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THE EUROPEAN INTEGRATION PROBLEMS OF FORMATION OF THE UKRAINIAN AGRICULTURAL LAND MARKET IN THE CONTEXT OF ENVIRONMENTAL MARKETING

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Abstract

This article presents the existing problems of formation and further functioning agricultural land market with current trends in greening agricultural production and changes in the strategic reorientation of undertakings in agricultural markets. In this regard, there were suggested the best marketing strategies for businesses depending on their pricing strategy and evaluated problematic aspects of land reform in Ukraine. Attention is paid to the problems of further European integration of Ukraine in the context of modern land reform. The conditions of the institutional development of land relations in the territory of Ukraine and their influence on the marketing and competitive environment of the farms were evaluated. This aspect requires the assessment of formal and informal institutions. The cause and effect aspects of the transformation processes in the implementation of land reforms in modern Ukraine have been evaluated, taking into account the European integration factor. The approaches to improve the environmental and economic mechanisms of public utility in ensuring sustainable development of agriculture have been proposed. The approach from the present study is based on the estimation of the variability of active natural buoyancy in the country with the position of innovative methodology on the basis of comprehensive economic assessment, as well as on the base of historical views of the period of the year of the natural resource-based business.

Key words: agricultural lands, agricultural sector, ecological marketing, European Union, institutional economics, land market in Ukraine, land reform

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