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Production of engineering products as an element of social growth in the global world: legal factor of development

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Abstract

The purpose of the article is to justify the need to develop the production of engineering products as an element of social growth in the global world and to improve the legal environment as a basis for this development. The research methodology is based on empirical, analytical methods, legal means of prevention, regulation and resolution of business development problems. Competitive struggle stimulates the development of enterprises, the problem creates new opportunities for business and market development stimulates social growth. The defined development chain is an element of globalization. It confirms the expediency of improving the legal field of activity of Ukrainian enterprises developing machine-building products in the direction of promoting the progress of their enterprises, import substitution and popularization of Ukrainian products. In the conclusions, it is recommended to use differentiation as a promising method of bringing Ukrainian enterprises to new markets, reaching foreign consumers and establishing them as a priority supplier of high-quality machine-building products.

Keywords: internationalization; differentiation; globalization; legal acts; technical means and society.

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Productos de ingeniería como elemento de crecimiento social en el mundo global: factor jurídico de su desarrollo

Resumen

El objeto del artículo es justificar la necesidad de desarrollar la producción de productos de ingeniería como elemento de crecimiento social en el mundo global y mejorar el ámbito jurídico como base de este desarrollo. La metodología de investigación se basa en métodos empíricos, analíticos, medios legales de prevención, regulación y resolución de problemas de desarrollo empresarial. La lucha competitiva estimula el desarrollo de las empresas, el problema crea nuevas oportunidades para los negocios y el desarrollo del mercado estimula el crecimiento social. La cadena de desarrollo definida es un elemento de la globalización. Se confirma la conveniencia de mejorar el campo legal de actividad de las empresas ucranianas que desarrollan productos de construcción de maquinaria en la dirección de promover el progreso de sus empresas, la sustitución de importaciones y la popularización de los productos ucranianos. En las conclusiones, se recomienda utilizar la diferenciación como un método prometedor para llevar a las empresas ucranianas a nuevos mercados, llegar a los consumidores extranjeros y establecerlos como un proveedor prioritario de productos de construcción de maquinaria de alta calidad.

Palabras clave: internacionalización; diferenciación; globalización; actos jurídicos; medios técnicos y sociedad.

Introduction

The beginning of the process of globalization, that is, worldwide social, economic, political, cultural, integration is connected in time with the transition of the economies of developed countries to the post-industrial phase of development.

For enterprises in those industries that produce technical means and for which, most often, production is multi-series, it is especially important to develop individual strategies for conquering the market, that is, consumer preferences. Productions with simple technologies are more flexible and can quickly adapt to new needs, and for the high-tech field of mechanical engineering, it is necessary to search for new modern methods of development.

It is a responsible link in management activity, it needs a scientific approach that harmonizes economic and social growth. Legal support for

the development of these enterprises is important. It is necessary to take part in the formation of laws, norms and development programs under the conditions of knowledge of the needs not only of producers, but also of society. To solve such a task, it is necessary to find or independently develop and implement global strategies of activity in the market of machine-technical products. The development of enterprises - producers encourages social growth. Improving the legal framework for their development is an urgent need.

1.Objectives

The purpose of the article is to justify the need to develop the production of mechanical and technical products as an element of social growth in the global world, and to improve the legal field as the basis of this development.

2. Materials and methods

Using general scientific methods of analysis and synthesis, complexity, empirical research, expert comparison, the stages of development of the machine-building complex of Ukraine, the field of agricultural machine-building, were investigated. The obtained knowledge allows us to draw conclusions about the existence of a number of problems in the development of enterprises and promising solutions. (Nikitenko *et al.*, 2023) As methods of positive influence on development, it is advisable to adopt the following: a method of differentiating technical products taking into account the specifics of demand, a method of ensuring the effect of its uniqueness, additional value for the consumer, a method of ensuring a combination of value for the consumer and utility for the producer.

The methodology of social growth is formed due to the selection and combination of individual methods of influencing this process. In addition to direct methods of provision, there are indirect ones. Such methods are more complex and require concentration of efforts not directly on the object, but on factors that indirectly affect the object. In the global world, it is the indirect methods of influencing the level of social growth that form a larger share of influencing factors. Such factors, in particular, include those that influence the development of the machine-technical products market. These products ensure the production of means of production and consumer goods.

The positive results of the production process are confirmed by the successful sale of products. The formation of methodological principles for the organization of the sale of mechanical goods requires a perfect

knowledge of technical characteristics, the use of differentiation as a method of meeting the needs of buyers with different requirements for product quality, which is also a factor of social growth.

The negative processes of the development of machine-building enterprises take place against the background of the absence of legal barriers for the factors that prompted them. This fact requires the application of the method of adjusting the legal basis of the enterprise's activity. Changes and additions to the legal acts of this area should be based on a deep study of the principles and circumstances of the activity, which is the task of practitioners and scientists.

The legal acts in this area are:

- Law of Ukraine “On stimulating the development of domestic engineering for the agro-industrial complex” (dated February 7, 2002 No. 3023-III);
- Decree of the President of Ukraine “On measures to develop the domestic machinery market for the agro-industrial complex and increase its production volumes” dated November 3, 2001 No. 1039/2001;
- Resolution No. 1158 “On Approval of the State Target Program for the Development of Ukrainian Villages (September 19, 2007, the Cabinet of Ministers of Ukraine”.

Changes and additions to these and other legal acts were also adopted. But in recent years, the task of providing the village with equipment and import substitution has not yet been fulfilled. According to the aspirations of the drafters of the new legal acts, their approval should stimulate an increase in the volume of sales of domestic equipment for the agro-industrial complex from 3.6 to 8.2 billion hryvnias. Their adoption does not require additional financial costs from the State Budget of Ukraine.

3. Results and discussion

The exceptional value of the machine-building complex of any country lies in the fact that it provides tools for material production and the service sector. Technical products are the basis of production. The machine-building complex is the basis for the development of almost all branches of production. Mechanical engineering is complex and structurally differentiated from branches of industry (Nekhai *et al*, 2011; 2021; 2022). Researcher of socio-economic geography Josip Giletsky, Roman Slivka, Mark Bogovych noted that together with metalworking, it includes up to 200 different sub-sectors and industries.

They can be grouped by the time of their origin, old, new and emerging industries can be distinguished. It can be grouped by purpose (with a selection of general, transport mechanical engineering, electronics and electrical engineering, as well as agricultural, construction and road mechanical engineering, instrument engineering, etc.), according to the features of technological and spatial orientation... In the era of scientific research and development, world mechanical engineering as a whole became much more science-intensive. In advanced countries, it accounts for more than 2/3 of all costs for research and design work in industrial production. The transition from universal to more highly specialized enterprises also became a general trend (Giletsky *et al.*, 2005).

The process of globalization affected both legal, economic, political and cultural integration, as well as social development. It happened at the intersection of the industrial and information eras. Let's analyze how globalization has affected the activities of enterprises producing mechanical and technical products.

Globalization affected the production of mechanical and technical goods already at the beginning of the 20th century. Emphasis in the development of the production of machine-technical products was placed on agricultural and transport engineering. It should be noted that even in the past, agricultural machine building was a leading sub-branch of machine building, which was affected by the demand for machines due to the lack of labor in the agricultural steppes, as well as the availability of raw materials (supplied by metal centers) and fuel.

Before the First World War, there were 138 medium and large agricultural machine-building plants in Ukraine, which produced about 40% of all machine-building in Ukraine. Agricultural machine building was concentrated in Bila Tserkva, Kharkiv, Odesa, Yelysavetgrad (Kropyvnytskyi), Oleksandrivskyi, and Berdyansk.

The owners of factories for its production were mainly foreigners. And yet, agricultural machine building did not cover the country's demand, and more than 40% of machines were imported from abroad, mainly from Germany (Giletsky *et al.*, 2005). That is, the process of globalization touched this industry quite a long time ago. Obviously, this industry provided jobs, and its development was an impetus to increase the number of educated people, to the development of society.

Let us present the view of economic globalization researchers Susan Douglas and Samuel Craig on the main trends of globalization. "Such trends lead to the fact that in many industries, competition does not take place on the national or even regional market, but on an international scale. As a result, in order to compete effectively, companies must develop global marketing strategies..."

Differences in the relative cost of labor, energy and other resources lead to countries having different technologies, and this also affects the definition of business... Defining the company's driving force means identifying the key aspects of the strategies on which attention will be focused. However, this does not necessarily imply disdain for other aspects. Concentrating major efforts on technology or product offerings does not mean that the ability to meet market needs or identify key target segments can be ignored. Rather, it allows you to determine priorities when allocating management efforts and when evaluating new projects (Douglas and Craig, 1985).

Researcher Researcher David Buisson notes:

Trade in standardized goods is the largest business in the world, and every year its volume continues to grow. 70% of the 125 most important sectors of the world economy receive more than half of their export revenues from the sale of primary products. The ever-changing situation, ever-increasing competition and the increase in the number of large multinational companies affect the nature of global product markets, while the role of marketing as one of the aspects of business activity is increasing (Baker, 2002: 577).

The author points to competition as a force that affects the development of enterprises, but one should not forget that it can lead to the disappearance of an enterprise, and sometimes an industry.

Such a threat exists, obviously, for many branches of the economy of Ukraine. For example, for the country's agricultural machinery industry, a situation has arisen when foreign-made machinery enters the country's market in large quantities. The purchasing power of domestic agricultural producers is low, so the market offers used foreign machinery.

At the same time, domestic factories for the production of agricultural machinery, components and repair kits for it produce products that are quite affordable in terms of price indicators, but improper sales organization is noted and, as a result, preferences on the side of foreign models.

Jean-Jacques Lambin points out the driving forces behind competitiveness management in an industry:

A firm's ability to gain a competitive advantage in its base market depends not only on the direct competition it faces, but also on other forces such as potential market entrants, substitute goods, buyers and suppliers. The first two forces are threats, and the other two are indirect, depending on their ability to dictate their demands. The company's profit potential in the commodity market is determined by the complex influence of all five forces (Lambin, 2006: 303).

With this statement, Jean-Jacques Lambin indicates that the development of enterprises under the conditions of differentiation of production solves such social issues as providing consumers with more unique goods, those that have a greater value for consumption, and needs are satisfied most fully. In addition, the degree of awareness of novelties increases, which generates new requests.

The withdrawal of the machine-building complex of Ukraine from the crisis requires, in particular, the development of a national program for the development of agricultural machine-building, which provides support at the legislative level for the production of technological complexes of machines and equipment for agriculture, food and processing industry, bringing the production of new types of final products and parts to the level of ensuring domestic needs of farmers by 70%.

Without effective legislative and financial support, powerful plans for the development of the agricultural machinery industry cannot be achieved. An investment program in this industry with the involvement of foreign capital can provide an opportunity for the development of enterprises. The development goals must be consistent with the legal framework, so it is necessary to focus on its improvement and bringing it closer to reality.

Thus, the authors of scientific research and development on the development of the machine-technical products market are united in the fact that they consider it an important element of social growth in the global world.

The state of the modern world economy determines the situation when increasing production volumes is no longer synonymous with success in business. These circumstances became an incentive for a large number of companies to improve the efficiency of existence, change their strategy in the market and move from the principle of “produce as much as possible” to the principle of “maximally satisfying the client”. The “seller-buyer” relationship has also changed significantly, the emphasis has shifted to the “buyer” (client).

The rule “they will buy everything we make” stopped working, and the term “customer-oriented company” appeared. The fierce struggle for customers continues, which requires flexibility, new ideas, products and services, quick access to new markets, cost reduction, etc. (Strategic directions of the development of agriculture of Ukraine for the period until, 2020). In this way, the strategic directions of the development of agriculture and agricultural engineering in Ukraine were determined.

Thus, the main factors of development and transition to market economic conditions for enterprises that produce technical means are the need for means of production and competition. Social challenges dictate the need to develop this market. Enterprises that produce standardized goods primarily became participants in globalization.

We will analyze the factors and stages of development of enterprises in the field of mechanical engineering and its sub-sector (agricultural mechanical engineering), as an element of social growth in the global world (table 1).

In such conditions, the struggle for a buyer is fierce for enterprises in those industries that produce technical means of production.

In the market of such goods, the «seller-buyer» ratio was in favor of the buyer. And the process of globalization of markets has contributed to this – goods that are a significant competition for domestic producers enter the national markets. If the national industry is strong, it will overcome the competition. If it is weak, the prerequisites for its collapse may arise due to the gradual exit from the competitive struggle of individual domestic enterprises.

Already now, the process of globalization has affected the development of various branches of the Ukrainian economy in a certain way. The enterprises of some entered foreign markets and got the opportunity to distribute their products more profitably than in the domestic market, the enterprises of others, on the contrary, suffered a significant defeat, which was manifested in a decrease in sales figures, and, as a consequence, in loss of profits, reduction of jobs, loss of personnel, which was manifested by a decrease in the level of social growth of the population.

These negative processes took place against the background of the absence of legal barriers for the factors that prompted them.

Globalization has affected the field of mechanical engineering for agriculture. The situation with the production of agricultural machinery is ambiguous: many enterprises have sharply reduced production in conditions of economic instability, and some are gradually modernizing and re-equipping.

Thus, the Kaliniv factory (Vinnytsia region) recently produced new planters with the help of Germany (the planned capacity is 3 thousand planters per year, which fully meets the needs of Ukraine). Small enterprises producing modern grain harvesters, which correspond to Western analogues, operate in Kharkiv, Berdyansk, and Kherson. Machine-building enterprises of Melitopol expand the range of hydraulics, mechanisms and components for agricultural machinery and conquer new world markets.

It is quite clear that agricultural engineering must adapt to the interests and needs of farmers in full accordance with the plans for the development of the agricultural sector. There are 370 enterprises operating in domestic machine building for the agro-industrial complex, of which 120 are specialized. Almost 70,000 workers work at the enterprises and organizations of the industry, more than 4,000 names of machines necessary for the execution of technological processes in agro-industrial production are manufactured.

The capacities of enterprises in the industry allow production of products worth 10.0 billion hryvnias. At the same time, agricultural machinery is

constantly being imported into Ukraine, which significantly narrows the domestic machinery market for domestic machine-building enterprises for the agro-industrial complex.

Table No. 01: Evolutionary factors (internationalization, globalization) of the development of the machine-technical products market.

Period	Accents of activity	Factors
The first half of the 19th century	The appearance of the first enterprises for serial production of means of production (mainly tools) for agriculture	The need for means of production to replace manual labor and intensify the production of agricultural products
The second half of the 19th - the beginning of the 20th century (internationalization of the world economy)	Expansion of production due to the production of machines and equipment for sugar factories and oil mills	The need for funds for enterprises processing agricultural raw materials
The beginning of the 20th century - the beginning of the First World War (internationalization of the world economy)	The emphasis in the development of mechanical engineering was on agricultural and transport mechanical engineering. Agricultural mechanical engineering is becoming a leading sub-branch of mechanical engineering	Growing demand for machines due to the lack of labor in the agricultural steppes, as well as the availability of raw materials and fuel
The First World War - the beginning of the 50s (transnationalization as the next stage on the way to globalization).	The beginning of the globalization process is connected in time with the transition of the economies of developed countries to the post-industrial phase of development. In Ukraine, 138 medium and large agricultural engineering factories produced about 40% of the country's entire engineering	Growing demand for agricultural machinery. Agricultural machine building did not cover the country's demand, and more than 40% of machines were imported from abroad, mainly from Germany
The 80s - the beginning of the 2000s (globalization of the world economy)	The difference in the relative cost of labor, energy and other resources has led to the development of the latest technologies for the production of agricultural machinery. Increasing the volume of production of agricultural machinery is no longer synonymous with success in business	The need to develop a strategy for market activity and to move from the principle of «produce as much as possible» to the principle of “maximum satisfaction of the need”

Modernity (globalization of the world economy)	To compete effectively, engineering companies must develop global marketing strategies. It is important to work out individual strategies for winning consumer preferences. There is an element of social growth in this.	The need to develop methods of influence on the market in order to cause the emergence of a need and the formation of a consumer segment
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The 80s - the beginning of the 2000s (globalization of the world economy)	The difference in the relative cost of labor, energy and other resources has led to the development of the latest technologies for the production of agricultural machinery. Increasing the volume of production of agricultural machinery is no longer synonymous with success in business	The need to develop a strategy for market activity and to move from the principle of «produce as much as possible» to the principle of “maximum satisfaction of the need”

The 2010s -2022s	To compete effectively, engineering companies must develop global marketing strategies. It is important to work out individual strategies for winning consumer preferences. There is an element of social growth in this.	The need to develop methods of influence on the market in order to cause the emergence of a need and the formation of a consumer segment
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Source: (Giletsky *et al.*, 2005).

It is quite clear that agricultural engineering must adapt to the interests and needs of farmers in full accordance with the plans for the development of the agricultural sector. There are 370 enterprises operating in domestic machine building for the agro-industrial complex, of which 120 are specialized. Almost 70,000 workers work at the enterprises and organizations of the industry, more than 4,000 names of machines necessary for the execution of technological processes in agro-industrial production are manufactured.

The capacities of enterprises in the industry allow production of products worth 10.0 billion hryvnias. At the same time, agricultural machinery is constantly being imported into Ukraine, which significantly narrows the domestic machinery market for domestic machine-building enterprises for the agro-industrial complex.

Further stagnation of machine-building and equipping the agricultural sector with foreign machinery will lead to complete dependence on its supply and will create a direct threat to the food security of the State, since the countries producing machinery will be able to dictate the nomenclature and volume of production of Ukrainian products to the agricultural sector of Ukraine (The system of material and technical support in Ukraine and the formation of the means of production market, 2019). In order to avoid this, it is necessary to develop our own mechanical engineering for the agro-industrial complex and, in the conditions of the global financial crisis, to support the domestic manufacturer by limiting the import of machinery for the agro-industrial complex into Ukraine.

The purpose of the adjustment of the national legislation is to limit the import of foreign machinery into Ukraine, both new and used, and to prohibit the use of funds provided to agricultural producers by the State budget under all budget programs as aid, subsidies and support for the purchase of foreign machinery production.

There is no doubt that in the era of globalization, the driving force behind almost all processes taking place in the economy is competition. Thanks to the management of this process, the process of transition from one permanent state to another takes place.

It was she who gave rise to a whole series of bankruptcies of enterprises during the transition to the market. Industries have disappeared in some countries. Most often, this was explained by the severance of economic ties with enterprises located abroad. Not everyone managed to recreate past relationships or not as quickly as they would have liked. Changes in the world and in individual countries took place at different speeds. Some connections did not renew and were not replaced by others.

For the economies and industries of the countries of the post-Soviet space, globalization processes are an impetus for development, but also a significant test. Those economic structures that have established an effective management system taking into account market requirements and focusing on the needs of society managed to survive the competition.

Thus, A. Chernyavskiy characterizes the impact of globalization on development as follows:

The most favorable economic results from globalization are obtained by industrially developed states. Due to trade, investment, access to external sources of resources, developed countries as a result of globalization have the opportunity to constantly replace low-skilled labor, using its inflow from other countries. Globalization poses the greatest threat to developing countries, which experience a significant lack of qualified personnel, economic infrastructure, institutions, and economically determined programs for the realization of available opportunities (Chernyavsky, 2000: 37).

But, in our opinion, one should not completely agree with such a harsh assessment of the author. The need for qualified personnel, economic infrastructure, institutions, and economically determined programs for the realization of available opportunities entail the need for jobs and solve the problems of employment of the population, which raises the social level.

Taking into account the peculiarities of the machine-building industry product, it should be pointed out that the organization of the promotion of machine-technical products should begin at the production stage with efforts in the direction of differentiation.

Jean-Jacques Lambin noted:

Pointing out different ways of winning in the competition, the author emphasizes the special power of differentiation, which is very important for industries that produce means of production and for which victory in the competition has not yet acquired certain defined forms: In order for the strategy of differentiation to lead for a positive result, the following conditions must be met:

- differentiation should lead to the emergence of something unique, and not to a simple price reduction;
- the element of uniqueness must represent value for buyers;
- this value may reflect increased efficiency (more complete satisfaction) or reduced costs;

- the process of differentiation must be permanent so that competitors cannot reproduce it in the near future;
- the price premium that buyers are willing to pay must exceed the inflated costs incurred by the firm in the process of creating and maintaining an element of differentiation;
- finally, in the case when the element of differentiation is not too obvious and not familiar to the market, the firm must develop a certain system of signals with the help of which the consumer can learn about the appearance of a new element (Lambin, 2006, p.650).

Differentiation can direct machine-building enterprises to new markets, help to reach foreign consumers, and establish itself as a priority supplier of high-quality engineering products. This chain of development is an element of globalization. Thus, competition encourages development, the problem creates new opportunities, and market development - social growth in the global world.

Comparing all the specified conditions with the circumstances of the mechanical engineering industry, whose products are goods of industrial purpose and standardized, we can agree that these conditions are acceptable for the studied industry. Differentiation is necessary for the products of the engineering industry. The specificity of the method of differentiation of mechanical engineering products is that it is focused on the final consumer, who is himself a manufacturer (manufacturing enterprises).

It should be implemented in the form of quality improvement, price optimization, service provision, and consulting. Staying competitive in the era of globalization of engineering markets means updating the range. This means constant efforts to improve the organization of production management and the need to support activities at the level of legal regulation of economic relations.

Conclusions

The machine-building complex is the basis for the development of other branches of production. Factors and stages of development of enterprises that produce mechanical and technical products, in particular, mechanical engineering for agriculture and legal support for their development, are analyzed.

For the enterprises of the countries of the post-Soviet space, globalization processes are a test and, at the same time, an impetus for the realization of available opportunities. Competitive struggle encourages development,

a problem creates new business opportunities, and market development - social growth. Such a chain of development is recognized as an element of globalization. The statements of the authors of scientific studies give reasons to believe that the production of machine-technical products is becoming an important element of social growth in the global world.

It is recommended to use differentiation as a promising method of directing Ukrainian enterprises to new markets, reaching foreign consumers and establishing themselves as a priority supplier of high-quality engineering products.

Legal acts regarding the activities of agricultural engineering enterprises are characterized as not perfect and partly irrelevant.

The expediency of improving the legal field of activity of Ukrainian enterprises-manufacturers of mechanical and technical products in the direction of promoting the development of their enterprises, import substitution and popularization of Ukrainian products is substantiated.

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