

ABSTRACT

Master's thesis on «Managing competitiveness on the basis of marketing cooperation (for example PJSC "Company "RISE")» includes 141 pages, 33 tables, 27 drawings, 11 attachments. The bibliography list consists of 45 items.

Actuality of theme. The most appropriate strategy that will ensure the development of a competitive economy should be concentrated on the development of key sectors of Ukraine. Given the unique agricultural resources that so far make up a significant economic potential of our country, one of the key sectors should be agriculture. However, now the agriculture of our country has uneven competition and the structure is characterized by a tendency to monopolization market, which hinders its further development. The urgency to address the problem of enterprises is reinforced in a crisis due to the fact that the development of the country's agriculture depends on healthy competition of enterprises.

Relationship with academic programs, plans and themes. Thesis second (master's) level of higher education made at the National Technical University of Ukraine "KPI" (m. Kyiv) according to the plans of research works of the Department of Management. A study by the work is part of the scientific theme: "Managing the development of enterprises in the resource constraints», № 0114U001135 - contribution of the author is to substantiate the implementation strategy of cooperation in the activities agricultural enterprises.

The purpose of the master's thesis is the development of theoretical - methodological positions and practical recommendations to enhance competitiveness management on the basis of marketing cooperation.

The object of research is theoretical and practical aspects of competitiveness on the basis of marketing cooperation.

The study examined trends are improving competitiveness management on the basis of marketing cooperation PJSC "Company" RISE ".

In the implementation of the second degree (master's) level of higher education research **methods** were used: economic analysis - analysis of the company; statistical analysis - for grouping and comparing empirical data for trends in research; expert evaluation - for the ranking; graphics method - for visual presentation of research results; forecasting methods - to assess the effectiveness of the proposed measures.

Scientific novelty of the results is to deepen some theoretical and methodological principles and development of applied scientific recommendations on improving competitiveness management on the basis of marketing cooperation, by implementing marketing concepts cooperation by establishing a database of unfulfilled orders and installing GPS - control technique now and major competitors.

The practical significance of the results is that the theoretical and methodological principles thesis brought to the level of specific proposals and methodologies for managing enterprise's competitiveness through the introduction of a strategy of cooperation. The management of the company used the proposed recommendations for implementing marketing strategy based on cooperation create a database of unfulfilled orders and installing GPS - control equipment (implementing act №19 from 12.24.15).

Keywords: *competitiveness management, marketing cooperation, agriculture, strategy, business reputation.*