

11:30 – 11:50 **CORDOȘ GEORGE-SILVIU, PĂUN DRAGOȘ**
ARE GOVERNMENT INCENTIVES “POWERING” ELECTRIC VEHICLE AND PLUG-IN VEHICLE SALES? EVIDENCE FROM ROMANIA

11:50 – 12:10 **ANATOL MELEAGĂ, ANAMARIA GEANINA MACOVEI, VERONICA GROSU, MARIAN SOCOLIUC**
THE PERFORMANCE ASSESSMENT OF THE ECONOMIC ENTITIES FROM EMERGING ECONOMIES

12:50 – 13:10 **IVAN RALUCA, CIOCA IONELA**
CORPORATE GOVERNANCE IN EU - A META-ANALYSIS RESEARCH

SECTION 3

MARKETING, TOURISM AND STRATEGY

Section link: <https://tinyurl.com/Marketing-Turism-Strategie>

CHAIRPERSONS: GÂRDAN DANIEL ADRIAN, MOISĂ CLAUDIA OLIMPIA, FUCIU MIRCEA

09:30 – 09:50 **ALEXANDRA MADALINA ȚĂRAN, OANA RAMONA LOBONȚ**
MAPPING THE STATE OF THE ART ON THE DIGITALIZATION OF THE HEALTH SECTOR

09:50 – 10:10 **CĂLIN VEGHEȘ, LAURENȚIU STOIENICĂ**
FACETS OF THE MARKETING COMMUNICATION FOR PROMOTING THE ROMANIAN INDUSTRIAL CULTURAL HERITAGE

10:10 – 10:30 **MIRCEA FUCIU**
COMUNICATING CULTURE IN INTERNATIONAL MARKETING

10:30 – 10:50 **ANCA NICHITA, LARISA BATRANCEA**
WHEN BRAINS TALK: NEW INSIGHTS FROM COGNITIVE NEUROSCIENCE INTO NEUROMARKETING RESEARCH

- 10:50 – 11:10 **TSANKO STEFANOV**
FORMATION AND CAPITAL STRUCTURE OF ENTERPRISES WITH DIFFERENT LEGAL STATUS IN BULGARIA
- 11:10 – 11:30 **TEODORA ODETT BREAZ, SORINEL CĂPUȘNEANU, AURELIAN IONESCU**
THE INFLUENCE OF COVID ON THE AGRI-FOOD MARKET IN ROMANIA
- 11:30 – 11:50 **IULIANA PETRONELA GÂRDAN, CLAUDIA GABRIELA BAICU, DANIEL ADRIAN GÂRDAN, ANA-MARIA MIHALI, RALUCA CREȚOIU**
IS THE RURAL TOURISM A SOLUTION FOR THE TOURISM REVIVAL DURING THE COVID-19 PANDEMIC?
- 11:50 – 12:10 **OLEKSANDR FEDORCHUK, SVETLANA BOLILA**
MARKETING STRATEGIC ASPECTS IMPROVING THE COMPRTITIVENESS OF MEAT PROCESSING ENTERPRISES IN THE LOCAL MARKET OF UKRAINE
- 12:10 – 12:30 **ALINA PUȚAN**
MARKETING COMMUNICATION IN A PANDEMIC CONTEXT.HEALTH SERVICES
- 12:30 – 12:50 **CARMEN PAȘTIU, ANDREEA MUNTEAN, SILVIA MAICAN**
CONSUMPTION DURING CRISIS
- 12:50 – 13:10 **ION BENA**
NEW FRONTIERS ON CONSUMER BEHAVIOR RESEARCH - A LITERATURE REVIEW ON NEUROMARKETING CONTRIBUTION IN CONDUCTING CONSUMER BEHAVIOR RESEARCH STUDIES

MARKETING STRATEGIC ASPECTS IMPROVING THE COMPETITIVENESS OF MEAT PROCESSING ENTERPRISES IN THE LOCAL MARKET OF UKRAINE

Oleksandr FEDORCHUK⁸⁴
Svetlana BOLILA⁸⁵

Abstract: *In the article necessity of introduction of strategic competitiveness management on the basis of marketing approach in activity of meat-processing enterprise for the purpose of formation of steady competitive advantage of the manufacturer and increase of its share in the local market is proved. The purpose of work its research of competitive position of the meat processing enterprise in the local region of Ukraine, estimation of potential of sales, definition of the most profitable and attractive in view of consumers' inquiries and product names, optimization of the producer portfolio under market and consumers' requirements, forecasting of possible vector of brand development and formation of a complex of strategic marketing actions for increase of its competitiveness. The results of the research have revealed some shortcomings, which need to be eliminated, in the issues of marketing support of competitive positions of meat processing enterprise in the local market. A number of marketing measures and tools, which strengthen the marketing activity of the producer in the regional market, provide proper competitiveness of its products and achievement of its strategic goal in the local food market.*

Keywords: meat processing enterprise, competitiveness, local food market, marketing strategy, marketing complex

JEL Classification: Q12, Q18

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