ABSTRACT
on the thesis of Kulmaganbetova Aisulu Sultanovna
for the degree of Doctor of Philosophy (PhD)
"Development of the agricultural land market based on marketing tools (on the example of Akmola region)"
Major code and title: 6D051100 - "Marketing"

The general profile of the research. Dissertation research is intended for the development of market turnover of agricultural land on the basis of marketing tools (on the example of Akmola region).

The relevance of the research. The economic transformations in Kazakhstan are aimed at achieving the strategic goal of creating an economy with high living standards and social protection of the population. The economy of the agro-industrial complex where the creation of conditions for proper functioning and ensuring continuous commodity turnover between the subjects of the agrarian market are not comprehensive enough, where the actions of market participants are fragmented, has a special place in solving the set objectives. The above-mentioned factors explain the unsatisfactory effectiveness of changes and the presence of negative impact of agrarian reforms carried out in the country. This is one of the reasons that at the present stage the lag in the development of marketing in the agricultural land market is deepening, compared with foreign countries in this area.

The urgent necessity of involvement of agricultural land in the market turnover is conditioned by the priority objective of the agrarian policy of the Republic of Kazakhstan, which is reflected in the Concept of development of the agro-industrial complex for 2021-2030. Kazakhstan has a potential for further growth of agricultural products and food production as a country with significant deposits of land resources suitable for farming. The key factor in this case is the development of the agricultural land market based on the implementation of the marketing policy of product promotion. This is a system of marketing tools for promoting goods or commodities on the land market by adapting pricing information to specific conditions of management, taking into account the quality of soil and location of the land plot, so that constant operational interaction between buyers and sellers is ensured. The need to introduce modern marketing approaches in pricing of commodity, which is land, is due to the fact that the existing methodology for calculating the cadastral value, the methodology for calculating the rent for agricultural land requires improvement.

The application of marketing tools for the development of the agricultural land market does not currently have in-depth and systematic elaborations made by domestic scientists, therefore the development of theoretical and methodological recommendations for improving the market turnover of land and its development also actualizes the topic of the dissertation research.

Purpose and objectives of the dissertation research. The aim of the thesis research is to develop marketing tools for dynamic development of the agricultural land market.

To achieve the purpose, the following scientific and practical objectives were set and solved:

– to consider marketing theories, concepts of formation and development of the agricultural land market, its specific features, to develop a block diagram of the land market structure;

– systematize and generalize the concept of "marketing of agricultural land" in the system of market relations;

– to carry out marketing analysis of factors influencing the development of the agricultural land market;

– analyze marketing tools of pricing for agricultural land, consider new approaches to calculating the price of land (cadastral value) as an element of the marketing complex;

– to determine the criteria for improving the marketing strategy of pricing the rent taking into account the consumer properties of agricultural land plots;

– to develop effective tools of marketing policy promotion in the market of agricultural land and give recommendations on their use.

The research methods. To solve the set objectives and verify the hypotheses, a combination of the following research methods was used:

– theoretical (formalized method of analysis of scientific literature on the research problem; general scientific methods of analysis and synthesis; system analysis);

– empirical (statistical method of collecting and processing information, methods of processing primary information through questionnaires and in-depth interviews);

– methods of statistical analysis to summarize the findings of the research. The validity and reliability of the research results are confirmed by the use of generally recognized methods of statistical analysis, information from available official sources, as well as our own research.

The scientific novelty of the research is determined by the following:

– the provisions of marketing theory that reveal the essence of the concept of "marketing of agricultural land" are clarified and deepened;

– assessment of the formation of the marketing environment and specific features of the agricultural land market was developed, a block diagram of the agricultural land market was developed;

– factors influencing the agricultural land market have been identified based on marketing analysis;

– elements of the marketing complex have been determined, including a method of pricing agricultural land from the calculation of cadastral value and rent;

– developed a methodological toolkit for calculating rental value taking into

account the peculiarities of agricultural land use;

– a specialized website was developed to promote the market turnover of agricultural land.

The main conclusions of the thesis to be defended:

1. Based on the study of theoretical research made by economic scientists, various approaches to the formation and development of the agricultural land market, which is a key element of the national economy, have been systematized. The first scientific studies of the agricultural land market and the issues of using marketing policy in the conditions of market economy are determined. As a result of the research review, a flow chart of the agricultural land market structure was developed with further application in the 6P marketing concept.

2. Various points of view and concepts of the authors, the concepts and categories of marketing for agricultural lands are defined as a part of the research. The author's definition of "marketing of agricultural land" is proposed, which provides an integrated approach to the promotion of agricultural land in the market as a commodity aimed at satisfying the needs of land users, taking into account legislative norms and environmental requirements.

3. In order to assess the curlease state and identify specific features of the agricultural land market, the regulatory and legislative acts of the state were grouped in chronological order, and an analysis of legislative processes influencing the formation and development of the land market was conducted. Based on the analysis, the specific features of the Kazakhstani agricultural land market, suspended by the state moratorium on sale until December 31, 2026 and conditioned by lease-based transactions, were revealed.

4. For successful implementation of the marketing policy of product promotion it is necessary to take into account the factors of the market drivers for agricultural lands in the Akmola region. For this purpose, the market research was conducted in two ways: questionnaires and interviews with rural producers. As a result, the leading factor due to the state regulation of the land market was revealed as legal. The main elements of the land market influencing the conjuncture - demand, supply, price - are formed due to lease relations. During the period under consideration in the regions of Northern Kazakhstan the analysis of competitive bids for land plots out of the category for agricultural purpose, provided by the state for agricultural production on the right of land lease, mainly on pastures of natural improvement and land reclamation was carried out.

5. Based on the obtained scientific results of the study recommendations of methodological and practical nature for implementation in the state bodies of land management of the Republic of Kazakhstan are proposed:

– improve the process of pricing agricultural land by changing the methodology for calculating the cadastral value of agricultural land and introducing an adjustment to the calculation of the price of land every three to four years. The applied base rates were approved twenty years ago, they distort the real value of the product on the land market, do not take into account the real supply and demand for production costs, purchase prices for raw materials, fuel and lubricants, etc., at

present;

– to introduce a methodology for calculating the lease fee taking into account correction factors for the quality of soil composition and remoteness of the location of the land plot from the service center, in order to improve the lease price of agricultural land. On the land plot, where there is a decrease in NPK nutrients in the soil during its use in production it is necessary to increase the lease fee. In case of increase of NPK nutrients in the soil, in accordance with the improvement measures, it is necessary to reduce the land lease fee;

– it is necessary to recommend to introduce the register of wholesomeness of lands into the developed and implemented model of the information website on marketing policy of promotion of agricultural land market. On the electronic portal for monitoring the market conditions of agricultural land used for the production of agricultural goods with the use of mineral, organic and other fertilizers, to record and display the control of the level of nutrients in the soil. The introduction of the developed concept of the website with the initial information on sale and purchase and lease of agricultural land, allows to improve the policy of marketing promotion of the product, i.e.land on the agricultural land market of the Akmola region.

The theoretical relevance of the research. The theoretical and methodological marketing developments contained in the study can be applied for further development of the agricultural land market in Northern Kazakhstan (by the example of Akmola region). In particular, the author's development of creation of a specialized website will increase transactions with agricultural land plots.

The practical significance of the research includes the development of methodological and practical recommendations and guidelines for the development of market turnover of agricultural land on the basis of marketing concepts of pricing and promotion on the target market.

The results of the research can be applied by land cadastral bodies to determine the value of land in various transactions: lease, purchase and sale, pledge, as well as in the educational process in higher educational institutions.

A number of theoretical and practical results and findings of the research can be used in the educational process of institutions of higher and postgraduate education in the study of courses related to marketing of land resources and land market development.

The approbation and implementation of the research results. The results of the research are aimed at solving the specific problems foreseen in the President’s message to the people of the Republic of Kazakhstan in the effective and rational use of agricultural land, as well as in solving the tasks set in the Concept of development of agro-industrial complex of the Republic of Kazakhstan for 2021-2030.

The results of the research work are certificates of entry in the state register of securing rights to:

– author's methodology for determining the lease with the use of correction factors;

– author's approach in promoting the agricultural land market, creation of a

specialized website using marketing monitoring tools.

The author is involved in the development and implementation of the grant project: IRN BR21882327 “Development of new technologies for organic production and processing of agricultural products” for 2023-2025.

The publications of the research results. 13 publications were published on the topic of the dissertation research, including: 1 article in the editions included in the Scopus base, 4 articles published in the journals recommended by the Committee for Quality Assurance in Science and Higher Education of the Ministry of Science and Higher Education of the Republic of Kazakhstan.

The scope and structure of the research thesis. The thesis consists of an introduction, three sections, a conclusion, a list of references, appendices. The main text of the work is presented on 144 pages, contains 32 tables and 51 figures.