, the identification of competitive advantages, and then the development of practical mechanisms for the implementation, development and management of these tools in the context of market realities.

The definition of competitiveness as the functioning and development of the economic system forms a systematic approach that allows us to develop a set of national priorities and mechanisms for their support, defines the analysis framework and a set of key competitive factors.

The substantive component of this approach is as follows: maintaining competitiveness over a long period of time, possibly only by combining efforts both on the part of economic entities themselves at the micro level and from government agencies that provide stable economic conditions for the functioning of economic entities at the macro level.

The focus on solving the task set in this way should come from both the state and non-state actors.

In creating such a system of relations, the key role should belong to non-state actors, organizations, their associations and technological communities. Practice shows that the most effective and viable regional market system is where business entities act together and harmoniously in solving problematic issues, thereby finding constructive solutions to improve operating conditions.

Studies of regional market systems have revealed that the key factors of competitiveness are identified, primarily, the resource component of the region: climatic,

geographical conditions, the availability of skilled labor. However, simply having these factors is not enough. In order to ensure the competitive advantages of the region for a long time, it is necessary to create an effective mechanism by which the efficiency of the use of available resources will constantly increase. We are talking about investments in fixed assets and working capital, investments in the development of the scientific and technical component of the production process, in the development of the human resources of the region, the knowledge and skills of the able-bodied population, as well as the costs of managing and developing infrastructure, which are more correctly attributed to technological resources.

The role of investment in creating competitive advantages depends on the stage of competitiveness, and therefore, increasing competitiveness is often considered as a change in three successive stages: the stage of factor, investment and innovative advantages.

In our opinion, the innovative potential of the region is a key and most promising factor in the development of competitive advantages in the regional agri-food market. Practice shows that it is precisely those business entities who occupy an active innovative position that achieve the greatest results. Despite the fact that innovations entail high costs and risks, ignoring them, the inability to perceive the achievements of scientific and technological progress seems no less dangerous.

Another condition that can significantly increase the competitiveness of the regional agri-food market is, in our opinion, the unification of regional agro-food industry entities in the framework of production cooperatives, this approach will allow economic entities to compete in the market not separately, but in the agro-industrial complex of the region as a whole.

Discussion

The study of a significant amount of theoretical material on the indicated problems confirmed our assumption that the theoretical and methodological aspects of the formation and functioning of regional agri-food markets are still insufficiently studied and require further scientific study and generalization, as a result, an author's approach to the problem of ensuring the sustainability of the development of regional agri-food markets is formulated.

The construction of an effective system of a competitive agri-food market is determined by the possibilities of identifying unused reserves of functioning and development of the market mechanism of the agribusiness sector. As reserves for development, one should understand the objectively existing, but unused opportunities for improving the existing system of organizing the agri-food market in order to provide the most convenient and efficient mechanisms of functioning in this market for all its participants. The search for these opportunities should be constantly reproduced in an expanded format in all directions, for the comprehensive development of the agri-food market, both of the country and the regions.

Conclusion

Studying, analyzing and synthesizing the presented scientific theories and views on the nature and essence of the agri-food market, the competitive environment and factors affecting competitiveness, allowed us to formulate an author's approach in relation to the

studied categories, such as: “agri-food market”, “competitiveness of the regional agri-food market”, Proposed the structure of the domestic agri-food market.

Theoretical and methodological provisions and recommendations are formulated to increase the competitiveness of the regional agri-food complex and the sustainability of its development. The key factors to ensure the competitiveness of regional agri-food systems include the following:

- innovative activity of entrepreneurs and business entities in the region;
- resource component of the region: climatic, geographic, environmental resources;
- socio-economic characteristics of the region, in particular the level of economic development of the region as a whole, the available potential for economic growth, labor resources, human resources of the region;
- association of regional agri-food industry entities within production cooperatives;
- the level of development of the region’s infrastructure and its compliance with federal and international standards.

Acknowledgment

The study has been completed under the sponsorship of the RFBR, Project No. 20-010-00853A.

References

- Agirbov, Yu. I.; Mukhamedzyanov, P. P. y Lesnov, A. P. Agricultural markets: studies. allowance. Moscow: RGAU - Moscow Agricultural Academy named after K.A. Timiryazev. 2005.
- Alexandrova, L. A. y Kireeva, N. A. “Transformation of Russia's agri-food policy in the context of WTO membership: institutional analysis”. Management of economic systems: electronic scientific journal Vol: 9 num 57 (2013): 9-16.
- Anikin, A. V. Youth of science: Life and ideas of thinkers-economists before Marx. Moscow: Politizdat. 1975.
- Azrilian, A. N. The economic dictionary. Moscow: Institute of the New Economy. 2007.
- Borisov, E. F. Economic Theory: textbook. Moscow: Higher education. 2007.
- Bruna, E. y Skopin, A. U. Comparative evaluation of the competitiveness of the Russian and French regions. Competitiveness and modernization of regional economies. Sat materials of the V International Conference. Moscow: SU - HSE. 2004.
- Fathutdiov, R. A. Strategic management: a textbook. Moscow: Business. 2008.

Theoretical and methodological foundations for the development of regional agri-food markets and the management... pág. 267

Fetyukhina, O. N.; Mishustina, T. N. y Danilchek, M. A. "Trends in the development of food markets in the context of globalization". Political Mathematical Network Electronic Scientific Journal of the Kuban State Agrarian University num 96 (2014).

Groshev, I. V. y Ulanova, E. M. "Problems of assessing the economic potential of an enterprise: labor potential". Issues of assessment num 1 (2005): 27-30.

Kotler, F. Fundamentals of marketing: a short course. Moscow: Williams Publishing House. 2006.

McConel, K.R. y Bru, S.L. Economics. Moscow: INFRA-M. 2003.

Nuraliev, S. U. Food market: problems of formation and development prospects. Volgograd: Publishing house of Volgograd State University. 2003.

Samsonova, O. Yu. "Development of the local agri-food market (on the example of the Ust-Donetsk region of the Rostov region)". Economic Bulletin of the RSU num 3 (2008): 321-325.

Savitskaya, E. A. "Methodological foundations of socio-economic diagnosis of ensuring food security in the region". Agrarian Bulletin of the Urals num 10 (2009): 75-77.

Shvets, N.S. y Michurin, F. Z. The concept of competitiveness of the regional agro-industrial complex: monograph. Perm state. S.-kh. Acad. them. Acad. D.N. Pryanishnikov. Perm: CPI "Prokrost". 2016.

Vorobiev, N. N. Formation of the organizational and economic mechanism of the agri-food market (theory and practice). Stavropol: SevKavSTU. 2006.

CUADERNOS DE SOFÍA EDITORIAL

Las opiniones, análisis y conclusiones del autor son de su responsabilidad y no necesariamente reflejan el pensamiento de **Revista Inclusiones**.

La reproducción parcial y/o total de este artículo
Puede hacerse sin permiso de **Revista Inclusiones**, citando la fuente.