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## Marketing on APC Enterprises and problem of its development

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### **Abstract**

**Subject / topic.** The topic of this article involves studying the main stages of agromarketing development in Russia and studying the main problems that limit the use of modern marketing tools in the national agro-industrial complex. The subject of the study is the evolution of scientific and management paradigms of agromarketing, conditioned by the realities of the Russian market. **Goals / objectives.** The main goal of the article is to identify the main agromarketing problems at this stage of agricultural and agro-industrial development, and also to outline the key decisions that will allow agro-marketing (as a functional) to take a proper place in the management system of agro-industrial enterprises. **Methodology.** As a methodical basis of the article, the methods of content analysis, statistical analysis and scientific synthesis were used, which allowed to formulate a list of agromarketing problems in agroindustrial enterprises and to determine the main directions for their solution. **Results.** Based on the materials outlined in this article, the author obtained the following results: first, evolutionarily Russian agromarketing lags behind in scientific development from foreign trends; Secondly, the function of agromarketing does not integrate the priorities of the state agrarian policy and the interests of agricultural and agro-industrial producers in the sphere of organization of goods movement and positioning of products. **Conclusions / significance.** The key conclusion is that for the development of agromarketing an integrated solution is needed that will include training specialists in agromarketing directions and stimulating innovative activity in the agro-industrial sector and ensuring the transition of agro-industrial enterprises to the evolutionary paradigm "marketing 3.0". **Application.** The results of the research can be used in the preparation of professional and higher education programs, in training and retraining practicing marketers in the field of agriculture and the agro-industrial sector.

**Keywords:** *agromarketing, competitiveness, assessment of competitiveness, management influence, marketing influence, methods of competitiveness assessment, agro-industrial enterprises*

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