

**UDC [316.455: 321.02]:
664.013 (477): 005.12
JEL: D72, M21**

**ASPECTS OF SOCIAL AND POLITICAL IMPACT
ACTIVITIES FOOD ENTERPRISES IN UKRAINE**

Natalia Basiurkina

Doctor of Economic Sciences,
associate professor
Odessa National Academy of Food
Technologies
Odessa, Ukraine
E-Mail: nbas@email.ua
orcid.org/0000-0001-9342-8863

Tatyana Konstantynova

Applicant,
Odessa National Academy of Food
Technologies,
Odessa, Ukraine
E-Mail: konstantynova09@gmail.com
orcid.org/0000-0002-6191-1831

Introduction. The actuality problem of the chosen topic is due to a large practical the importance of the activities and development of food businesses in Ukraine under the influence of socio-political factors of the present. Existing tools for assessing the impact of socio-political factors in the overwhelming majority are based on uncertain approaches and do not pay much attention to considering these factors and their impact on the activities and development of the food business.

Aim and tasks. Investigated, grouped and the list of socio-political aspects that affect the planning of enterprise development is given.

The essence of socio-political aspects is defined in the modern sense from the point of view of introduction of social, political and economic factors of influence on the activity and development of food enterprises of Ukraine. The complex of measures for improvement and improvement of development of the food enterprise in the present economic and political situation is offered. These measures are aimed at supporting the economic initiatives of food business managers and include entrepreneurship support tools. A number of socio-political tools are proposed, as well as PEST analysis to ensure the strategic development of food businesses.

Research results. In our opinion, the socio-political environment is perhaps the least predictable element in the entire business environment. Thus, the functions that are implemented during the planning process are substantially changed, the role of planning for development in the food business system is changing. It is increasingly becoming a tool for increasing the competitiveness of enterprises, a means of bringing together different food companies around new values and long-term priorities.

Conclusions. Such an intensification of strategic planning, on the one hand, is a logical stage in the development of enterprises, on the other hand, by the efforts of these enterprises to find adequate tools and mechanisms for responding to the challenges in the country and in the world, when processes are significantly accelerating, including political, economic, social, technological, ecological etc. An additional measure of the current situation is the development of an information society that generates a number of new types of activities that managers should take into account for the sake of sustainable development of food businesses.

Key words: socio-political factors, food enterprises, PESTELI-analysis, planning of strategic development.

Received: August, 2017

Accepted: October, 2017

© Economics. Ecology. Socium, 2017
CC BY-NC 4.0 license

УДК [316.455: 321.02]: 664.013
(477) : 005.12
JEL: D72, M21

СОЦІАЛЬНО-ПОЛІТИЧНІ АСПЕКТИ ВПЛИВУ НА ДІЯЛЬНІСТЬ ХАРЧОВИХ ПІДПРИЄМСТВ В УКРАЇНІ

Наталія Басюркіна

доктор економічних наук, доцент,
Одеська національна академія
харчових технологій
Одеса, Україна
E-Mail: nbas@email.ua
orcid.org/0000-0001-9342-8863

Тетяна Константинова

здобувач,
Одеська національна академія
харчових технологій
Одеса, Україна
E-Mail: konstantynova09@gmail.com
orcid.org/0000-0002-6191-1831

Отримано: Август, 2017

Прийнято: Жовтень, 2017

Проблема. Актуальність дослідження обраної теми обумовлена великою практичною значимістю діяльності та розвитку харчового бізнесу в Україні під впливом соціально-політичних факторів сьогодення. Існуючі інструменти для оцінки впливу соціально-політичних чинників у переважній більшості ґрунтуються на невизначених підходах і у дослідженнях сьогодення цьому не приділяють великої уваги розгляду цих чинників та їх впливу на діяльність та розвиток харчового бізнесу.

Мета та завдання. Дослідити, згрупувати перелік соціально-політичних аспектів, які впливають на планування розвитку підприємства. Сутність соціально-політичних аспектів визначається в сучасному сенсі з точки зору впровадження соціальних, політичних та економічних факторів впливу на діяльність та розвиток харчових підприємств України. Створюються інструменти, які можуть забезпечити тривалий і ризикований етап життя компанії. Ці заходи спрямовані на підтримку економічних ініціатив керівників харчових підприємств та включають інструменти підтримки підприємництва. Запропоновано ряд соціально-політичних інструментів, а також аналіз PEST для забезпечення стратегічного розвитку харчових підприємств.

Результати. На нашу думку, соціально-політичне середовище є, мабуть, найменш передбачуваним елементом у всьому бізнес-середовищі. Розвивається циклічна політична ситуація, оскільки демократичні уряди повинні обиратись кожні кілька років. Цей елемент зовнішнього бізнесу містить ефекти груп тиску, і ці групи тиску, у свою чергу, мають тенденцію змінювати державну політику. У цьому випадку успіх та зростання цих продуктів харчування не ґрунтується на ціні, яку вони пропонують споживачам. Таким чином, функції, які впроваджуються в процесі планування, істотно змінюються, роль планування розвитку в системі харчової промисловості змінюється. Це все більше стає інструментом підвищення конкурентоспроможності підприємств, засобом об'єднання різних харчових компаній навколо нових цінностей та довгострокових пріоритетів.

Висновки. Така інтенсифікація стратегічного планування, з одного боку, є логічним етапом розвитку підприємств, з іншого боку, зусиллями цих підприємств є: знайти адекватні інструменти та механізми для реагування на виклики в країні та в світ, коли процеси значно прискорюються, в тому числі політичні, економічні, соціальні, технологічні, екологічні тощо. Додатковою мірою сучасної ситуації є розвиток інформаційного суспільства, яке формує ряд нових видів діяльності, які керівники повинні враховувати для задля сталого розвитку харчових підприємств.

Ключові слова: соціально-політичні фактори, харчові підприємства, PESTELI-аналіз, планування стратегічного розвитку.

Introduction. Recent political and economic actions linked to changes in the theory and practice of the development of the economic market have led food industry professionals to recognize the importance and linkage between problem solving and decision-making skills for the development of food businesses, the development of a strategy and the planning of their activities. Besides, the level of development of food companies is the basis of the formation of the food security system of the country. Some scientists and researchers have studied the problem of social and political aspects and their impact on the business, but in modern literature in the formulation of the problem of this study is no theoretical mechanisms and means of implementing and regulating the activities of the food business under the influence of social, political, cultural and others factors [1; 2; 3; 4].

Analysis of recent researches and publications. Issues of development and strategic activity of food enterprises under the influence of socio-political aspects were considered in the works of V.O. Rybintsev [1], Fr. J. Aguilar [3], T. P. Zbrytska [4], B. Yegorov, M. Mardar [5] and others.

Previously unsettled problem constituent. Insufficient and imperfect solution of the problem of socio-political factors influencing the activity of enterprises of the food industry is relevant for the food industry and the economy of Ukraine as a whole.

Aim and tasks. The purpose of the article is to identify the impact of various socio-political factors that change the strategy of activities and development of food businesses in Ukraine. This is the basis for the development of theoretical and methodological approaches and proposals for planning the strategic development of food businesses in line with new challenges and opportunities for political reform in Ukraine.

Results. The form of strategic analysis is the diagnosis of the key problems of food companies that need urgent attention. This can be done by reviewing the organizational or external environment using PEST analysis, which is distributed to the PESTELI. PEST check list, sometimes known as STEP analysis.

The PESTELI analysis is a helpful outfit for agreement the "world scene" of the external

surroundings in which the food business develops, as good as the possibilities and hazards that it contains. After analyzing the surroundings, you can take profit of possibilities and minimize hazards.

PEST date was applying regularly for the past 25 years, and its origin history is difficult to found. Originally known link to the outfit and techniques to "scan the business surroundings" was awarded to Francis George Aguilar who considered "ETPS", as mnemonics for the four chapters of the taxonomy of the surroundings - economical, technological, political and social [6].

For many years it has leak out as PEST with additional letters: environmental factors, legislative requirements and industrial evaluation.

PESTELI became known as "trend evaluation". External surroundings of the organization, partnerships, communities, etc. can be estimated if its spread on those aspects that play a fatefully role in the political, economic, social, technological, environmental, legal and industrial standards. As for a list of items require can be used for food businesses. At first, the abbreviation PEST was developed, and it means:

- political aspects – both of two large and little ("P") political powers and affects which able to influence the efficiency or options open to the food business;

- economic impacts - the nature of the competitors ("E") collided by the food business or its favors, as good as the proper financial chance in the economy;

- sociological directions - demographic changes ("S", "T"), trends of life, work and people's thoughts.

Technological modern usage is new fit to fulfilling new and eldest tasks, as well as solving new and eldest puzzles. This is no needs related to the technical tool of the food business, but may be the result of new factors of idea or organizing activities.

Advanced PESTELI-analysis, in addition to these aspects, which annex:

- surroundings aspects - the determination of a wider ecological sorting, chapter of which is a food business, and the study of the interaction of the food business with this system;

- legal demands - firstly included in the "political circle", but now the appropriate legal asks its own definition;

- industrial analysis - is a study of the traction of the industry, the region, which is a chapter of food business.

To be an effective analysis tool, these environmental factors must be linked to the mission of the food business. They may be useful, or, conversely, may complicate the mission. There is a question of expediency and reasonableness of the analysis PEST (ELI). It has been proved by practice that food companies, which regularly and systematically analyze, often show leadership tendencies, thereby ensuring competitive advantages on the market.

Adoptions solutions are more origin for certain individuals, including managers of food businesses, as these individuals have more nucleus on cultivating the property of their decisions. Less origin solution makers are often able to evaluate the property, but then they should more strongly influence the assessment.

The PESTELI analysis is almost fully based on external aspects, so it is imperative that at any rate some members of every team know or could have taken these factors into account if the management of the company is going to conduct such an analysis. PESTELI analysis is a profitable research skill of employees, and it is well for incensing business progress, market orientation for all employees. If the management wants to conduct PESTELI-analysis with personnel that is not naturally focused on the study of the environment, individual selective and preparatory studies can be made.

There is a question about the best use of PESTELI-analysis. By the way, there are different cases, where the parentage of PEST analysis model covers all the "essential" factors in the primary key branches - economic, technological, social and political. For instance, the factors surroundings can be located in any or everywhere of the major areas of PEST relatively on their impact. Legal factors are usually politically considered because they tend to be politically impulses. Demographics, as a rule, are factors of a wider social puzzle.

Industry evaluation is efficiently conducted from an economic point of view. Ethical reimbursements are usually coupled in the social and / or political spheres, relying on the views and the final effect.

Therefore, you can often pay attention on "extra" factors as "subparagraphs» or expectations within the four main chapters of the analysis. Compliance with the four main chapters involves the subject of considering the strategic contexture and goal. Majority of these potential "essential" factors (for example, moral, legal, environmental) tend to form reasons rely on one or more of the four head areas and are not large strategic aspects in their own sense. Completing PESTELI analysis can be a simple or complex process. It all depends on how firm leadership is decisive.

Let us consider the PEST analysis (ELI) technology.

Firstly, it is useful to neatly identify with the PEST analysis (ELI), since the PEST (ELI) analysis is quadruple in conjunction to a particular policy, offer or business plan. If thematic focus disappears, the company will get a blurry picture.

The form and artlessness of the four-part type is also something more strategically attractive form that is lightly to influence and transmit. The PEST (ELI) template in Table 1 contains instance of tips that can be placed into the corresponding Grid PEST (ELI) sections in Table 2. The tips are instances for consideration, and of course they can be changed rely on from the topic of PEST analysis (ELI) and according to the company's management's desire to use it. The further aspects can help you as a beginning point for "brainstorming," but you need to be definite that other aspects that can affect the specific context are covered. Secondly, it is necessary to solve how information will be converging and to whom it will be needed. Sometimes, the fit team is stronger than the opinion of one person. Thirdly, it is necessary to determine the relevant basic of information. The next one, you should collect information. It is expedient to exploit the model as a foundation for studying aspects and recording data (table 1).

Table 1. Template PEST (ELI)

Target to analyze PEST (ELI) (fill in topic):	
Political factors	Economic factors
Administration model and stability	Phase of the business cycle
Liberty of the press, rule of law, levels of bureaucracy and corruption level	Current and projected economic growth, inflation and interest rates
Regulations and Regulatory trends	Unemployment and labor supply
Social and labor legal branch	Laborcosts
Tax policy and trade, control of tariffs	Levels of disposable income and income outspread
Surrounding insurance and consumer insurance	Impactofglobalization
Rapid and varied alters in the political surrounding	The rapid influence of technological or other alters on economy
	Rapid alters in the economic surrounding
Social and cultural factors	Technological factors
Population increase rate and age type	Influence of new technologies
Population health, education and social movability, positions to these factors	Internet influence, decrease of communication costs and increasing level of remote work
Models of occupation, labor liberty and behavior to the labor market	Researchanddevelopment
Positive positions, public opinion, social mood and social taboos	Impact of technology transfer
Choosing a lifeway and attitude to this choice	
Social and cultural changes	
Instances: Environmental aspects - air property, carriage, parking, pollutant emissions, water property, pass management, land use, soil property, coastal resources, etc. Legal demand - primary and secondary legal laws on health care bills, such as labor laws, labor rights pacts, patients' rights, direct payments, etc. Industry analysis -analysis of supply, supply and choice of favors, products and / or components based on price, property, supply time and service delivery; market knowledge, forecasting, procurement strategies, user interaction, business potency.	

Source: compiled by the authors on [7].

Table 2. PEST (ELI) Analysis Grid

PEST (ELI) Grid Analysis					
Target to analyze (branches of analysis):					
Date of the event:					
PEST (ELI) Analysis factors	Potential Impact	The consequences and significance			
		Periodoftime	Character	Effect	The relative importance
Apply data from the table to get started	H (high)	0-6 months	Positive +	Increment>	Crucial
	M (medium)	6-12 months	Negative -	Constant =	Importantly
	L (low)	12-24 months		Decrease<	Notimportant
	U (undetermined)	morethan 24 months	Unknown	Unknown	Unknown
Changes in attitude to the procedure and the public, as good as changes to the administration					
Political					
Economic					
Socio-cultural					
Technical					
Ecological					
Others					

Source: compiled by the authors on [8].

The next step is to define the control stages of the analysis, namely: analysis of conclusions; identification of the most serious problems; definition of strategic choices; writing an account; dissemination of conclusions; identification of trends that should be constantly monitored.

According to data from the PESTELI analysis, it will be necessary to assess whether there are any incommensurable effects for accurate groups of people, especially those who are sensitive. Suggestions, organizational missions, and the evolution of socio-political decisions should not widen inequities; on the contrary, they must actively search to decrease them. Part of the decision-making process after the analysis is to make recommendations on what can be done to avoid negative consequences for groups of people who may be less likely to benefit from positive suggestions or negatively affect welfare proposals.

The life of modern civilization gives the problem of socio-political factors of special urgency and acuteness. One of the forms of purposeful, creative, constructive, innovative and, at the same time, responsible human activity is socio-political activity. It is in combination with other factors of a multifaceted human life that it is intended to solve the contradictions and conflicts of the present, to provide the food enterprise with a civilized, humane, balanced economic, ecological, social and cultural relations of existence on the basis of stability. There are many third-party environmental factors that may affect the strategic planning of the food business. The management of the food business must carefully evaluate each of these factors. The main purpose of management is always to make rational decisions for the effective development of the enterprise.

The social and political factors affecting business are gaining momentum in Ukraine. Even a number of factors, features of state policy can affect the planning of the food business. The activities of all food businesses are subject to Ukrainian legislation. Owners and managers of business structures should figure out how future laws can affect the development of their food businesses. The political and social environment can affect the planning of the food business in different ways. Maybe a risk factor and lead to serious losses. Owners and managers

of business structures must understand that political and social factors have a powerful impact on the results. These factors also affect state policy at local and regional levels. As a result, food companies are forced to be prepared to address local and international policy implications. Any changes in state policy are social and political factors. Changes may be economic, legal, social, or a combination of these factors. For example, an increase or decrease in tax can be an example of a public policy element. The highest authorities can increase taxes for some food businesses or reduce them to others. Such decisions will have a direct impact on food businesses. Hence, owners and managers of business structures should always be aware of such political factors. Government policy measures, such as interest rate changes, may have an impact on the modeling of the demand for food businesses. Certain factors are interrelated in many respects, for example: political solutions factor the economic surrounding, political solutions factor the socio-cultural environment of the country, policies can influence the speed of emerging technologies, policies can influence the adoption of new technologies.

Conclusions and further researches directions. In our opinion, the social and political surrounding is perhaps the least predictable element in the entire business surrounding. A cyclical political situation is developing, as democratic administrations must re-run every several years. This outside business element contains the impacts of pressure groups, and these pressure groups, in turn, tend to change administration policy. As political systems in another sphere are excellent, political influence is also different. The population of the country democratically chooses a system of open administration. In totalitarian systems, administration power comes from a selected group. Corruption is an obstacle to the economic development of many countries, including Ukraine. Some food businesses not only survive, but also show growth, offering bribes to civil servants. In this case, the success and growth of these food businesses is not based on the price they offer to consumers. We have studied, grouped and listed below the roster of social and political aspects that affect the planning of enterprise development (Figure 3).

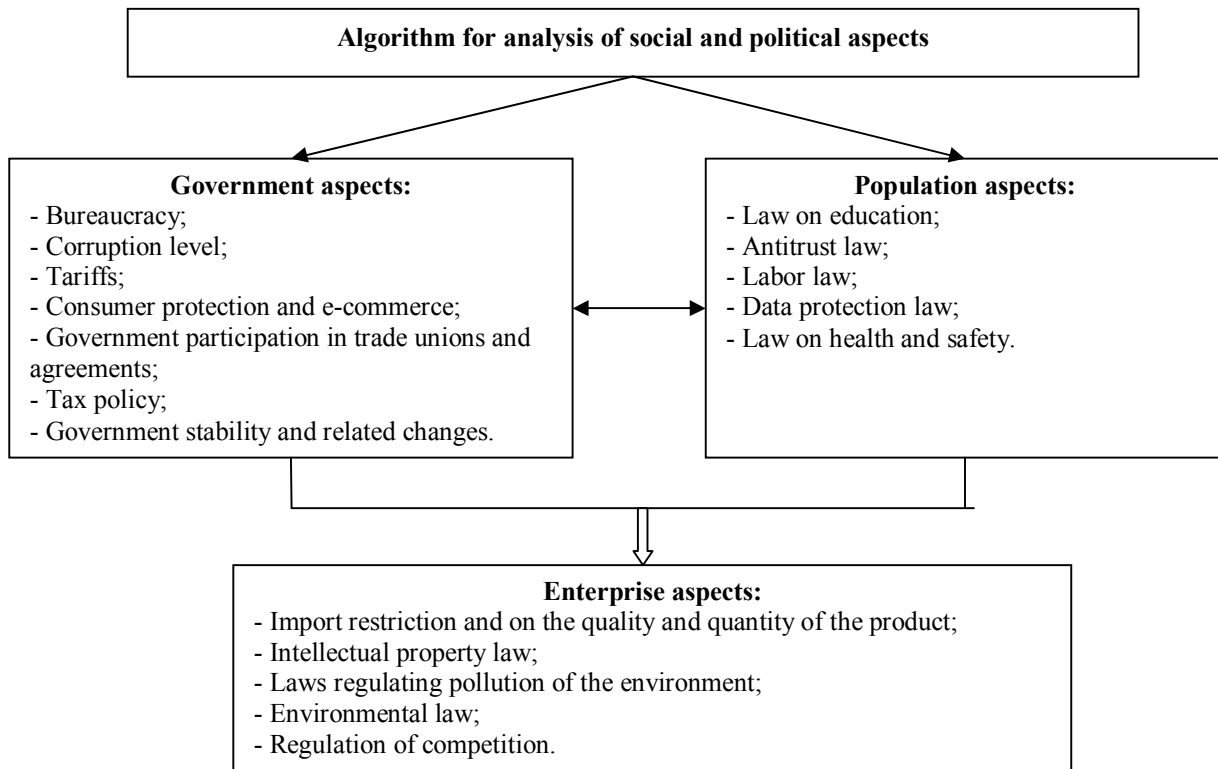


Fig.3. Algorithm for analysis of social and political aspects.

Source: compiled by the authors on [9].

It is proved that all these aspects influence the economy, and the political situation in the country directly influences the economic environment, and the economic environment influence the business efficiency. For instance, there are serious diversities in the democratic and oppositional policies of our country. It affects such aspects as taxes and administration

expenditures that ultimately influence the economy. A higher level of administration spending often stimulates the economy.

It should be noted that the shortage of political stability in the country influence business operations. This is especially true for food businesses operating internationally (Fig.4).

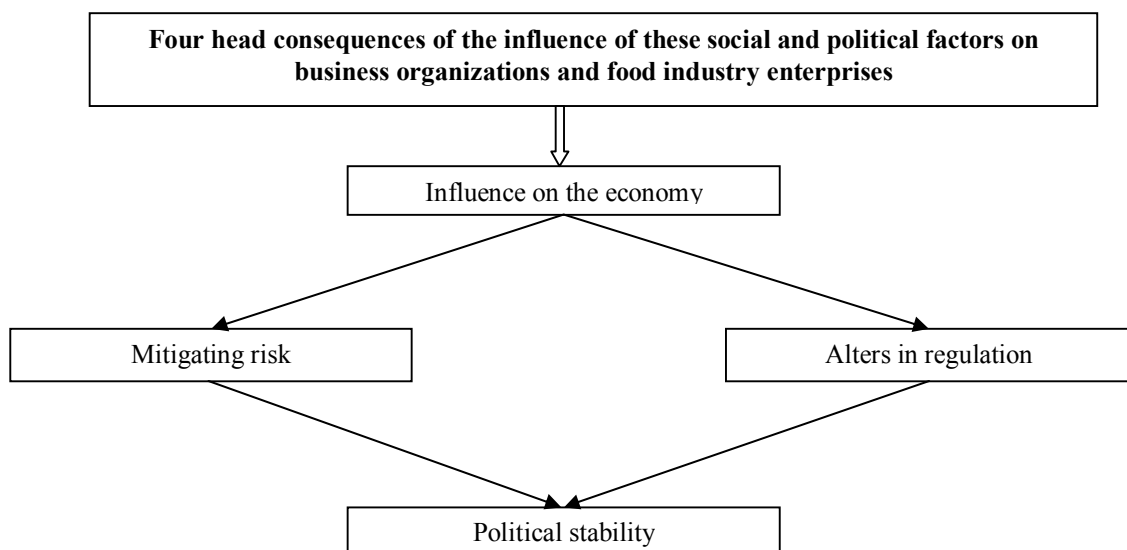


Fig.4. Algorithm for influence of social and political aspects on business organizations.

Source: compiled by the authors on [10].

One of the ways to manage political risk is to insure political politics. Dining establishments that carry out international operations apply such guarantee to reduce the risk of their occurrence. There are undoubted indicators that give an idea of the risk of exposure in some countries. The index of economic liberty is an excellent example. It considers countries based on how policies affect

business solutions in these countries. Observing the political surrounding is a more important issue in strategic planning for the development of food businesses. Food businesses must keep track of their political situation, that is, the situation that can lead the development of the enterprise. Changing political aspects can affect a business strategy for the following reasons (Figure 5):

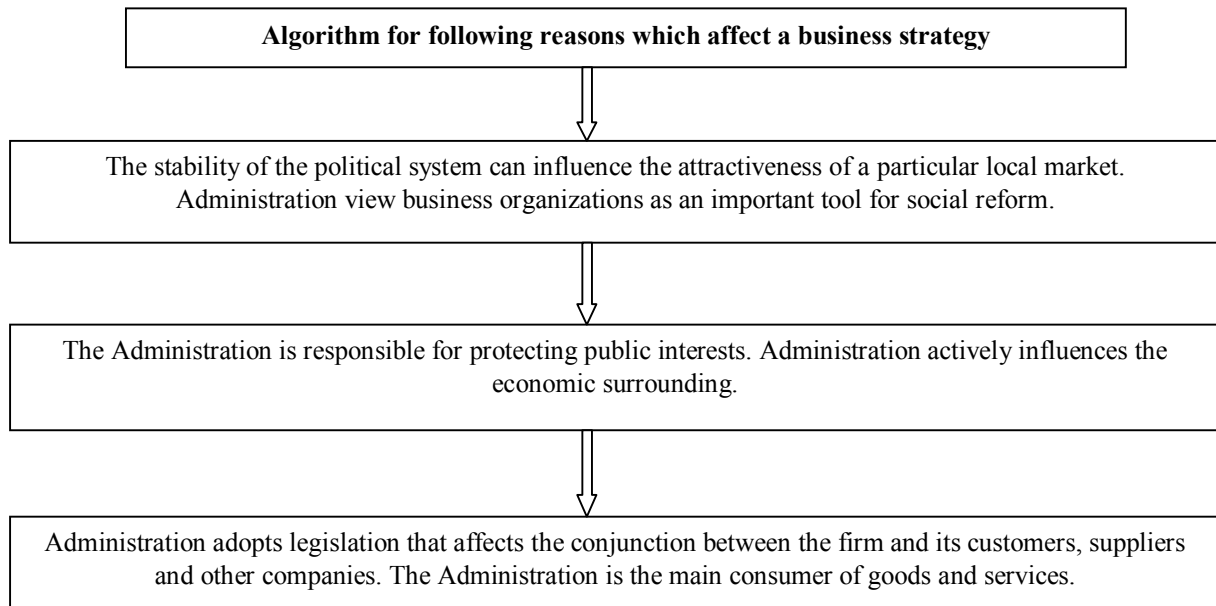


Fig.5. Algorithm for following reasons which affect a business strategy.

Source: compiled by the authors on [11].

The next one, the food business chooses an environmental analysis depending on the nature of the technological operations. However, most food companies are studying social factors. In a social dimension for analysis it is necessary to closely monitor social changes. It is also advisable to get acquainted with the cultural changes that take place in the business environment. Economic, political and social research is an important part of this step. It is important to see trends and models of society. To better understand the consequences, food industry companies will need to study these factors in more detail. Owners and managers of food businesses are also interested in consumer sentiment and lifestyle changes [12]. The analysis may reveal shortcomings in the economic system of enterprises. This, in turn, can help you find new ideas.

As a result, it may affect product sales and earnings. Social factors determine who we are like people. It affects how we behave and what we are buying. A good example is how

people's attitudes to nutrition and health change in the UK. As a result, reforms have been implemented effectively in the UK. More and more people in the world are joining fitness clubs. The last 10 years have seen a significant increase in demand for organic food.

Population changes also have a direct impact on the development and operation of food businesses. Thus, the demand and supply of goods and services in the economy depend on the structure of the population. Reducing birth rates will mean a decline in demand. This also indicates an increase in competition among suppliers of products, as the number of total consumers' falls.

It is substantiated that world food deficit forecasts may lead to an increase in investment in food production, and an increase in the world's population will have the same effect.

Food industry companies must offer products and services that are designed to promote people's lifestyle. These proposals should complement the behavior of clients. Not

responding to changes in society can be a mistake. As a result of inactivity, food businesses can lose market share, and demand for goods and services will decrease.

Social implications are more often seen in advertising campaigns. For example, religious holidays, advertising during holidays, vary according to cultures. Dining establishments should evaluate all events where holidays are held, all traditions and features to be relevant to the national market.

Today in Ukraine there is no doubt about the necessity and urgency of planning the strategic development of food businesses under the influence of socio-political factors. In our country, a strategic approach to the planning of sustainable development of food companies in the socio-political environment is actively developing and implemented. This is due to the advantages of this method for all the main participants in the process of food production (power, business structures and citizens), namely:

- scientific and practical substantiation of socio-economic, socio-political and organizational measures, efficiency of the accepted administrative decisions increases;
- the circle of participants of the planning process considerably expands, their interests and needs are more fully taken into account;
- the planning process is more transparent for all subjects of the food industry, opportunities are created for the achievement of common goals, the combination of material and financial resources of subjects of different forms

of ownership, and as a result, the timing of the achievement of the ultimate goals, which is desirable for the Ukrainian food businesses;

- an opportunity for authorities and food businesses to direct joint efforts to solve immediate economic and social problems, to actively influence the stabilization of the situation in the socio-economic and socio-political spheres;

- the huge potential of food businesses is used more fully to intensify socio-economic transformations and their development.

Currently, the functions that are implemented during the planning process are substantially changed; the role of planning for development in the food business system is changing. It is increasingly becoming a tool for increasing the competitiveness of enterprises, a means of bringing together different food companies around new values and long-term priorities. Such an intensification of strategic planning, on the one hand, is a logical stage in the development of enterprises, on the other hand, by the efforts of these enterprises to find adequate tools and mechanisms for responding to the challenges in the country and in the world, when processes are significantly accelerating, including political, economic, social, technological, ecological etc. An additional measure of the current situation is the development of an information society that generates a number of new types of activities that managers should take into account for the sake of sustainable development of food businesses.

REFERENCES

1. Rybintsev, V. O. (2013). Features of the strategic analysis of the external environment of Ukrainian enterprises in market conditions. Problems of the system approach in the economy, №1. Retrieved from: <http://www.nbuu.gov.ua> [in Ukrainian].
2. Ahilar, F.Dzh. (2017). Scanning the business environment. Retrieved from: <http://www.worldcat.org>.
3. Yehorov, B.V. (2017). The nutrition status of the population of Ukraine. Tovary i rynky, №1. Retrieved from: http://archive.nbuu.gov.ua/portal/soc_gum/tovary/011_1/20.pdf [in Ukrainian].
4. Hamburg, M.A. (2018). Law on the modernization of food security - emphasis on preventive measures. US Food and Drug Administration. Retrieved from: <http://www.fda.gov/Food/GuidanceRegulation/FSMA/ucm243088.htm> [in Russian].
5. Gejc, V.M. (Eds.). (2010). New deal: reform in Ukraine. (3rd ed., rev.). K.: NVC NBUV [in Russian].
6. Implementation of the principles of sustainable development of Ukraine on the basis of the development of an ecological and economic model for the development of the raw material industry and the preservation of Ukraine's biological resources in modern conditions. (2013). Zvit Proektu PROON: Prohrama sprianiia stalomu rozvytku v Ukraini. Retrieved from: <http://www.undpsust.kiev.ua/Docs1u.htm> [in Ukrainian].
7. Food Market Indicators (2017). Economic Research Service USDA. Retrieved from: <http://www.ers.usda.gov/Data/FoodMarketIndicators>.
8. Zbrytska, T. P. (2013). Human capital as a factor of investment attractiveness of the region. Upravlinnia rozvytkom, 79, 28-29 [in Ukrainian].
9. Pest Market Analysis Tool (2017). Economic Research Service. Retrieved from: <https://www.businessballs.com/strategy-innovation/pest-market-analysis-tool-20/>.
10. The impact of political, economic, socio-cultural, environmental and other external influences (2017). Economic Research Service. Retrieved from: <https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences>.
11. Political Factors Affecting Business (2017). Economic Research Service. Retrieved from: <http://pestleanalysis.com/political-factors-affecting-business>.

ЛІТЕРАТУРА

1. Рибінцев В. О. Особливості стратегічного аналізу зовнішнього середовища підприємств України в ринкових умовах / В. О. Рибінцев // Проблеми системного підходу в економіці. – 2012. – С. 5. - Режим доступу : <http://www.nbuu.gov.ua>.
2. Агілар Ф.Дж. Scanning the business environment /Фр. Дж. Агілар. - 2017 – Режим доступу:<http://www.worldcat.org>.
3. Єгоров Б.В. Стан харчування населення України / Б. В. Єгоров, М. Р. Мардар // Товари і ринки. – 2017. – №1. – С. 140–146. – Режим доступу: http://archive.nbuu.gov.ua/portal/soc_gum/tovary/011_1/20.pdf.
4. Хамбург М.А. Закон о модернизации продовольственной безопасности – акцент на профилактических мерах / М.А. Хамбург // US Food and Drug Administration. – 2017 – С. 10-20. - Режим доступу: <http://www.fda.gov/Food/GuidanceRegulation/FSMA/ucm243088.htm>.
5. Новий курс: реформи в Україні / за заг. ред. акад. В.М. Гейця та ін. – К.: НВЦ НБУВ, 2010. – 232 с.

6. Впровадження принципів сталого розвитку України на основі розробки еколого-економічної моделі розвитку сировинної галузі та збереження біоресурсів України в сучасних умовах / Звіт Проекту ПРООН : Програма сприяння сталому розвитку в Україні, 2013. – Режим доступу: [http:// www.undpsust.kiev.ua/ Docs1u.htm](http://www.undpsust.kiev.ua/Docs1u.htm).

7. Food Market Indicators. Офіційний сайт Economic Research Service USDA. – Режим доступу : <http://www.ers.usda.gov/Data/FoodMarketIndicators>.

8. Збрицька Т. П. Людський капітал як фактор інвестиційної привабливості регіону / Т. П. Збрицька, О. В. Гурський // Управління розвитком. – 2010. – №3(79). – С. 28-29.

9. Pest Market Analysis Tool. Офіційний сайт Economic Research Service. – Режим доступу: <https://www.businessballs.com/strategy-innovation/pest-market-analysis-tool-20/>.

10. The impact of political, economic, socio-cultural, environmental and other external influences. Офіційний сайт Economic Research Service. – Режим доступу: <https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences>.

11. Political Factors Affecting Business. Офіційний сайт Economic Research Service. - Режим доступу: <http://pestleanalysis.com/political-factors-affecting-business/>.