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THEORETICAL AND METHODOLOGICAL APPROACHES TO THE REGIONAL MARKETING PROBLEMS

The article summarizes the theoretical-methodological approaches to understanding the regional marketing problems and substantiates the expediency of application of the regional management of the methodical approaches of assessment of infrastructure development of the region's inhabitants.

In connection with this, it highlights the problem of development of new methodological approaches to the analysis and forecasting of the economic status of the infrastructure of the complex of the region; impact assessment of regulatory measures of the state in the sphere of production and functioning of the multi-level trade.

For the assessment of infrastructure development of the region's inhabitants, we propose to use five methodological approaches: entropy, target, econometric, the balance sheet and the heuristic. The entropy approach is based on an assessment of the adequacy of the minimum of the townspeople, below which the normal activities becomes impossible.

In the assessment of infrastructure development target analysis involves the study of the degree of achievement of the set goals in the infrastructure availability to the citizens.

Economic models of assessment of infrastructure development are being built for the description of the basic tendencies in the sphere of life of the townspeople.

By instability of the socio-economic situation in the Ukrainian society of the application of economic models is becoming problematic.

The balance sheet liability method of evaluation of the infrastructure availability is based on determining the losses of infrastructure insecurity.

Use of marketing tools in the formation of the organizational-economic mechanism of functioning of the multi-level trade allows us to provide the maximum combination of the interests of all participants of the commodities exchange operations due to reduction of the total cost per unit of useful effect. Commitment to achieve maximum cost savings in the process of movement of goods is the strategic goal of the company in a quest to gain competitive position in the regional market.