

which is determined by the third participant in market relations - the state. Institutional marketing is characterized by all the features of the marketing of goods and services, therefore, the subjects of the institutional economy can fully apply the entire managerial, functional and instrumental arsenal of institutional marketing in the applied activities of the market economy.

The concept of institutional marketing determines the activities of the subjects of the institutional economy within the framework of achieving maximum consumer satisfaction of economic agents in the rules, norms and mechanisms of restrictions in market activity on the basis of the principle of purposeful interaction, which, as a result, should lead to complete socio-psychological satisfaction of the whole society.

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MARKETING COMPONENT OF UKRAINE- HUNGARIAN EXPORT-IMPORT BUSINESS RELATIONS

Marketing research of foreign trade is important both for companies pursuing an import substitution policy and for those who are building a strategy for entering new geographic markets, developing the export direction of their activities. Both import

substitution and the development of non-commodity exports are today the key tasks of the state economic policy of Ukraine and Hungary. A significant drop in demand for many goods and services during a period of economic crisis forces Ukrainian and Hungarian manufacturers to significantly change their sales policy in foreign markets and quickly master new, more attractive sales markets. In this regard, the study of export-import relations between Hungary and Ukraine is currently important and relevant.

Hungary occupies an important place among the trade partners of Ukraine (Fig. 1). Foreign trade turnover of Ukraine with Hungary is 2.5% of the total WTO of Ukraine. The main factor affecting bilateral trade in 2020 was the COVID-19 pandemic and the resulting global economic crisis. At the same time, there is a significant increase in trade in goods and services between the two countries in 2021.

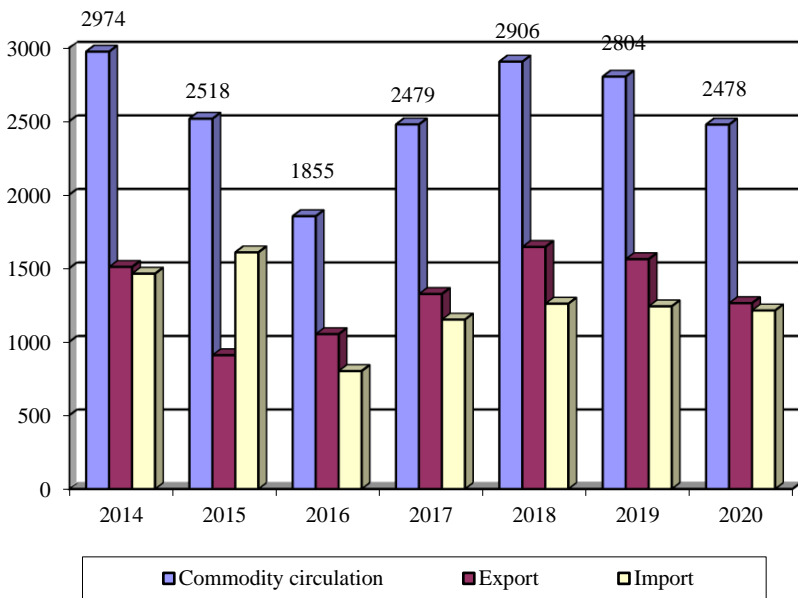


Figure 1 - Dynamics of export-import between Ukraine and Hungary
 Source: built by the authors using [1]

According to the State Statistics Service of Ukraine, at the end of 2020, the total volume of trade in goods and services between Ukraine

and Hungary decreased by 26.5% compared to 2019 and amounted to 2.734 billion dollars. USA. The volume of exports of goods and services from Ukraine to Hungary decreased by 17.6% compared to 2019 and amounted to \$ 1.459 billion. USA. In this regard, in our opinion, the analysis of export-import relations between Ukraine and Hungary is of scientific interest.

The basis of Ukrainian exports to Hungary in 2020 was made up of electric vehicles (59.1% of all exports); mineral fuels; oil and products of its distillation (11.1%); wood and wood products (5.8%); ores, slags and ash (3.5%); residues and waste from the food industry (2.1%); ferrous metals (1.6%); nuclear reactors, boilers, machines (1.4%), fats and oils of animal or vegetable origin (1.3%), seeds and fruits of oil plants (1.2%), footwear (1.1%).

The structure of Ukrainian imports is more diverse. The bulk of Ukrainian imports of Hungarian goods in 2020 were electric cars (26.5%); means of land transport, except for railway (12.5%); mineral fuels, oil and products of its distillation (8.3%); plastics, polymeric materials (8.1%); pharmaceutical products (6.1%); nuclear reactors, boilers, machines (5.1%); rubber, rubber (4.5%); various finished products (2.6%); grain crops (2.3%); various chemical products (2%); residues and waste from the food industry (2%); soap, organic surfactants (1.9%), live animals (1.6%), paper and cardboard (1.5%); various food products (1.4%) [1].

At the end of the first half of 2021, the total volume of trade in goods and services between Ukraine and Hungary increased by 30.8% compared to the first half of 2020 and amounted to \$ 1.749 billion. USA. The volume of exports of goods and services from Ukraine to Hungary increased by 23.1% compared to the corresponding period of 2020 and amounted to 865.5 million dollars. USA. Imports of Hungarian goods and services to Ukraine increased by 39.4% compared to the corresponding period of 2020 and amounted to 884.3 million dollars. USA. The negative balance for Ukraine amounted to \$ 18.8 million. USA [1].

Note that active cooperation between Ukraine and Hungary contributes to the improvement of business indicators of both the Ukrainian economy and the Hungarian economy. Within the framework of trade policy, economic, political, administrative, organizational, legal and other issues are closely intertwined.

International economics studies mainly the economic prerequisites and consequences of the implementation of trade policy measures, leaving legal, organizational issues for the consideration of specialized branches of science, such as international trade law, international marketing, etc.

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INNOVATION MARKETING TOOLS IN THE SYSTEM OF AGRICULTURAL ENTERPRISE MANAGEMENT

Agriculture in Ukraine occupies a leading position among domestic export destinations and is traditionally an important industry