

processing enterprises.

Therefore, increasing the institutional efficiency of agricultural land use largely depends on the optimization of the institutional structure, rethinking and coordination of formal and informal norms in the field of organic production, functions and public needs. It is necessary to determine the optimal configuration of formal and informal institutions for Ukraine, which would take into account the domestic specifics of organic agricultural production. Institutions of land ownership must work to achieve strategic social goals.

Simply changing the old or creating new legislation, based on foreign experience, is not enough, because non-working legislation is not an institution. It is possible to create the necessary social demand for effective institutions by forming the need for them as a basis for creating effective formal and informal institutions in the future.

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### **GLOBALIZATION OF THE INTERNATIONAL MARKETING ENVIRONMENT**

At present, the contradictory process of globalization of world economic relations is gaining momentum, and the digitalization of the

economy is actively developing. In these conditions, business entities engaged in foreign economic activity must take into account the changes that the global marketing environment is undergoing. A company, acting as a subject of foreign economic activity, is inevitably transformed into an open system, and the international marketing environment actively affects the state and dynamics of almost all intra-company processes. At the same time, subjects of foreign economic activity, especially large ones, also influence the international marketing environment, initiating global trends by their actions. Marketing is the central concept of modern internal management, designed to harmonize the interrelations of the internal and external environment of the company. Therefore, the condition for the relative stable position of the subject of foreign economic activity in a situation of a high degree of uncertainty in the market situation is the monitoring and timely adjustment of actions taking into account changing circumstances and global trends in the international marketing environment.

Global trends in the international marketing environment include its increasing complexity, increased interdependence of components, turbulence and uncertainty, as well as increased competition. Economic entities must take into account in their foreign economic activity more and more factors that are due to the growth in scale, as well as participants in international activities, the complication of forms and methods of international economic relations, the integrated nature of the interaction of political and legal, economic and socio-cultural components. For example, according to the Forbes rating of the world's largest public companies, the Chinese bank ICBC has been the leader of the global rating for more than one year in a row. There are also two banks from China in the top three: China Construction Bank and Agricultural Bank of China. This is followed by another Chinese bank, Bank of China. The top 10 included Warren Buffett's Berkshire Hathaway, JP Morgan Chase and ExxonMobil oil and gas corporation, China's PetroChina and American General Electric.

Due to the actions of some countries on the world stage, the unpredictability of the development of the international marketing environment is increasing. Faced with country risks and the impossibility of accurately forecasting diverse and often

multidirectional events, companies in the international marketing environment must monitor the development of this environment online through the creation of appropriate structural divisions. It is important to note not only the growth in the number of global companies, but also the increase in their influence on solving various geopolitical, social and other country problems. The intensification of competition is manifested, in particular, in an increase in the number of global brands (brands), an increase in the number of bankruptcies of companies and corporations, and international banks. The result was mergers and acquisitions and the creation of strategic alliances. For example, one of the world's largest pharmacy companies was formed as a result of the takeover of the British-Swiss company Alliance Boots by the American pharmacy chain Walgreens.

Currently, the company's portfolio of retail and business brands includes Walgreens, Duane Reade, Boots and Alliance Healthcare, global health and beauty product brands such as No. 7, Soap Glory, Liz Earle, Sleek MakeUP and Botanics. Walgreens Boots Alliance. There are also companies in which she has a stake. They are present in more than 25 countries, and the total number of employees is more than 385 thousand people. In addition, Walgreens Boots Alliance owns more than 13,000 pharmacies, cosmetics, perfume and hygiene stores in more than 11 countries.

Walgreens Boots Alliance's distribution network includes 390 distribution centers that serve more than 230,000 pharmacies, doctors, medical centers, and hospitals in more than 20 countries each year. At the same time, the consideration by exporters in foreign economic activity of global trends in changes in the international marketing environment will contribute to the implementation of the goals and objectives of national programs for the support and development of exports, and will also strengthen such strengths of national exports as the presence of a system of state support for exports, without which it is practically impossible to successfully develop the international activities of companies in modern times, a favorable geographical location. expansion of the available sales market within the EAEU, the availability of a distribution network of domestic manufacturers abroad and human resources for the development of in-demand industries.