



**3<sup>rd</sup> INTERNATIONAL CONFERENCE ON  
ECONOMIC RESEARCH**  
24-25<sup>th</sup> October 2019, Alanya, Turkey

**CONFERENCE PROGRAMME**





**Thursday 24 October 2019**

**16:00– 17:15**

**Session 3-B, Conference Room B**

**Chairperson: Dr. Agnieszka Parlińska, Warsaw University of Life Sciences, Poland**

**Model of Garbology Marketing Concept on the Example of Trade Sector**  
Izabela Sztangret and Beata Reformat

**Development of a Regional Marketing System**  
Andriy Mokhnenko and Iryna Perevozova

**Estimation of Post-Harvest Losses along Marketing Channels of Navel and Lemon in Kat River Valley, Eastern Cape, South Africa**  
Mzuyanda Christian, Moradeyo Adebajo Otitoju and Siphokuhle Nohamba

**Analysing the Short-Term and the Long-Term Relationship between BIST Food Beverage Index and Food Indices on Global Market**  
Ihsan Erdem Kayral and Nisa Sansel Tandogan

**17:00– 18:00**

**POSTER & VIDEO PRESENTATION**

**Competitive Position of Polish Dairy Enterprises - Assessment of the Sustainable Development Model**  
Ewa Stawicka

**Market Interactions of Farms Implementing a Biodiversity Program. Polish Case**  
Marta Domagalska-Gredys

**Lycian Penteconters: Antique Messages in Coins**  
Serdar Aslan

**The Impact of SMEs on Economic growth of Azerbaijani Economy: Endogeneity and Latent Instrumental Variable (Video Presentation)**  
Samir Orujov

**Digital Economy: Opportunities and Future Challenges of Islamic Economy in Indonesia**  
Shinta Maharani and Miftahul Ulum (Video Presentation)

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## **DEVELOPMENT OF A REGIONAL MARKETING SYSTEM**

The article deals with the formation and development of regional (territorial) marketing system in conditions of competition among regions.

The place of marketing in the economic system of the region is determined, the emphasis is placed on the study of the region as a product, the evolution of marketing, the identification of the essence of marketing in the system of regional policy. Author's approach to the regions as a kind of competing corporations for resources and consumers is developed.

The set of marketing methods is offered, with the help of which it is possible to assess the rationality of the region's development and provide information for further prediction of socio-economic development of the region. The marketing methods are understood as the set of methods and ways of thinking, allowing on the basis of the analysis of retrospective data, exogenous (external) and endogenous (internal) links of the object, as well as their measurements within the framework of the phenomenon or process under consideration, to derive certain authenticity judgments regarding its future development.

On the basis of analysis and systematization of data on the development of the region and existing marketing strategies, a marketing strategy for the region, which consists of eight stages, is designed to increase the region's popularity, that is, to create its positive image and improve the competitiveness of enterprises located in the region.

**Keywords:** marketing, region, regional marketing, marketing strategy, regional development.



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