

Название публикации:

Forecasting the parameters of the food market: A case study of its problem sectors

Авторы:

Burlankov, S.P.a, Ananiev, M.A.a, Sedova, N.V.a, Ananieva, O.M.b, Burlankov, P.S.c

- a) Plekhanov Russian University of Economics, Stremyanny Lane 36, Moscow, 117997, Russian Federation
- b) Mordovian State Pedagogical Institute named after M. E. Evseyev, 11-A Studencheskaya St., Saransk, Republic of Mordovia, 430007, Russian Federation
- c) Ogaryov Mordovian State University, Bolshevistskaya Street, 68, Saransk, Republic of Mordovia, 430005, Russian Federation

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Аннотация:

The relevance of the study is determined by the problems of the strategy to control the development of the national food supply system, taking into account the market saturation, and the need for their solution in problem sectors. An important aspect in this case is the further improvement of the mechanism for forecasting parameters in the context of insufficiently systematic use of the managerial influence methods. The imperfection of the approaches used is especially important due to the fact that the trends in the development of the national food supply system are not reflected in the context of the real situation, and the forecasts do not correspond to the parameters of development of the food market's problem sectors [1]. Thus, despite the approaches implemented in the field of managing the development of the national food supply system, methodological tools in this area need improvement. The purpose of this paper is to form a methodical approach to forecasting the parameters of the problem sectors of the agrifood market and on the basis of this to further improve the proposals to enhance the management in connection with the development of the national food supply system. Based on a system analysis of food market development and the need to identify the existing problems, the following methods were used when developing proposals for improving the forecasting tools: complex statistical observation, and system analysis. The objects of the research were problem sectors of the food market of the national food supply system. The study was carried out to justify the system of measures to solve the above problems and included a number of steps: the first stage included collecting and processing of the source information; the second stage was the development of methodology for assessing the capacity of the food market; the third stage was the forecast for the development of the food market in 2018-2022, taking into account the probabilistic characteristics of the model.

Ключевые слова:

Competitive stability, Food market, Forecasting, Functioning, Market parameters, Problem sectors, Situational analysis