

Marketing-Management in the Complex Socio-Economic Systems: Basic Ideas, Aims, Tasks

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Abstract: In the article an agroindustrial complex is considered as a complex socio-economic system. The necessity of management perfection on macro-, middle- and microlevel is grounded on the basis of the use of marketing-management tools which are strongly adapted to the market laws. The given definitions emphasize such feature of system as interrelation and interdependence of all its elements. In this research agro-industrial complex (AIC) is considered as such complex system. The agro-industrial complex is complicated, probabilistic, dynamic economic system which is part of higher order socio-economic system covering processes of production, an exchange, distribution and consumption of material benefits.

Key words: Socio-economic system • Agroindustrial complex • Marketing • Management • Management methods • Marketing-management

INTRODUCTION

The complex system is the system consisting of many closely connected subsystems, possessing several types of a straight and reverse connections and numerous channels of interaction with environment.

The most common definitions which are found in economic literature: "the system is a set of the structurally and functionally united elements in that way to ensure achievement of some purposes in the given multitude of conditions at limited resources and time " [1, p.416].

The system is a set of the elements which are in relations and communications with each other that forms integrity, unity". The given definitions emphasize such feature of system as interrelation and interdependence of all its elements. In this research agro-industrial complex (AIC) is considered as such complex system. The agro-industrial complex is complicated, probabilistic, dynamic economic system which is part of higher order socio-economic system covering processes of production, an exchange, distribution and consumption of material benefits. The AIC meets perfectly the criteria

characterizing system and can be studied from positions of the systems theory. If AIC is considered from the material and industrial point of view, its entrance are material streams of natural and production resources, an exit - material streams of consumer goods. The special place in agro-industrial complex belongs to agriculture. Modern agricultural production can't be presented segregated, isolated, developing and functioning out of national economy. In real life it is based on the intersectoral production cooperation connecting agriculture and branches, which provide agriculture with means of production; processing agricultural raw materials and carrying the food ready to consumption to the consumer. Formation of AIC is connected with considerable deepening and expansion of technological and functional communications of agriculture with other branches of national economy. The agriculture provides with raw materials the food industry, forms stocks for domestic market and resources for export. Providing population employment, the agriculture carries out also social function, creates preconditions for increase of a standard of living in the village, is responsible for

preservation of fertility and quality of lands, ecology of territories on which carries out economic activity, ensures food safety and economic independence of the country [2, p.92].

As a result of carried-out reforms in the Kazakhstan agro-industrial complex there were essential social and economic transformations: considerably managing conditions changed, the food market was created, as a result of processes of privatization and privatization there was a transformation of the relations of property which as a result led to emergence of various forms of managing and creation of multistructure economy, the farmer sector was created, are privatized food and processing industry, wholesale and retail trade, infrastructure branches. However expected efficiency of market transformations in agrarian sector wasn't reached that is connected, first of all, with insufficient development of carried-out reforms from positions of new market realities. If in a planned economy there were certain, characteristic mechanisms for a command management system which, with all their shortcomings, nevertheless provided coordination of the economic relations between branches and managing subjects, as a result of transition to the market relations many economic communications were destroyed, agricultural producers appeared in private with market elements. In these conditions there was an urgent need of improvement of a control system of an agropro-industrial complex on macro - middle - and microlevel, considerations of agro-industrial complex as parts of difficult social and economic system and justification on this basis of the social and economic mechanism of its development adapted to in working conditions in the competitive environment, activity of modern market institutes, influences of the state tools for ensuring balance of the food market. The marketing management, allowing to make administrative decisions proceeding from the accounting of interests of all participants of market process has to become one of effective elements of this mechanism, from our point of view.

The analysis of the last researches and publications on a considered problem. Questions of improvement of management on the basis of the marketing concept are widely taken up in works of foreign and domestic scientists: F.Kotler, E.Golubkov, G. Bagiyev, B. Solovyev, G. Kaliyev, T.Espolov, etc. The agro-industrial complex represents the difficult system, being characterized instability of development and stochastic (probabilistic) nature of occurring processes. The effective mechanism of management of agrarian and industrial complex

demands the accounting of features of development of agrarian sector, first of all, agriculture: dependence from prirodno - climatic factors, high entrance barriers on the market, interfering competition development, backwardness of the competitive environment, unfairly large number of administrative and legal restrictions for development of agrarian business, etc. Meanwhile, researches of market conditions in the domestic and foreign food markets, the administrative decisions based on market researches and the accounting of competitive advantages, accurate definition of the priority directions of development, etc. will allow to gain synergetic effect and will ensure food safety and sustained economic growth.

The object of this research Essence research marketing management, consideration of its conceptual bases that assumes consideration of the main categories forming the concept marketing management: the main to idea, purposes, tasks.

As a result of the 90th years of reforms spent since the beginning in this strategically important sector of economy, as well as in all agro-industrial complex of the country, there was a sharp decrease in volumes and economic efficiency of production. The livestock of animals was significantly reduced, the genetic and production capacity of branch collapsed, the competition became aggravated from sharply increased import, the gap in productivity and efficiency indicators in comparison not only with the developed countries, but neighbors in the CIS increased.

To restore the broken reproduction processes, to overcome lag from the developed industrial countries to reduce dependence of the country on food import, to provide competitiveness and stability of domestic agrarian and industrial complex probably only having reoriented agrarian and industrial complex branches on a market way of development which will allow to increase production efficiency.

Having analysed tendencies of development of conceptual bases marketing management on the basis of the created methodical approaches to its studying, tendencies of development of theoretical representations, it should be noted that process of improvement traditional and search of new methods of management by market activity of the agroenterprise took place a number of stages of movement from production, commodity and marketing orientation to orientation to marketing. Now strategy and instruments of marketing develop in several directions adapting them for new reality and

modern features of economy. There are additions to the marketing, the new concepts which are overstepping the bounds of axioms of classical marketing. The general tendency of this development consists that the market mechanism is more, than before, forces to pay attention to the consumer. Formation of marketing of relationship is connected with it, from our point of view. As a result of convergence of the concepts "marketing" and "management" there was a category "marketing management".

The Aim of Research: Any concept is formed on the basis of the main idea. Idea formulation – a fundamental problem of business unit, as idea - a reflection form in thought of the phenomena of objective reality. including consciousness of the purpose of further development of business process and generalizing last experience.

Analysis of the Research and Publications: The main idea of marketing management is an idea of human needs and requirements, their maximum satisfaction. So, Bagiyev G. L. marketing management as system of the main ideas, tools and the analysis of business activity and environment, formation of strategy and control, approach to management which allows to reach the organization goals at the expense of full orientation to needs of the consumer and most their full satisfaction defines the concept. In the conditions of the growing competition, globalization of the markets marketing management becomes the activity, capable to provide steady competitive advantages of the enterprise in the market. The firms focused on marketing on a constant basis carry out the environment analysis, market researches, the forecast of the market and enterprise opportunities, development of the purposes and strategy of behavior of firm in the market, planning of marketing activity for specifically current situation, development of a complex of marketing and actions for the organization, management, control and an assessment of results of marketing activity.

The concept of marketing management is based on dialectics of the purpose and means of its achievement. Marketing management is a main objective not simply sale and stimulation of sales and demand management, i.e. "providing such level and also time and nature of presentation of demand at which the achievement of the objectives, facing firm" [3, p.954].

"Creation and stimulation of new needs of buyers" is possible [4, p.955].

The majority of researchers incline to thought that receiving profit shouldn't be the only purpose of the organization. So, P. Druker considers "maximizing profit by the wrong concept" and suggests to consider as a main objective of the company its survival [5, p.832].

The purposes of the various domestic companies far aren't identical: survival, development, gain of a market share, etc. During the different periods they can be corrected by results of the marketing analysis of factors internal and environment and determination of competitiveness of firm and also ways of its increase.

Studying of the purposes of the foreign companies in Kazakhstan showed that unlike the domestic companies they aspire, first of all, not to increase in profit and to advance of the brands for the markets of Kazakhstan. Such approach to a goal-setting is represented to us to the most effective since positioning of the brand in the market provides long-term success in the target market and, therefore, steady demand and profit.

Effective management assumes realization, first of all, the corporate purposes of the organization therefore the purposes marketing - management shouldn't contradict the accepted corporate purposes. According to the corporate purposes the target directions of management of marketing are:

- The maximum satisfaction of requirements of the market at the expense of harmonization of outputs, processing and sales of goods and services;
- Use of the latest technologies for ensuring growth of labor productivity, decrease in prime cost and increase in outputs;
- Achievement of high financial results (decrease in expenses, profitable activity), thanks to marketing tools.
- Increase in a market share;

Realization of the main idea marketing management is based on complex use of tools marketing – a mix. They allow to realize advantages of marketing approach, providing, on the one hand, compliance to requirements and opportunities of buyers i.e. satisfaction of solvent demand, with another – having direct impact on overall performance of the organization. Therefore the purposes marketing management can be concretized proceeding from requirements of the target market on elements of a complex of marketing.

Realization of marketing approach to management assumes use of a large number of various rules and procedures (principles). It is necessary to allocate main of them predetermining level of controllability and productivity by chosen firm of strategy.

Modern researchers in area marketing management Evans, E.Golubkov, V. Demidov, P. Zavyalov, B.Solovyev, etc. used the general principles of the management, developed A.Fayolem for formation of system of the specific principles of management by marketing. The main principle of marketing approach to management of the organization is target orientation of all elements of the production and social infrastructure serving this system, to the solution of the problems arising at the potential consumer of goods and services, offered in the market:

- Orientation to needs of buyers;
- System approach (harmony) in planning, the organization, the accounting of all operating factors, interrelation of planned actions;
- Systematicity (continuous integration process, phasing, coherence of stages);
- Reversibility (gradualness, preliminary experimental verification of made decisions);
- Market orientation of marketing activity of the enterprise to a changing environment;
- Minimization of expenses, self-sufficiency and self-supporting development;
- Unity of strategy and tactics for achievement of the planned result;
- The most detailed and objective control of all marketing actions.

It is represented to us that as the major it is necessary to add this list with the principle of harmonization of the corporate and marketing purposes, their hierarchical *sopodchinennost*. This principle has to dominate in SES management. The called principles are directed on ensuring efficiency of market activity of any company. Thus the exit to positive results of business, its social orientation are caused by formation of the marketing concept of business management.

As a result of research we studied structural elements marketing management: the main ideas, the purposes, realized functions, productivity of introduction. Studying of various approaches to business management allowed us to give the comparative characteristic of traditional and marketing approaches to management, having marked out advantages and shortcomings of each of them with Table 1.

The most common aggregate functions of management inherent in any type of management, marketing management realizes the functions of goal-setting, planning, organization, coordination and control.

Under current conditions, there are different approaches to goal setting. Particular importance to the development of goal-setting gained marketing theory. According to F.Kotlera main marketing goal - to provide quality goods and services to consumers .The challenge is to link the economic goals of the company and its capabilities (industrial, intellectual, physical and financial) and the requirements of the market. Goal setting in a market - the process flexible, subject to the influence of various factors. So, if there is a strong dependence on some external factor, the need to develop alternative goals that would transform the external factors in the internal. For example, to not depend on the activities of logistics organizations or large trading network, you can create your own distribution center or network of shops, which will help relieve the tension between the company and the sales organization [6, p.712].

From the economic literature that the traditional approach to managing used "tree of goals", when one main goal determines purpose of the first, second, third, etc. levels. This approach creates a complex structure, when all the efforts aimed at achieving the goals of higher order. This significantly limits the initiative and opportunity management middle and line level. The potential ordinary workers underutilized. If we talk about the management of higher level, in the development of targeted programs it uses, usually formalized approach to goal setting. It is no secret that most of the target program does not, in our view, the reason lies in the fact that there is no feedback from the market, the presence of which would allow timely adjustments to the target set. It seems to us that, as part of marketing management, the main object of which is the consumer and the main idea - to meet its needs, the possibility of feedback from the market and the adjustment of targets based on the changing market situation.

Management process is not limited to the formation of the main goals and find ways to achieve it and includes the processes of coordination objectives, resources, control actions. Coordination is given a central place in the system of general management functions. According to Milner, BZ Coordination - the distribution of activities over time, providing interaction parts of the organization in order to implement the tasks facing the organization [7, p.10].

Table 1: Comparison of activity of the agrarian enterprises with marketing orientation and the enterprises with traditional structure of management

Traditional structure of management	Marketing orientation	Orientation to marketing management
1 . At the top management on the first place requirements of an agricultural producer	consumer needs	realization of strategic objectives and tasks of presence expansion in the market, to increase rezul-tativnost due to fuller satisfaction of needs of buyers
2 . The enterprise makes (sells) that can make (sell)	only that is in demand in the market	along with the "old" range the new goods, form demand and define the target market
3 . It is offered to the buyer limited range of agrarian production	wide range of goods	the range created proceeding from systematic studying of demand in the agrarian markets
4 . The goal-setting is focused on the account actions of internal factors	influences of the external marketing environment	strong and weaknesses and opportunities of the company and requirements of the market
5 . Management is based on on development of short-term plans	on development of mainly long-term plans	on development of multiple development plans of business unit
6 . Market researches have no systematic character	are carried out on a constant basis and are directed on studying of behavior of buyers of agricultural products, the analysis of competitors, intermediaries, etc. participants of the agrarian market	are focused more on demand formation, the prevention and prevention of possible risks
7 . Price strategy are developed proceeding from expenses of agricultural producers (an expensive method)	depending on competition level	on the basis of integrity of process of pricing on all phases of reproduction and tactical factors
8 . Development of new goods is carried out for the purpose of reduction of expenses, often, without requirements of the market of agrarian production	proceeding from requirements of the market and factors of the external and internal environment	for the purpose of achievement of competitive advantages and increase of efficiency of business
9 . In development of ideas of new goods the leading part is assigned to technicians	the leading part is assigned to marketing specialists, managers, designers	all divisions of the agrarian enterprise at all levels of management participate
10 . Process of production provides orientation, generally on possibility of production	production of best-selling goods (service)	possibility of fast reorientation to changing demand and other factors of the market
11 . Competitiveness is defined proceeding from the revenue sum	by comparison of characteristics of similar goods	through a prism of the competition and opinions of consumers
12 . Management is generally focused on use of standard schemes known from past experience and methods of response to already taken place events and changes in environment	on realization of strategy on a marketing complex	acceptance of "pro-active" measures on the basis of forecasting of possible changes in the external and internal environment of the enterprise

Note: had developed by the authors

Hayek F., Schumpeter J. and I. Tahakara define coordination as the choice of ways of interaction between parent and child elements, which are in the process of modification functions or purposes and modification of the relationship between the objectives [8, 9].

From our point of view on issues of reconciling different levels leading role of marketing management. Marketing management as an integrating, the main function of management to coordinate the efforts of all

parts of the firm, to make timely adjustments in the activities to the goals based on market research [10, p.113].

CONCLUSIONS

Common to different control systems functions can be specified and added specific functions of marketing management:

- Analytic functions of marketing management focused on factors internal and external environment of the company, its strengths and weaknesses and market characteristics for each product of the company. The implementation of the analytic function involves a comprehensive study of the market, recording and analysis of all conditions affecting the sale of goods of the company. Function is associated with the need to obtain information about customers and their needs, the ability to pay and the market situation in certain market segments. The implementation of the analytic function allows you to create goals and strategies of the company and provides an opportunity to make adjustments in the strategy and tactics of firm behavior in the market:
- Production functions are aimed at providing the market with goods and services in the scope and structure of the corresponding demand, the creation of new competitive products and effective use of equipment, technologies, increasing productivity, etc.
- Marketing functions extend to everything that happens to a product after production and before consumption: developing marketing policy (evaluation and selection of distribution channels, intermediaries, transportation and distribution of goods)
- Management of the marketing function management involves the development of strategic and operational plans for: product, pricing, organization and promotion. This group also includes the development of the overall strategy of the company's management of industrial and commercial activities and the selection of priority areas for development.

These functions must ensure the implementation of the enterprise goals, perhaps a large number of products with the necessary profits and satisfy the demands of consumers with the formation of a desire to purchase goods company, today and in the future. The most important function of marketing management is to identify the criteria and performance indicators. Among them are the economic, social and environmental criteria. Economic criteria can evaluate marketing management positions with competitive, implementation of the marketing mix. Social criteria involves the assessment of the position to the end users, environmental safety and environmental friendliness of products offered to the market.

Thus, the creation of a competitive agricultural industry, from our point of view, depends on the improvement of management, in particular, implementation of the management of marketing approach. It is a marketing management company will be considered, as well as the entire system of agriculture not in isolation, but as a single system in which the harmonious relationship and interdependence of its elements ensure high performance of the system.

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