

IMPROVING OF INTELLECTUAL PROPERTY MARKETING MANAGEMENT IN THE AGRARIAN SPHERE OF REGION

Makhnusha Svetlana Mikhailovna

*Ph.D, Associated Professor, Associated Professor of Economy Department,
Sumy National Agrarian University, Ukraine*

In the article the author proved that Ukraine's economy needs to create more favorable conditions for the development of the agricultural sector by intensifying the development of innovation and implementation of intellectual property rights and effectively manage their marketing. It analyzes the main range of problems, which is embedded in an understanding of marketing management of intellectual property, and presents possible solutions and improvements in this background. It was formed mechanism of intellectual property marketing in the agricultural sector in the region and proposed approach to evaluating the effectiveness of measures to manage intellectual property marketing in the agricultural sector in the region.

Keywords: *intellectual property, marketing, management, agrarian sphere, region, effectiveness, mechanism, marketing-mix, commercialization, marketing investment*

Introduction. In modern conditions of development of Ukraine agricultural sector is extremely important in terms of the competitiveness of the economic position of the state in both the domestic market and internationally, as a matter of fact Ukraine is an agrarian country. Given the fact that the modern economy is postindustrial economy type — so that where intangible assets, intellectual property is a key factor in the creation of surplus value and surplus product, it is important to solve the problem of the improvement of management of intellectual property on the principles of marketing, particularly in the context of agricultural areas of the region. For this reason, the problem of the article is relevant.

Statement of the problem. It is necessary to create an effective mechanism and scheme of marketing management of intellectual property in the agricultural sector in the region because of the reasons of immaterial nature of intellectual property and the underdevelopment of market data objects are certain problems in their promotion and good governance on the basis of marketing.

Analysis of recent researches and publications. Problems of marketing and intellectual property of agricultural areas and their management are given a fair attention in the works of both domestic and foreign scientists. Among them we should remember the classic of marketing science Kotler F. [4], Andreychuk V.G. [2] with his research on the economics of agricultural enterprises, Tsybulov P.M. [7], Pidoprygora O.A. and Butnik-Seversky O.B. [6] with research of intellectual property, Obremchuk V.F. [5], Zinov V. [8], Gupin V. and Barancheyev V. [3] with research on marketing and commercialization of intellectual property and others.

Previously unsettled problem constituent. Needs further address the problem of improving the management of intellectual property marketing in the the agricultural sector of the region.

Main purpose of the article. The article is to develop proposals and recommendations for improving the process of marketing management of intellectual property in the agricultural sector of the region.

Results and discussions. The economy Ukraine needs to create more favorable conditions for the development of the agricultural sector on the basis of intensification of innovation development and introduction of intellectual property and effective management of marketing. Indeed, marketing is one of the main instruments through which are formed and developed agro-industrial markets.

Intellectual property in the agricultural sector consists mainly of objects such as plant varieties, animal breeds, trademarks of producers of agroproducts. These intangible assets requiring effective management on the basis of marketing.

The main range of issues, which is embedded in an understanding of marketing management of intellectual property, includes the following: adequate product policy (concerning the development and creation of appropriate market products), adequate pricing strategy on intellectual property rights (taking into account the interests of producer and consumer), the strategy to stimulate innovative marketing and promotion of the intangible intellectual products to the agricultural market. It is also necessary to evaluate the effectiveness of the activities of the marketing management of intellectual property.

The main agricultural companies of Sumy region are:

- "Newsphere" Ltd. (manufacture and sale of wheat peeled flour; manufacture and sale of complete feed, wheat bran intended for breeding complexes, farms of different directions; receiving, drying and safekeeping of any grain to provide quantitative and qualitative safety, purchasing, receiving, part and drying grain, corn, sunflower seeds and other grains and oilseeds, with shipping products to customers);
- SEA Sytnik (agricultural harvesting);
- PE Fedotova (manufacture of wooden hives);
- Ponomarenko, FFE (grain transportation in Ukraine);
- Konotop elevator, Ltd. (Rye flour, rye bran);
- Sumy Agro, Ltd. (the company processes soybeans by pressing on the cake and oil);
- Lebedin Grain company, JSC (wholesale grain and animal feeds, warehousing, production of pasta);
- Krapivin, PE (sunflower processing: the maximum amount of the company – 20 tons per month);
- Apis, Ltd. (farm);
- Ukrbioprom Company, Ltd. (Akhtyrka branch) on a permanent basis sells cereals: corn, grain, oats, winter wheat of second class;
- Garden (basic directions of activity: growing seedlings of horticultural crops, sale of fruit – apples, pears, apricots, plums, cherries; cultivation of berries – strawberry, currant; vegetables – cabbage, cucumbers, onions, tomatoes; cereals – wheat, rye, corn, industrial and forage crops; livestock – breeding cows, sheep, pigs;

processing of agricultural products – mill; the exchange of agricultural machinery parts fund);

- branch of JSC Krolevets bakery combine;
- Romny combine of bakeries;
- Rost Capital Invest, Ltd. (the company provides services for the harvesting of early grain crops, rape, soy, corn, sunflower and other crops);
- Kulibabin A.E., PE [1].

These producers and entities and researchers in agriculture require effective measures to control the marketing of their intellectual property.

Summarizing the existing theoretical sources, the main objects of intellectual property management marketing in agricultural sector and the process are presented as follows (Fig. 1).

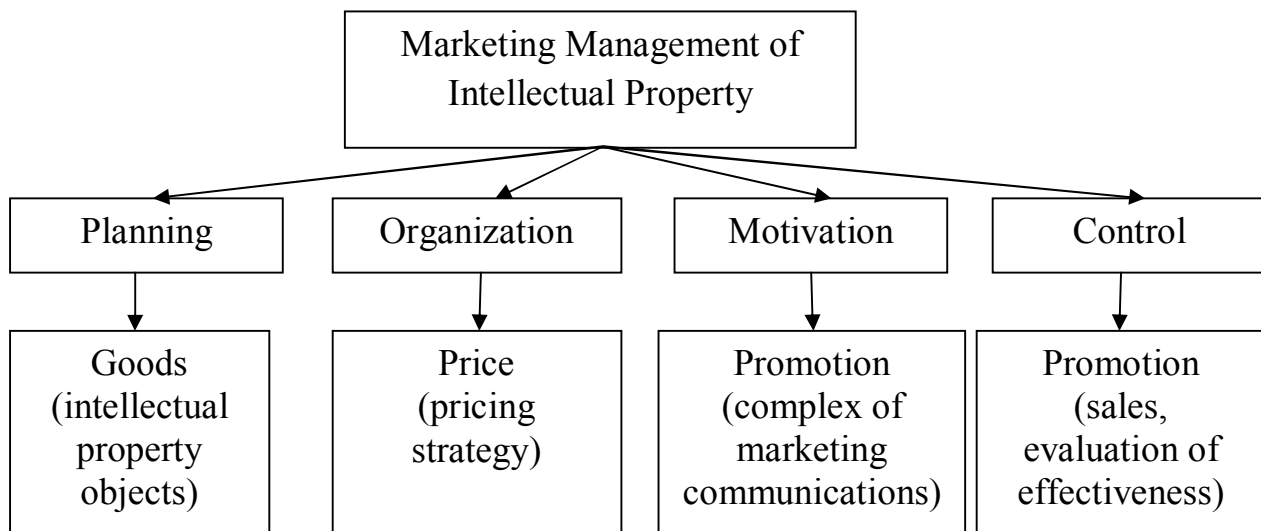


Fig. 1 Items and the management of intellectual property marketing in the agricultural sector [Generalized sources: 2, 3, and 4]

Speaking of planning we should emphasize the need to develop and create products adequate to real needs of the market and target consumers. The specificity and complexity of the planning of the product as an object of intellectual property is its intangible nature. In particular, in the context of the agricultural production it comes to new varieties of plants, breeding of new animal species, development of trade marks and brands. Successful study of the real needs of the market will create a needed product that will be in demand in the market, since according to the concept of marketing production should be done not for production, but for consumption.

Speaking about the organization we should emphasize attention to the process of pricing and a choice of pricing strategy that would satisfy the interests of both parts of the process, offering sufficient income to producers and pleasure in the consumption of the product from the side of the consumer. Price of intellectual property must be formed in accordance with the market approach with the ability to successful implementation of the product in the current market.

Speaking of motivation, should focus on developing complex marketing communications, which would stimulate promotion of the product on the market.

These promotional measures are advertisement, and activities of PR, sales promotion as itself and integrated marketing communications.

Speaking of control, it is necessary to assess the effectiveness of the activities of the marketing management of intellectual property at the end of the process as assessing the effectiveness and impact of the commercialization of intellectual property.

The main problems of marketing management of intellectual property of agricultural areas of the region are as follows:

- the need to further integrate the region to the country market and world market in the light of globalization; establishing international relations and measures of protectionism to protect national producers; create more favorable conditions for access to foreign markets;
- attracting foreign investment and technology, which requires adequate formation of the new management mechanism that provides a range of administrative and economic methods, including marketing as one of the main elements on which agro-industrial markets are formed and developed;
- the need to improve methods of valuation of intellectual property rights and their effective commercialization;
- improve of procedures for assessing regional competitiveness of agricultural products;
- intensification of exhibition and fair activities;
- creation of business incubators to provide information and consultancy services to agricultural marketing and regional branding and regional brands.

Increasing of marketing management component of agrarian sector of the region based on the use of intellectual property has to be qualitatively and quantitatively determined by effective measures to develop:

- methods of market research of agricultural markets;
- algorithm of the commodity, assortment, marketing and communication policy in agrobusinesses;
- commodity circulation system of agricultural products;
- pricing methodologies and implementation of foreign trade operations;
- a set of measures to stimulate the promotion of regional brands in domestic and foreign agricultural markets;
- an integrated marketing information system for the selection of communication tools that facilitate the exchange of information on agricultural products produced and the use of intellectual property, its qualitative characteristics, reputation and business activity of agrobusinesses.

Organization of marketing management in agrarian sector of the region on the basis of intellectual property also provides a rational choice of the structure of its functioning, quality staffing and personnel management that enables optimum implementation of these measures and makes effective sales policy, which provides a range of measures to upgrade the range of agroproducts, which is produced regionally and expansion of distribution channels, combining into a single management process of manufacturing and marketing to identify at zero stage of the product life cycle requirements for a particular product, the implementation of research to develop

products of market innovation, flexible pricing, indicative planning, demand forecasting, involvement of financial and investment resources in agrobusiness for organization efficient goods movement and sales promotion and branding.

We have formed an intellectual property marketing management mechanism in the agrarian sphere of the region (Fig. 2).

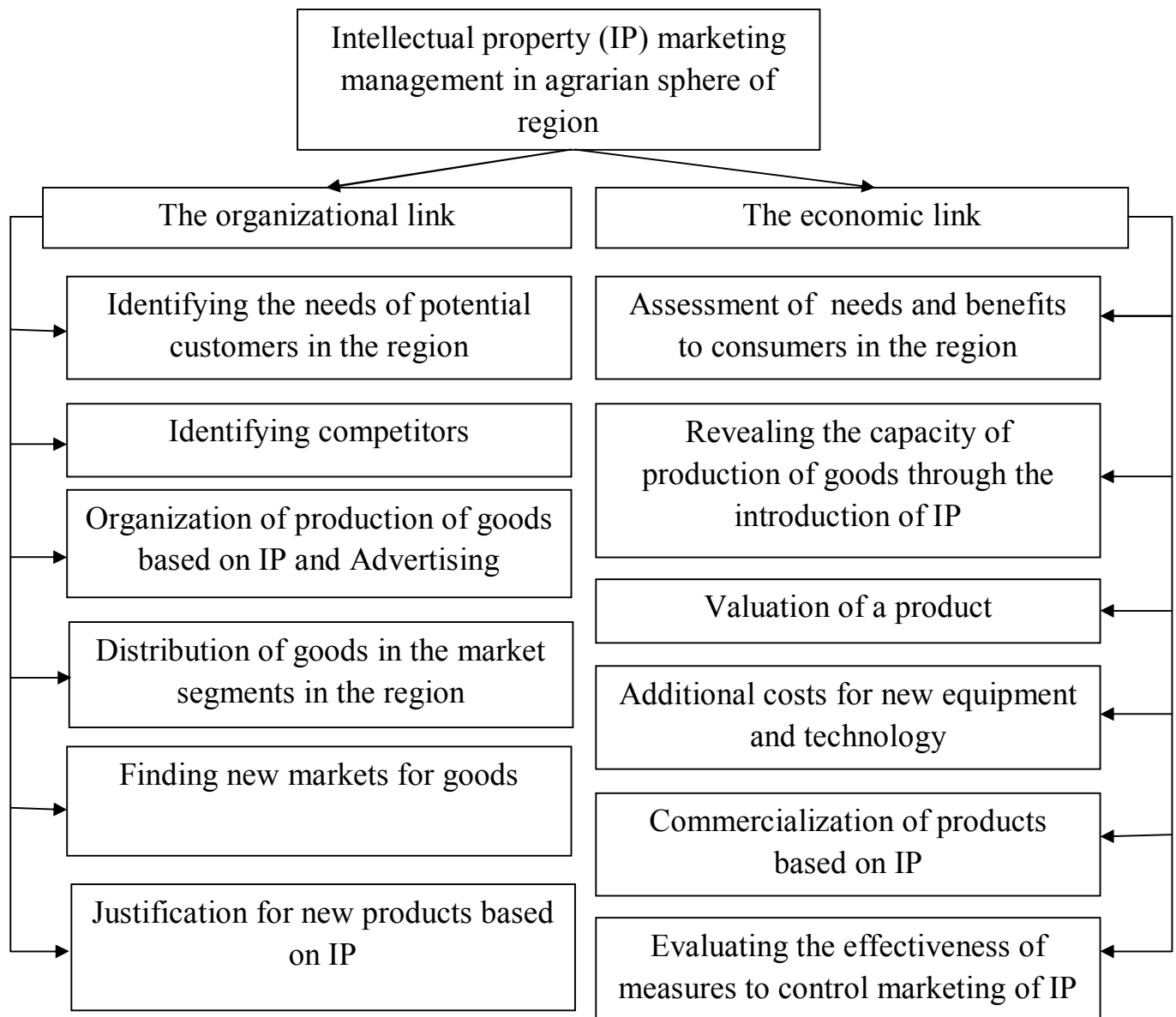


Fig. 2 The mechanism of marketing management of intellectual property in the agricultural sector in the region [Proposed by the author]

The effectiveness of marketing management of intellectual property — an indicator of to what extend marketing activity is optimal in regard to reducing costs and achieving results in the short and long term. The effectiveness of marketing management of intellectual property is associated with indicators of profitability of marketing investments.

The accuracy of assessing the effectiveness of marketing management of intellectual property depends on proper consideration of the relevant marketing

expenses and related financial results. In short-term period results of the effectiveness of marketing management of intellectual property are measured by indicators related to income. In long-term period effectiveness is measured by indicators related to consumer and brand equity.

As the brand is an intangible asset, the effectiveness of marketing management of intellectual property can also be measured in non-financial indicators, assessing brand:

- commitment / loyalty to the brand;
- knowledge of the brand;
- associations connected with the brand;
- perception (understanding) of the brand.

We propose to evaluate the effectiveness of measures to manage intellectual property marketing in the agricultural sector of the region as follows:

$$E = \frac{STR_I + LTR_B}{M_{inv}}, \quad (1)$$

where E — the effectiveness of the activities of the marketing management of intellectual property, relative units;

STR_I — the results of short-term measures in the form of income, monetary units;

LTR_B — the results of long-term measures as indicators related to consumer and brand equity, monetary units;

M_{inv} — marketing investment into the development and implementation of intellectual property of agrarian sphere in the region, monetary units.

Thus, the implementation of the proposed mechanism of marketing management of intellectual property in the agricultural sector of the region and the solution of problems in this area and the proposed method of assessing the effectiveness of these measures will improve the agricultural areas of the region on the basis of the implementation of intellectual property.

Conclusions and further researches directions. In the article the author proved that Ukraine's economy needs to create more favorable conditions for the development of the agricultural sector by intensifying the development of innovation and implementation of intellectual property rights and effectively manage their marketing. It analyzes the main range of problems, which is embedded in an understanding of marketing management of intellectual property, and presents possible solutions and improvements in this background. It was formed mechanism of intellectual property marketing in the agricultural sector in the region and proposed approach to evaluating the effectiveness of measures to manage intellectual property marketing in the agricultural sector in the region. Prospects for further development are to improve the processes of marketing management of intellectual property in the agricultural sector of the region in terms of individual components of the marketing mix.

References

1. Agricultural producers of Sumy region. – [Electronic resource]. – Access: <http://158487.ua.all.biz/>
2. Andriytschuk, V.G. (2002). *Ekonomika agrarnykh pidpryemstv* [Economy of agrarian enterprises]. K.: KNEU. — 624 p. [in Ukrainian].
3. Gupin, V., Barantcheev, V. (2012). Marketing na stadii kommercializatsii intellektual'nykh produktov v innovatsionnom protsesse [Marketing on the stage of commercialization of intellectual products in innovational process]. *Marketing — Marketing*, 4, 51-65 [in Russian].
4. Kotler, Ph. (1991). *Osnovy marketinga* [Basics of marketing]. M.: Progress. — 321 p. [in Russian].
5. Oberemchuk, V.F. (2012). Marketing innovatsionnoy deyatel'nosti [Marketing of innovational activity]. O.P. Stepanov (Eds.), *Strategy of economic development of Ukraine: Scientific digest* (Vol. 1), (pp. 191-197). K.: KNEU [in Russian].
6. Pidoprygora, O.A., Butnik-Sivers'kyi, O.B. (2009). *Pravo intelektual'noyi vlasnosti* [Intellectual property Law]. Kyiv. — 325 p. [in Ukrainian].
7. Tsybul'yov, P.M. (2010). *Osnovy intelektual'noyi vlasnosti* [Basics of intellectual property]. Kyiv. — 127 p. [in Ukrainian].
8. Zinov, V. (2010). Problemy komercializatsii rezul'tativ doslidzhen' i rozrobok [Problems of commercialization of results of researches and working]. *Intelektual'na vlasnist'* — *Intellectual property*, 3, 35-42 [in Ukrainian].

УДОСКОНАЛЕННЯ УПРАВЛІННЯ МАРКЕТИНГОМ ІНТЕЛЕКТУАЛЬНОЇ ВЛАСНОСТІ АГРАРНОЇ СФЕРИ РЕГІОНУ

Махнуша Світлана Михайлівна

*кандидат економічних наук, доцент, доцент кафедри економіки,
Сумський національний аграрний університет, Україна*

У статті автором було доведено, що економіка України потребує створення більш сприятливих умов для розвитку аграрної сфери шляхом інтенсифікації розробки інновацій та впровадження об'єктів інтелектуальної власності та ефективного управління їх маркетингом. Було проаналізовано основне коло проблем, яке вкладається в розуміння управління маркетингом інтелектуальної власності, та подано шляхи їх подолання й покращення ситуації на цьому тлі. Було сформовано механізм управління маркетингом інтелектуальної власності аграрної сфери регіону та запропоновано підхід до оцінки ефективності проведених заходів з управління маркетингом інтелектуальної власності аграрної сфери регіону.

Ключові слова: інтелектуальна власність, маркетинг, менеджмент, аграрна сфера, регіон, ефективність, механізм, комплекс маркетингу, комерціалізація, маркетингові інвестиції

УСОВЕРШЕНСТВОВАНИЕ УПРАВЛЕНИЯ МАРКЕТИНГОМ ИНТЕЛЕКТУАЛЬНОЙ СОБСТВЕННОСТИ АГРАРНОЙ СФЕРЫ РЕГИОНА

Махнуша Светлана Михайловна

*кандидат экономических наук, доцент, доцент кафедры экономики,
Сумский национальный аграрный университет, Украина*

В статье автором было доказано, что экономика Украины нуждается в создании более благоприятных условий для развития аграрной сферы путем интенсификации разработки инноваций и внедрения объектов интеллектуальной собственности и эффективного управления их маркетингом. Были проанализированы основной круг проблем, которые вкладываются в понимание управления маркетингом интеллектуальной собственности, и представлены пути их преодоления и улучшения ситуации на этом фоне.

Был сформирован механизм управления маркетингом интеллектуальной собственности аграрной сферы региона и предложен подход к оценке эффективности проведенных мероприятий по управлению маркетингом интеллектуальной собственности аграрной сферы региона.

Ключевые слова: интеллектуальная собственность, маркетинг, менеджмент, аграрная сфера, регион, эффективность, механизм, комплекс маркетинга, коммерциализация, маркетинговые инвестиции

Відомості про автора

Махнуша Світлана Михайлівна

Кафедра економіки, СНАУ

м. Суми, Україна

099-70-26-759

sveta_makhnusha@mail.ru

Назва статті: Improving of intellectual property marketing management in the agrarian sphere of region

Назва рубрики журналу: Практика управління економічними процесами