**METHODICAL APPROACHES TO INCREASE COMPETITIVENESS OF AGRICULTURAL PRODUCTION IN REGIONAL AGRO-INDUSTRIAL COMPLEXES ON THE BASIS OF THE RELATIONSHIP MARKETING TOOL**

**Annotation.** The present article reveals methodical approaches to increase the efficiency of government programs on the development of agro-industrial complexes according to the principles of relationship marketing; develops models which reveal risks and possibilities of the agricultural organizations in the conditions of global markets and productions; discusses the means of increasing competitiveness of agricultural commodity producers as a part of strategic formations. The article also proves the use of algorithm of government programs of development of the regional agro-industrial complex taking the set of factors characteristic for the region into consideration.

The model of assessment, analysis, forecasting and controlling food security of the region have been developed, which also take into account various risks and new opportunities for the enterprises of the agrarian sector of the economy emerging as a result of multidirectional influence of globalization factors. The scheme of relationship marketing of the subjects in a strategic formation within the commodity subcomplex of agro-industrial complex of the region has been improved, which aims at increasing competitiveness of agricultural production. The assessment method of the synergic effect emerging from the establishment of strategic integrative formation of agro-producers on the basis of an expert method has been adapted.

**Keywords:** competitiveness, state regulation, relationship marketing, agriculture, agricultural production, agricultural producers, strategic formations

**1. Introduction**

With Russia's accession to the World Trade Organization, the development of the agrarian sector of economy should follow an innovative path which intensifies the state support of functioning of agriculture and social sphere of villages as well as improvement of the legislation and the standard base. At the present stage of development, processes regarding structural modernization of the agrarian economy are more and more persistently emerging on the regional level of development of agro-industrial complexes. Absence of modern infrastructure of the agrarian market is considered by both domestic and foreign experts as one of the main causes of low efficiency of the agricultural production. Development of regional agro-industrial complexes is inseparably linked with close integration of separate commodity subcomplexes as well as establishing strategic formations.

Foreign experience and domestic practice show that marketing, which acts as a major component of the operation of agricultural enterprises, extends the prospects of their development. Establishing strategic integration formation within the commodity subcomplex makes it possible to achieve the synergic effect on such indexes of balanced financial result, total output, labor productivity, capital-output ratio of production, production price and profitability of operating activities of the enterprises which enter into the strategic formations. However, introduction and application of the concept of marketing among commodity producers is taking place very slowly. The analysis of publications on the research topic shows that no scientific proof and methodical support have been found up till now that could increase competitiveness of agricultural production on the basis of establishing agro-product strategic formations and generation of stimulating government mechanisms. Solution of the food problems of the region, when the competition is becoming aggravated in the domestic market and import dependence is increasing, is impossible without an utter intervention of the state. The highest form of state regulation of development in the agro-industrial complex of the region is the state economic programming which is based on the complex use of the toolkit.

In this connection, the necessity to create adequate methods and models of adapting the state programs of the development of agro-industrial complexes to the concept of relationship marketing, forecasting risks and possibilities of the established strategic formations as well as the tools to increase competitiveness of agricultural commodity producers as a part of the integrated formations. The purpose of the present research consists in working out recommendations to increase competitiveness of agricultural production, raw materials and commodity producers by means of relationship marketing tools and establishing strategic formations of agricultural commodity producers within each separate commodity subcomplexes.

**2. Methods of research**

The theoretic-methodological bases of the research are basic concepts and the methodological approaches opened by domestic and foreign scientists within the limits of the competition theory, relationship marketing and stability of economic systems. Research is performed by using the application system and structurally-logic approaches to working out methodical aspects to increase competitiveness of agricultural production in regional agro-industrial complexes. For specific targets the SWOT-analysis, the mathematical statistics, forecasting and expert assessment methods have been used in the article.

The information base of the research was formed on the basis of the results of monographic researches of domestic and foreign scientists on problems of reforming the toolkit of the competitiveness assessment of the agricultural production, state regulation of agriculture, revealing of risks and the possibilities bound to maintenance of food security of region.