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## On A New Approach To Forecasting The Development Of The Region In The Digitalization Of The Economy.

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### ABSTRACT

The post-industrial stage of socio-economic development sets a new vector and conditions for the functioning of various markets and sectors of the economy, the effective functioning of which should be based on modern information and communication technologies, the formation and enhancement of digital competencies, the continuous improvement of data processing infrastructure, the training of qualified personnel and digital transformation.

**Keywords:** forecasting, territories, management, agri-food systems, spatial indicators.

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**SHORT REVIEW**

Since 2017, the Digital Economy of the Russian Federation Program has been operating in Russia, defining the digital economy as an economy, in which “data in digital form” is a key parameter of production in all spheres of social and economic activity ”[4]. The program lists three closely interrelated levels of the digital economy:

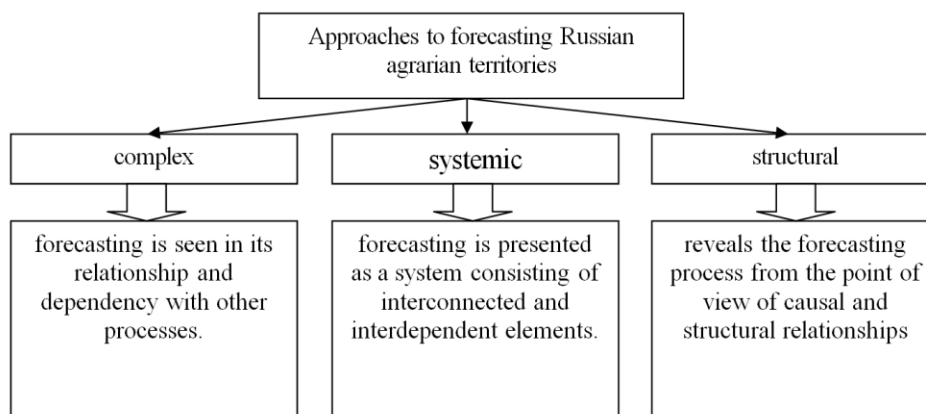
- markets and sectors of the economy (areas of activity) in which specific subjects interact (suppliers and consumers of goods, works and services);
- platforms and technologies on the basis of which the formation of competence for the development of markets and sectors of the economy (spheres of activity);
- An environment that creates the conditions for the development of platforms and technologies and the effective interaction of market entities and sectors of the economy (areas of activity) and encompasses regulations, information infrastructure, personnel and information security.

In the new economy based on the digital revolution and the management of information about customers, products, prices, competitors, for example for the agricultural sector, strengthening the marketing management function becomes a priority when comprehensively solving a number of strategic tasks and a key tool that optimizes business in situations of uncertainty, risk and competition.

Marketing-oriented management approach allows you to highlight the following types of marketing in the agricultural sector:

- 1) agricultural marketing, which is a comprehensive system for organizing the production and marketing of agricultural products, raw materials, intermediate and by-products, as well as products of auxiliary production and crafts;
- 2) agromarketing, which includes, along with the listed types of products, consumer goods from agricultural raw materials (food and non-food), as well as agricultural products and products of its processing, sent outside the agroindustrial complex;
- 3) agro-industrial marketing, the service object of which, besides products of the second and third areas of the agro-industrial complex, is the products of the supplying industries of the first sphere of the agro-industrial complex, feed and feed additives, mineral fertilizers, plant protection products, construction of facilities, production and technical and social services, non-commercial goods services.

Within the digital economy, special importance should be given to such marketing functions as planning and forecasting. Special attention is paid to the analysis of the content base for forecasting the development of the activities of the agrarian Russian territories in foreign and domestic literature. The whole variety of definitions devoted to the features of agricultural forecasting and revealing the substantive side of this process should be systematized within the framework of three approaches (Figure 1).



**Figure 1: Approaches to forecasting Russian agrarian territories**

All positions reflecting the content of forecasting the activities of the agrarian Russian territories, as part of an integrated approach, have both positive and negative aspects.

The positive aspect of the system approach to forecasting the performance indicators of agricultural Russian territories is the fact that it reflects a special way of predicting changes in the agriculture of the region, which starts from defining the overall goal of the industry as a system and subordinating the achievement of this goal to the activities of all subsystems. The negative side is the absence in the process of forecasting a mechanism for establishing causal relationships between the conditions and factors of agricultural development, production and consumption of agricultural products in the region.

The goal of forecasting the development of agriculture in the region is consistent with the goals of forecasting the development of the industry of the entire state. At the same time, it is necessary to highlight the disadvantages of a systematic approach to forecasting the performance indicators of agricultural Russian territories:

- systematic means certainty, and the activity of agricultural enterprises in a market environment is carried out in conditions of uncertainty and instability;
- systematic means consistency, but in reality the goals of the development of agricultural enterprises often do not coincide with the goals of the development of agrarian production of the whole region, making forecasting a difficult process, the reliability of forecasts is lost;
- a systematic approach determines the integrity of making forecasts for the development of agriculture in the region - while in reality, the areas included in the territorial subject use different methods and models for developing such forecasts.

The structural approach identifies some points that are essential for disclosing the content of the process of forecasting the performance indicators of agricultural Russian territories.

Firstly, the forecast of the development of agriculture in the territory is based on the forecast of the development of productive forces and production relations, the structure of their change. The level of productive forces determines the dynamics of agricultural development.

Secondly, the interaction of elements of the productive forces (social, natural and technological) affects the volume and structure of agricultural production, which increases the accuracy of the forecast. At the same time, the analyzed position is not sufficient. Forecasting the production relations of the agricultural sector, analyzing their structure and evaluating the results does not lead to the emergence of a full-fledged base for determining the trends of the industry in the region. The forecasting process itself is more complex than that described in the above provision, its result at the level of the constituent entities of the Russian Federation will be evaluated by the quality of the corrections made to the promising development of agriculture in the region.

The analysis of the above approaches to forecasting the development of agriculture in the region allows us to establish one significant drawback: all approaches do not take into account the conjuncture aspect, which is essential in the conditions of the development of market relations and agricultural production.

When forecasting the performance indicators of agricultural Russian territories, the volumes of agricultural production planned in regional agricultural development programs that provide the population with necessary foodstuffs should be taken into account.

In the conditions of digitalization of the economy, a completely new marketing-oriented approach to forecasting the development of agriculture in the region is required, which is determined by the following provisions.

1. Taking into account the development of sales markets for products, possible changes in prices for agricultural products, raw materials and foodstuffs, the state of agricultural production enterprises in the region, improvement of economic conditions for development, including measures of state support for agriculture.
2. Accounting for the volume of agricultural production defined in the relevant federal, sectoral and

regional programs for the development of agriculture, providing for the supply of food to the population, export deliveries.

3. Taking into account demand indicators: the cash income of the population in the region, the subsistence minimum, the cost structure of buyers, etc.

The proposed approach is twofold and complementary. On the one hand, it is thorough and comprehensive forecasting of the market, demand, tastes and needs, the orientation of agricultural production on these requirements; on the other hand, an active influence on the market (consumers) and the existing demand through the implementation of a program to support and develop agriculture.

### CONCLUSION

The practical application of a marketing-oriented approach to forecasting agricultural development in the region will lead to the search for the optimal combination of crop and livestock industries, a rational relationship between agricultural production and its demand, which will be reflected in the better development of an agricultural development plan for a specific territory.

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