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Agro-Production Factors and Marketing: Determination of Current Situation and Perspectives on the Basic of Coordination

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ABSTRACT

Meeting the food demand of a global population expected to reach 9.1 billion in 2050 and over 10 billion by the end of the century will require major changes in agricultural production systems. Due to this issue, the marketing matter is under the consideration. Having a good production and effectiveness marketing could assist to organize the production system and marketing factors. Improving cropland management is key to increasing crop productivity without further degrading soil and water resources. At the same time, sustainable agriculture has the potential role to improve the marketing and human life. This paper synthesizes the results of a literature review reporting the evidence base of different sustainable land management practices aimed at increasing and stabilizing crop productivity in developing countries. It is shown that transition of agrarian products from production stage to exchange stage and the size of production was the major factors of the good results in this study. In addition, the levels of implementation of activities and the control of plans and programs for systematic results were under determined. Moreover, these characteristics of growing crops are key to interpreting the impact on crop yields and mitigation of different agricultural practices and that technology options most promising for enhancing food security at smallholder level are also effective for increasing system resilience in dry areas and mitigating climate change in humid areas. This manual and case study carried out to consideration of agrarian production potential of Nakhchivan Autonomous Republic (Azerbaijan Republic) from theoretical and practical points of view the main economical indicators of the agrarian sector among 2008 until 2012. The data analysis was under the Excel and SPSS software and manual calculation.

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INTRODUCTION

Anthropologists and sociologists have provided numerous definitions of *culture*. According to one commonly acknowledged definition, culture can be seen as ‘that complex whole which includes knowledge, belief, art, law, morals, custom, and any other capabilities and habits acquired by man as a member of society (Tylor, Edward Burnett, 1871). Another definition of culture is ‘the totality of learned, socially transmitted customs, knowledge, material objects, and behavior,’ including ‘the ideas, values, customs, and artifacts of groups of people.’⁸ *Customs* are understood as a component of culture, referring to long-established practices that are followed by people belonging to a particular group, region or affiliation. Culture and customs can change when significant external or internal factors affect cultural groups, as well as through interaction with other cultures. Culture and customs exist in societies to provide guidelines for conduct and raise a standard to be held in communities. Despite the introduction of new religious beliefs, traditional cultural values remain important to Timorese communities.¹⁰ Traditions such as *Tara-bandu* (banning harmful agricultural or social practices such as the cutting of trees, burning of land or conflict between communities in a certain area, through a public ceremony) reinforce mutual respect among community members and for God’s creation. Similarly, inter-family responsibilities established through *fetosaa-umane* ensure that family members provide for, and take care of one another (Schaeffer, Richard T, 2006).

Proposed by Shewry (2002), pseudocereals are dicotyledonous species, which are not closely related to each other or to the monocotyledonous true cereals. Amaranth grain has significant nutritional value. Its protein, mineral meters, fat and cellulose percentage are higher compared to cereals (Saunders and Becker, 1984; BodrozaSolarov, 2001). Since this plant has similar application as cereals, it is classified as pseudocereal (Bodroza Solarov, 2001). In recent years, beans has received attention because of having positive effects on the

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physiological function of the gastrointestinal tract (Pirmanet *al.*, 2001). The basis of the economy is the production of goods and services. Economics distinguishes between three factors of production, which are used in the production of goods:

Land – is the primary factor of production because it is given by land. Land and labour are primary factors of production because they are given by biological needs and demography. (Mavis Owureku-Asare, 2014)

The revenue for land is the rent. Clear (pure) economic rent takes into consideration only quantity of land, but land differs also by its quality and location. Rent is called “clear economic rent” under 2 conditions:

Total supply of this factor of production is perfectly inelastic

Land is used only for agricultural production

Quality and location of land influence the price.

For example: If the quality of land is very good, the demand for land will increase as well as the price of land. On the other hand, if the quality of land is not good, the demand for land will decrease so the price will be lower.

Labour – it is a specific factor of production because it does not exist itself. It is human effort used in production. The payment for labor is a wage. Labour is a meaningful activity with the aim to create goods and services. Labour does not exist itself, the bearer of labour is the man.

Revenue for labour - wage. Demand for labour - depends on wages, other resources of production, amount of capital, used technology. Demand for labour also depends on marginal product of labour and marginal revenue product of labour. Marginal revenue product of labour is wage. The curve of demand is downwards sloping, because if the labour force increases, wages decrease (Aaker, D. A., V., Kumar and G.S., Day, 1997).

Capital – it is a secondary factor of production because the amount of capital can be increased by economic activity. Capital has 2 forms – financial {all forms of money} and man-made {buildings, machines, ...}

Capital goods – are not used for final consumption, but for production of other goods.

We distinguish:

financial capital – in the form of money man-made capital – in the form of machines, buildings... Financial capital is divided – potential capital - savings which can potentially be used for loans or purchase of capital goods real capital - investment

Capital stock – the total amount of capital

Investment – the addition to capital stock

Social capital – mainly state owned capital used to produce goods and services that are not usually sold via the market mechanism. (Mavis Owureku-Asare 2014)

Factor Market Basics

Income From Factors of Production:

Factors of Production:

_ Factor income is income earned from owning and selling factors of production:

{ Wages earned from working in labor market.

{ Interest earned by renting capital.

{ Rent earned by owning land.

_ Price (wages, interest, or rent) and quantities of factors of production are determined by supply and demand.

Supply and Demand:

Supply and Demand:

_ Demand for factors of production is derived demand: demand depends on the demand for the goods being produced with the factors of production.

_ Supply for factors of production is determined households.

_ Income is determined by equilibrium supply and demand. (P.Nazni, 2014)

Different forms of entrepreneurship occur in practice. Among them, the most developed are production and commercial entrepreneurship as its continuation. Production entrepreneurship is necessary due to natural and other features of the appropriate sphere and includes crop production and services. Implementation of stages of crop production is the most important here and their realization is considered as additional functions for production entrepreneurship. Experience of several leading countries proves that it is more purposeful for producers to stop functioning as sellers of their own products. It enables them to realize a narrower specialization and requires development of sales infrastructure. In the existing economical system, development of entrepreneurship in the agrarian sector and increasing the share of local products in the food market are among the most important duties the state has to carry out regarding its agrarian policy. Priorities of this policy include ensuring suitable conditions for development of entrepreneurship in the agrarian sector. These requires of execution of many other duties are the most important of which are preparation of concepts and ideas on organization and implementation of agrarian production on the basis of scientific principles, execution of

activities in regard to effective organization of production-realization processes, building infrastructure for improving production and sales in the countryside. The study of development priorities the agrarian sector and sectors of related industrial production. This is because of the preparation of plans on comprehensive and complex financing of the agrarian sector and the use of different tools and means for high-level organization and management of production and sales.

Increase in demand to food as a result of population growth from one hand and decrease in size of lands (for various reasons) used in agriculture to meet demands for food from the other hand oblige us to use existing capacity more efficiently and to pay attention to search of resources in this sphere. Therefore, conduction of scientific researches because of a systematical methodology becomes necessary, which is possible only under influence of many factors. Classification of the factors results in occurrence of main factor groups as supply, stocking, production, sales and legal factors.

In the classification, research of factors influencing supply and stocking processes is intended. Some components are such as seeds, forage, seedlings. Included in the same factor group can be produced by the same producing agrarian subject. Several sort and value indicators used for carrying out all necessary work in research of supply process. Systematical organization and purposeful and systematical execution of these operations oblige every subject of economy to prepare a supply program for its perspective period and to evaluate it on the basis of production demands to be met from outside, taking into consideration its financial and other possibilities. This topic actualizes organization of control on supply program and preparation of its specific mechanisms.

In order to ensure continuity of production process, every subject of agrarian economy has to have definite reserve of raw and other materials, seeds and forage, fuel and other production means. Comparison of indicators of supply with components (necessary for use in production) with reserve norms can show the real possible degree of demands met by production.

Literature review:

The factor, which is considered in the present study and plays an effective role in knowledge management performance of organizations is the knowledge management enabler factor. Knowledge management enablers illustrate organization infrastructures for improving the results of knowledge management activities like planning and participating in knowledge scores in people. In actual fact, knowledge management enablers are stimulators which can make these activities easy (Chan & Chau, 2005). In our new globalized world, societies and organizations are looking for getting stable competitive advantages. To do so, organizations, which know their customer needs and adopt themselves, which their needs are more successful (Aydin, S. and G., Ozer, 2005). As a result, an organization, which can recognize upcoming actions and gets ready for it can be more successful in the long-term. To achieve this goal, knowledge is known as the main competitive advantage and it is assumed that its utilization creates competitive advantages.

Choi & Lee (2002) attempted to justify knowledge management strategies. They offered a model to show the relationship between knowledge management strategies and its creation processes. The model is adopted from 58 samples of Korean companies and shows that strategies change based on different knowledge production processes. The results show that for an effective management of knowledge, human resources are probably more accepted regarding the composition process. Lee & Choi (2003) investigated knowledge management enablers, processes and organization performance and offered a model that connects knowledge management factors to each other. This model includes seven enablers including: cooperation enabler, reliability, learning, concentration, officialization, T skills and supporting and emphasized on knowledge production processes like socialization, internalization, composition and externalization.

MATERIALS AND METHODS

The manual and library study was in regarding of investigation of Crop sown areas, produced production and dynamics of productivity in Nakhchivan AR among 2008-2012, and also was searching for the main economical indicators of the agrarian sector. The instrument for the analysis of the findings has been done by helping of excel and SPSS software and manual classification.

It is needed to notice about the factors that were utilized in this case study.

The subject of the study is the subheadings of some influence factors in this case study, which are classified and are taken under investigation. These factors are influencing formation of production relations in the agrarian sector; that are shown below:

In order to ensure study of we classify them as below:

1. Necessity of formation of agrarian policy, determination and implementation of character and main directions of this policy;
2. Existence nature-climate conditions suitable for production, existence of infrastructure and information bases and possibility of conduction of marketing surveys;

3. Correct formation of production directions (in plant-growing and cattle-breeding) and study of possibility how they complete each other;
4. Organization of agrarian-industrial processes, taking into consideration specific field features of production, evaluation of material-technical supply level and possibilities of production.

The agrarian sector differs by high number of its branches and a wide range of contacts. From one hand, it is seen in continuous production processes inside the sector. From the other hand, it has links with execution of duties out of borders of the sector. Difference of types, assortments and forms of objects and commodity between production directions between both production directions both in plant growing and cattle breeding obliges us to pay constant attention to control on agriculture. At the same time, a product considered ready for use only after it passed the entire process from production to consumption, which, in its turn, enables cargo turnover to be established as a part of the process and paves the way for development of production process.

Table 1: Crop sown areas, produced production and dynamics of productivity in Nakhchivan AR

Indicator	2008	2009	2010	2011	2012
1. Total sown area, ha	58908.7	59200.1	59204.2	60019.5	60118.0
Relative increase, %	-	+0,5	+0,1	+1,4	+0,2
2. Produced plant-growing production (including forage and technical plants), tons	367517,6	396495,8	397391,6	429818,9	418933,3
Relative increase, %	-	+7,9	+0,23	+8,16	-2,54
3. Average productiveness, metric centner/ha	62,38	66,98	67,12	71,6	69,69
Relative increase, %	-	+7,37	+0,21	+6,67	-2,67

Table 1 characterizes dynamic development of three main indicators of plant-growing sector. Research of these indicators reflects in marketing issues, as in most cases as a small portion of produced products that consumed by their producers. It is clear from the table that excluding the last year, all of three indicators systematically increased in small. Of course, here population growth and appropriate increase in demand should be taken into consideration. From the other hand, numbers show intensive development together with extensive development. Comparison of numbers of the third section of the table is an obvious proof for it.

Table 1: Main economical indicators of the agrarian sector

	On national scale					On the scale of the Autonomous Republic					
	2008	2009	2010	2011	2012	2008	2009	2010	2011	2012	
I. Production of agriculture products (in value)											
Production of agriculture products, thousand manats - total	505900	3805500	3877700	4525200	4844600	153417.5	185117.2	247126.6	296117.0	318836.0	
Plant-growing products	208 4900	2106000	1999200	2339800	2458200	93927.2	116396.7	156037.2	192998.8	211595.0	
Cattle-breeding products	142 1000	1699500	1878500	2185400	2386400	59490.3	68720.5	91089.4	103118.2	107241.0	
II. Areas used for plant-growing, ha											
Areas used for plant-growing, -total	1499881	1705449	1583874	1608184	1647121	58910	59200	59199	60020	60118	
III. Sown areas of main plant-growing plants, produced products and productivity											
Cereals and leguminous	Sown area (ha)	897032	1125472	967976	967278	1031420	35913.7	36352.0	36738.2	37579.0	37911.0
	Production of plant-growing products (thousand tons)	2498.3	2988.3	2000.5	2458.4	2802.2	90145	103625.4	105055	110363	111691
	Average productivity (metric centner/ha)	27.9	26.6	20.7	25.4	27.2	25.1	28.5	28.6	29.4	29.5
Grains	Sown area (ha)	897000	1125500	968000	967300	1031400	33441.2	33592.5	33954.2	34751	34965
	Production of plant-growing products (thousand tons)	2446.1	2926.8	1950.5	2394.8	2732.0	82564	94693	96010	101028	101848
	Average productivity (metric centner/ha)	27.9	26.6	20.7	25.4	27.2	24.7	28.2	28.3	29.1	29.1
Vegetables	Sown area (ha)	83200	80900	81100	81100	78300	5889	6000.5	6006	6044	6093
	Production of plant-growing products (thousand tons)	1228.3	1178.6	1 189.5	1214.8	1216.2	60825	63626.6	64782.3	65246.9	65809.2
	Average productivity (metric centner/ha)	142	140	142	146	150	103.3	106.0	107.9	108.0	108.0
Potato	Sown area (ha)	70398,6	62953,0	65772,4	65173,1	65884,4	2513	2720	2740,5	2764	2831
	Production of plant-growing products (thousand tons)	1077.1	983.0	953.7	938.5	968.5	34309.2	37423.0	37901.0	38309.6	39440.4
	Average productivity (metric centner/ha)	153	149	145	144	147	136.5	137.6	138.3	138.6	139.3
Fruits and berries (of harvesting age)	Area (ha)	962 00	99000	102500	106000	108800	2693.8	2868.6	2899.6	3026.9	3143.4
	Production of plant-growing products (thousand tons)	712 .8	718.2	729.5	765.8	810.0	37517	37781.6	38228.4	40309	41995.8
	Average productivity (metric centner/ha)	73. 4	71.9	70.6	71.7	73.8	139.3	131.7	131.8	133.2	133.6
Grapes (of harvesting age)	Area (ha)	962 00	99000	102500	106000	108800	965.6	970.4	971.6	995.3	1023
	Production of plant-growing products (thousand tons)	712 .8	718.2	729.5	765.8	810.0	13754	13790.3	13912.3	14313.4	14724.2
	Average productivity (metric centner/ha)	73. 4	71.9	70.6	71.7	73.8	142.4	142.1	143.2	143.8	143.9
Melon plants	Sown area (ha)	316 04,7	311 21,2	31649,6	33194,4	29930,1	2760	2801.5	2819	2829	2938

	Production of plant-growing products (thousand tons)	407.7	410.8	433.6	478.0	428.0	38618.9	39582.5	40023.7	40192.9	41791.1
	Average productivity (metric centner/ha)	129	132	137	144	143	139.9	141.3	142.0	142.1	142.2
Forage plants	Sown area (ha)	1300	1500	1000	900	1700	11144	9864.6	8943.1	8702	10089
	Production of plant-growing products (thousand tons)	16,5	18,6	16,8	11,8	15,5	88644.5	84233.8	70083.4	81384.7	102803.8
	Average productivity (metric centner/ha)	126,9	124,0	168,0	131,1	91,17	79,5	85,4	78,4	93,5	101,8
Technical plants (sugar beet, tobacco, sunflower)	Sown area (ha)	70300	40900	52600	66900	48500	689	1461.5	1957.4	2101.5	256
	Production of plant-growing products (thousand tons)	209.7	205.7	270.6	276.1	197.8	3704	16432.6	27405.5	39699.4	677.8
	Average productivity (metric centner/ha)	29,82	50,29	51,44	41,27	40,78	53,76	112,44	140,0	188,9	26,48
IV. Main economical indicators of cattle-breeding											
	Cows and buffaloes, 1000 units	1242.1	1263.5	1277.4	1288.1	1305.6	96,032	98,807	101,16	102,9	104,71
	Sheep and goats, 1000 units	8276.2	8409.9	8491.8	8559.3	8665.2	576,937	589,603	603,018	613,594	625,67
	Poultry, 1000 units	22352.9	22041.6	22432.3	23162.0	24581.4	687,297	828,576	901,733	943,696	1056,6
	Bee families, 1000 units	142.5	164.0	193.2	212.7	225.4	28,860	34,632	52,685	60,627	65,185
	Meat production (net weight), 1000 tons	232.3	237.1	253.8	263.7	285.6	9,137	9,352	9,772	9,959	10,3194
	Milk production, 1000 tons	1381.6	1433.1	1536.2	1622.3	1719.6	72,042	73,929	75,965	77,1196	78,4175
	Egg production, million units	1101.2	1209.4	1178.6	1011.0	1226.7	53,438	54,884	64,158	68,2295	69,5442
	Wool production (physical weight), 1000 tons	14.8	15.3	15.6	16.2	16.5	0,895	0,917	0,944	0,9564	0,9679
	Honey production, 1000 tons	1.4	1.3	1.9	2.3	2.4	0,3944	0,5868	0,710	1,031	1,175

RESULTS AND DISCUSSIONS

Conditions of natural climate and existence of infrastructure are two important factors that have great influence on formation of production relations. These two factors are among initial components in both plant-growing and cattle-breeding (in annual and perennial plant-growing and seasonal movements in cattle-breeding as movement to winter and summer pastures and etc.). Therefore, natural climate and relevant production infrastructure are the most important factors in the mentioned sector.

Two more factors have to be mentioned, while studying production relations: real level of intensity of production process and its increase and evaluation of possibilities for its continuous organization. Generally, intensive production refers to achieving higher production results within restricted parameters (land, quantity of animals).

Assessment of technical-technological level of the agrarian sector plays an important role in organization of productions relations. Obviously, latest generation technical equipments and devices enable competitive production with higher level of efficiency. Besides, innovations in production enable easier transition to production of a new product. Formation and development of agrarian market, social development of the countryside, ecological balance, liquidation of disproportion between agriculture and other sectors of economy are main purposes of agrarian policy of any state in the modern age. Agrarian policy directed to development of entrepreneurship, at the same time, includes formation of marketing services. These services consist of search for new markets and suitable sale forms. It should be directed to study of local market and ensuring gradual access to foreign market. Organized as an alternative to State Purchase Agency, marketing services should have more prompt functioning mechanisms, realizing purchase and sale deals before end of production season, ensuring direct delivery of products "from fields to tables of consumers or stocking them in storehouses for a definite period for further steps of production.

Within measures taken in the direction of state support to agrarian subjects, an important event was establishment of Information and Suggestion Services (or a combined form of "easy service" in the countryside). These structures have to enable prompt reaction of agrarian commodity producers to changes in local and foreign markets, giving suggestions on agro-technical measures for easier, more efficient and rational realization of other important work occurred in the agrarian sector.

Specifications of the agrarian sector have influence on sales relationships, too, as agrarian sector has a very wide diapason regarding sorts and assortments of products. Consideration of possibilities of preparation of products for sale differs with its special character. For instance, presenting products to customers alive or in net weight (in cattle-breeding) is accompanied by increase in sales and quality of service, enabling to meet customer demands more appropriately. (Anderson, E. 1998.) One of the important features of the research is selection of sale types for realization of products in accordance with marketing principles. Marketing principles to be carried out is because of "presentation → explanation → appreciation → sale" sequence are divided into two – general and special ones, from one hand. From the other hand, they have to be understood as a whole of provisions and demands that explain essence and destination of these activities.

Coordination of theoretically explained concepts with practice and united existence of "agro-production → marketing" system is highly important. Main approach directions of marketing and assurance of a purposeful functioning that includes entrepreneur-ship, production and sale activities are closely related to complex implementation that enables to achieve purposes set. It is expedient to conduct a comparative study and to compare main indicators of the agrarian sector in the regional level for creation of a clear view.

In cases of necessity, individual situation of different agriculture products can be considered in economical studies and estimates (see Table 2). For example, indicators of grain production in 2012 were respectively 34965 ha, 101848 tons and 29.1 metric centners, which are 0,6% and 0,8% more in first two indicators. The third indicator has not changed in comparison to the previous year (29,1 metric centers/ha).

Table 2 is beyond local indicators and shows size of agrarian production in national and regional levels. A more comprehensive study requires internal division of the sphere by fields, where main attention paid to land areas where implementation of plant growing is possible. Besides definition of total size of areas, information on production capacity and productivity of plant-growing products should be maintained. Second and third sections of Table 2 enable us to compare quantity indicators of main sorts of agrarian products in regional and national levels and represents the optimality of division of land fund. Besides, it shows that development was possible due to increase in size of fields, which, undoubtedly, is extensive development.

Tendency of growth in the agrarian sector continued in 2013, too. Total cost of all agriculture products produced in the Autonomous Republic between January-July of the current year was 173, 9463 million mantas, which exceeded the respective indicator of the previous year by 7, 7%. During this period 11, 1 thousand tons of meat (weight of alive animals), 56, 1 tons of milk, 52, 4 million eggs were produced in Nakhchivan. In comparison to the first half of 2012, meat production increased by 3, 4%, while milk and egg production increased by 1, 6% and 2,9% respectively.

In recent years, 107,112 ha of forestation were implemented in the Autonomous Republic, a part of which includes orchards, which, undoubtedly, positively influences ecology. Besides, more than two million saplings of different sorts were planted and currently, 8% of the territory of the region is forests and orchards. Information collection on main indicators of plant-growing and cattle-breeding enables conduction of further analyses and studies, implementation of necessary components and definition of total indicators. In general, production results of the agrarian sector and its different fields are directed to meet demands of population for food, wear, daily needs.

Limitations and future research:

This study is only limited to some statistical annual books regarding to agriculture and marketing in Nakhjavan city in Azerbaijan and the reports of annual investigation on production in different industries in this country, which accesses to these information was so difficult and taking admission form the related organization was tricky. antecedents of retail advocacy and did not address the outcome. Further studies can be conducted to the latest information and reports from the industries and companies, not only Library Study. Due to the some limitation, the researcher has tried to follow some major factors to obtain the results, however it could be presented subheading of the major factors and goes to the details of the research question. This study presented mix results of all categories and factors.

Conclusion:

Transition of agrarian products from production stage to exchange stage will be realized under correct division conditions, real size of use inside the country shall be exactly estimated.

- a) Together with total size of product sorts sent for sale, actual quantity of products per capita shall be defined, compared with norms of physiological consumption and possible size of meeting demands shall be determined.
- b) Pre-conducted marketing studies, ways of presentation of products to consumers based on study of consumer opinion, standards, forms and sorts in regard to the issue shall be defined and wholesale and retail sale prices shall be defined on the basis of calculation of produced amount of products.
- c) In order to ensure of continuousness of production cycles, production size of next periods will be defined the necessary size of different types of resource. It will be determined for implementation of production and sale processes in the required level, plans and programs, which, has been prepared for defining the levels of implementation of activities and the whole work and control on realization of such plans and programs for systematic implementation of mentioned work.

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