

D. V. Skliarets

AREAS OF IMPROVEMENT OF INSTITUTIONAL ENVIRONMENT OF FORMATION OF REGIONAL MARKETS AND FOOD

Introduction: Nowadays more and more attention is being paid to the development of innovative enterprises, which calls for further innovation, research and development, implementation of innovative programs. Hence, special attention should be paid to the improvement of management technologies and control of innovative activities of the enterprise. **Aims and Objectives:** To study the basic institutional characteristics, risks, factors, operation and development of food markets, issues of formation, implementation and effectiveness of the elements of the institutional environment. **Methods:** Systematic and structural method, method of grouping. **Results:** The most important factor in improvement of institutional environment of the regional food market is state regulation. The main functions of the organs of state regulation and control of food complex at the regional level should be: creation of institutional, legal, informational and other prerequisites for economic activities; creation and implementation of a system of economic standards to regulate the food and land markets in the region for the benefit of manufacturers as well as consumers; management of an effective and efficient network of market infrastructure; realization of a focused social, scientific, technological and food policies at the regional level; monitoring of the use of agricultural land to preserve its fertility; organization of quarantine, sanitary, environmental, veterinary and plant pathology control, ensuring reliable control of state property. **Conclusion:** Government regulation should be tailored to one of the basic principles – full economic self-management of all legal forms.

Keywords: region, regional food market, regional food market space, potential of the regional food market, modernization, strategy, integration, institutional risks.

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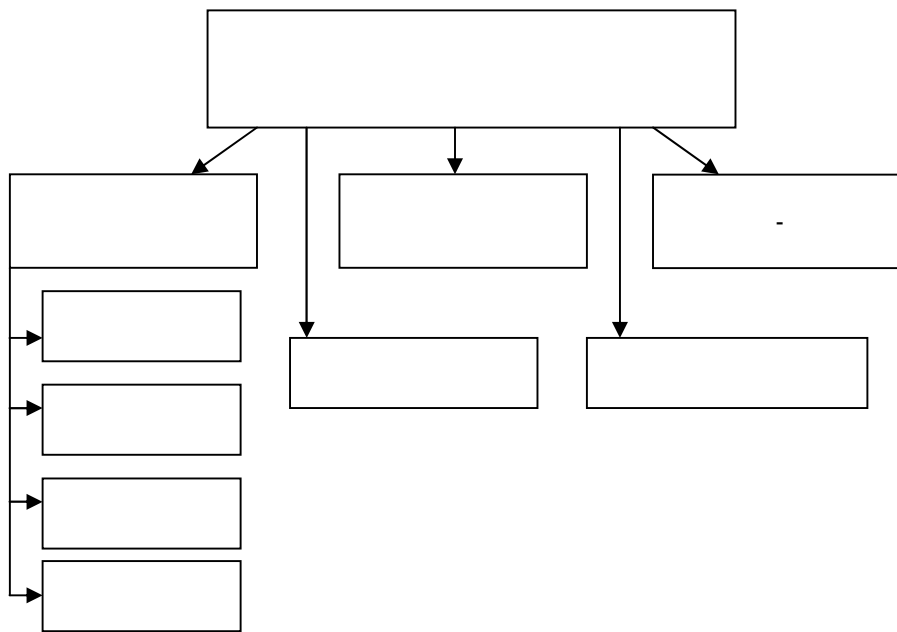
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