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SOCIO-ECONOMIC DEVELOPMENT MANAGEMENT: MARKETING THE USE OF RESERVES AND POTENTIALS

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ABSTRACT

Objectives. *The article examines the issues of managing socio-economic development from the point of view of a marketing approach to the use of reserves and potentials. Particular attention is paid to the role of the mineral and raw material complex and rare earth metals in ensuring the economic stability and growth of the country. The authors examines the theoretical and methodological principles of managing socio-economic development, in particular through the application of marketing approaches to the use of reserves and potentials.* ***Methods/Approach.*** *The research is based on expert reviews and assessments of the state of the mineral and raw materials complex of Ukraine, the effectiveness of attracting foreign investors to the extraction of natural minerals, modern theoretical and methodological, regulatory and legislative aspects of the volume of nuclear energy generation; dialectical methods, methods and principles of scientific knowledge, and means of statistical and economic analysis are used.* ***Results.*** *Particular attention is paid to the role of the mineral and raw material complex and rare earth metals in ensuring sustainable economic growth and increasing the country's competitiveness. The study conducted a comparative analysis of international experience in using resource potential, in particular the practices of Ukraine, Argentina, China and Germany, which allowed identifying key aspects of effective state regulation, investment attractiveness and economic efficiency. The work substantiates the need to develop a comprehensive marketing strategy that combines branding of national resources, international cooperation, state support for innovative technologies and an environmentally responsible approach to the extraction and processing of raw materials.* ***The practical value of the research results.*** *The results of the study indicate the need to develop a comprehensive marketing strategy for managing the mineral and raw materials complex, which includes branding national resources, strengthening international cooperation, and innovative rethinking of approaches to the processing of critical materials. Recommendations are proposed for the implementation of innovative management mechanisms aimed at creating an effective economic cluster capable of competing in the global market for critical materials.* ***Conclusions****. The findings of the study indicate the need to reform the institutional environment, which includes the analysis of global market trends, branding of national resources, attracting strategic partners, and creating added value through the development of its own processing industry based on its own resource base.*

Keywords: socio-economic development, mineral and raw materials complex, resource use marketing, rare earth metals potential management, branding of national resources.

JEL classification: *H12, M31, P28, E44*
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INTRODUCTION

In today's conditions of global economic instability, rapid technological changes and increased competition in world markets, effective management of socio-economic development is becoming a strategic priority for government agencies, business and society as a whole (Yessengeldin et al., 2019; Sushchenko et al., 2019; Hristov, Beloev, Zahariev, 2023; Dorokhova et al., 2024; Asemov et al., 2017). The successful functioning of any socio-economic system largely depends on its ability to use internal reserves and potentials to achieve sustainable development, increase competitiveness and well-being of citizens.

One of the key tools in this process is marketing, which ensures the effective use of resources through the analysis of market needs, adaptation of offers and creation of strategies aimed at maximizing socio-economic results. The concept of marketing reserves and potentials involves the identification, assessment and activation of existing resources of regions, enterprises, labor potential and innovative opportunities to ensure dynamic development.

The relevance of the study is due to the need to find effective mechanisms for mobilizing internal reserves and their use in the context of economic transformation. In the context of Ukraine's integration into the world economy, the challenges of wartime and the need to restore the economy, marketing approaches to resource management are of particular importance, which allow for their rational use, increased production efficiency and the creation of new market opportunities.

One of the most important components of the country's internal reserves is its mineral and raw material complex, in particular, reserves of rare earth metals, which are of key importance for modern technological industries, including electronics, energy, aircraft construction and the production of high-tech materials. The use of these resources within the framework of marketing strategies allows not only to strengthen the country's export potential, but also to promote the development of domestic industry by attracting investment, introducing innovative technologies and creating new jobs.

The purpose of this article is to analyze conceptual approaches to managing socio-economic development from the point of view of marketing the use of reserves and potentials, as well as to develop recommendations for their practical implementation. The article will consider the methodological principles of marketing management of socio-economic development, analyze the main factors affecting the efficiency of resource potential use, and also propose innovative approaches to activating reserves at different levels of the economic system.

The scientific novelty of the study lies in determining the role of marketing strategies in the process of managing socio-economic development, which allows not only to adapt to changing market conditions, but also to create competitive advantages through the effective use of available resources and opportunities. The practical significance of the work is due to the possibility of applying the proposed approaches to the development of economic policy, regional development strategies and corporate governance (Ushenko et al., 2023).

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Thus, the study of marketing aspects of the use of reserves and potential in socio-economic development is an important step towards building effective management models capable of ensuring sustainable economic growth, innovative development and improving the living standards of the population. The focus should be on the strategic use of the country's mineral resource complex and rare earth metals, which could become the basis for long-term economic growth and increased competitiveness in the global market.

LITERATURE REVIEW

The role of mineral resources in ensuring the socio-economic complex

Managing socio-economic development through the prism of marketing involves identifying and activating internal reserves, such as mineral resources. This includes analyzing market needs, adapting proposals and creating strategies aimed at maximizing economic benefits from the use of available resources. In particular, strategic planning for the development of the mineral complex can ensure long-term economic growth and sustainability of the national economy.

Rare earth metals are critically important for the production of high-tech products, including electronics, power equipment and aviation equipment. Their strategic importance emphasizes the need to develop effective marketing strategies to attract investment and develop relevant industries. The use of these resources can become a catalyst for innovative development and increase the competitiveness of the national economy.

In the context of regional development, it is important to take into account the specifics of the location of productive forces and natural resource potential. Rational placement of production related to the extraction and processing of rare earth metals can contribute to the balanced development of regions and reduce socio-economic disparities

The mineral and raw material potential of Ukraine, in particular rare earth metals, plays a strategically important role in the world economy. In the context of global technological competition, the growing demand for rare earth elements and critical minerals used in the production of high-tech products (in particular, in electronics, alternative energy, defense and space industries) is of significant interest to foreign corporations.

In recent years, international companies have been actively expanding access to Ukrainian resources through investment projects, mining agreements and technological partnerships. A clear example is the experience of the American company Avellana Gold, which invested in the development of the Muzhiyiv polymetallic de-posit in Transcarpathia (Investment Company, 2019). Although the focus is on gold and silver mining, the deposit also contains other valuable metals, including rare earth elements. The European Bank for Reconstruction and Development has provided financial support to projects aimed at developing Ukraine’s mining sector, including those related to rare earth metals mining (Bennett, 2024). This has helped attract foreign investors and technologies to the sector. Also, in 2021, Ukraine and Australia discussed cooperation opportunities in the mining and processing of rare earth metals. Australian companies have expressed interest in investing in Ukrainian deposits and jointly developing processing technologies (Ukraine and Australia,

2021). These examples demonstrate the intensification of international cooperation in the mining and use of Ukraine's mineral resources, in particular rare earth metals.

Currently, the issues of ensuring the restoration and further socio-economic development of Ukraine are becoming particularly relevant from the point of view of using and providing access to the development of its subsoil, minerals, and rare earth metals to foreign corporations (Potapenko, 2012; Likhonosova, 2024). Ukraine has significant reserves of rare earth metals, such as lithium, titanium, manganese, uranium, graphite, and zirconium. These resources are critically important for high-tech industries, including the production of electronics, electric vehicles, and medical equipment (Shipulya, 2025). The Government of Ukraine calls on partners to jointly invest in the extraction and processing of national minerals, emphasizing the mutual benefit of such cooperation (Obukh, 2024). In particular, to attract foreign investors, the Advantage Ukraine electronic platform has been created, which contains over 500 investment projects and opportunities in 10 sectors of the economy, which promotes transparency and accessibility of information for potential partners. The development of one deposit of critical minerals requires significant investments - from 100 to 300 million dollars. Because of this, many issued licenses remain unused. Attracting foreign investors can be the key to overcoming these challenges and contributing to the economic recovery of Ukraine. Thus, providing access to foreign corporations to the development of Ukrainian subsoil from the position of the Ukrainian government is considered a strategic step to ensure the recovery and sustainable development of the country. At the same time, this issue remains debatable, as it violates the aspects of national security, economic sovereignty and fair distribution of income from the exploitation of natural resources. In other words, Ukraine has significant reserves of rare earth metals, such as graphite, lithium, titanium and others, which are critically important for high-tech industries. However, due to outdated equipment and insufficient investments, a significant part of Ukrainian deposits is still undeveloped or is exploited with a low level of added value (Shatska, 2024), which limits the opportunities for the development of domestic high-tech production. Attracting foreign investors can contribute to the development of this industry, but it is important to ensure that the terms of cooperation are beneficial to Ukraine and do not violate its economic sovereignty. At the same time, global practice indicates the need to introduce transparent mechanisms for regulating access to strategic resources, which will ensure a balance between attracting foreign investment and protecting national interests.

Research into the issue of access to and use of Ukraine's minerals and rare earth metals by foreign corporations is relevant in the context of forming state policy on sustainable management of natural resources, economic security and Ukraine's integration into global markets for critical raw materials. And the issue of providing foreign corporations with access to Ukrainian subsoil requires careful analysis and a balanced approach to ensure a balance between attracting the necessary investments and protecting national interests.

The importance of marketing in leveling the imbalance in economic development

The issue of the importance of marketing in leveling the imbalance in the development processes of the modern economy and society is actively studied by scientists (Skowron et al., 2014; Chauhan et al., 2023) both from the side of ethical reflection accompanying human activity and from the side of explaining the nature of the

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market behavior of the modern consumer. Researchers (Skowron et al., 2014) prove that the processes that shorten the market life cycle of goods and reduce the modern market participant to the role of an unreflective consumer contradict the principles of sustainable development. Modern marketing can be oriented towards the implementation of the principles of sustainable development (Ramazanov et al., 2020), the introduction of the greening paradigm into the theory and practice of marketing activities - both with reference to the management model of a modern enterprise, and with the process of revising the consciousness and attitudes of consumers, gradually transforming them into eco-consumers.

Thus, the integration of marketing approaches into the management of the mineral resource complex and the use of rare earth metals is a key factor for ensuring sustainable socio-economic development of Ukraine. This requires a comprehensive approach that combines the analysis of market trends, strategic planning and effective use of available resources.

METHODOLOGY

The study is based on a comprehensive approach to the analysis of socio-economic development management, which includes the use of both theoretical and empirical methods. The methods on which the study is based are: system analysis, which was used to determine the relationships between the components of socio-economic development and marketing strategies for the use of reserves and potentials; comparative analysis methods, which made it possible to analyze the effectiveness of different approaches to managing the mineral and raw materials complex in different countries and identify best practices; statistical analysis, which was used to assess macroeconomic indicators, indicators of the development of the mineral and raw materials complex and the rare earth metals market, expert survey, during which the opinions of specialists in the field of economics, marketing and resource management were involved to form strategic recommendations.

Methods of analysis and synthesis were used to study the literature on risk management, marketing tools for ensuring socio-economic development and energy instability. Descriptive statistics methods were used to analyze trends in nuclear energy generation and economic growth of the countries being compared. Data were obtained from official sources, such as the State Statistics Service of Ukraine, the Ministry of Finance of Ukraine, the National Bank of Ukraine, the International Energy Agency, and the World Nuclear Association. The scenario analysis method was used to model possible scenarios for the development of the situation with the use of minerals and the mineral and raw materials complex of Ukraine in order to provide incentives for its socio-economic development. Various scenarios of economic growth, fluctuations in energy prices, political changes, and the introduction of energy-saving technologies were taken into account. Scientific articles, mono-graphs, research reports, and reviews on risk management, marketing support, and energy security were analyzed. The experience of other countries that had similar problems, as well as recommendations from international organizations, was taken into account. The use of an integrated approach, which includes quantitative and qualitative methods, allowed us to comprehensively investigate the problems

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of using the mineral and raw material complex and the energy instability of Ukraine and to develop effective areas of risk management.

The use of these methods allows us to comprehensively assess the potential of the mineral and raw material complex and to develop effective marketing strategies for its use to ensure the sustainable socio-economic development of the country.

RESULTS

The impact of the use of mineral resources on macroeconomic indicators

A large share of reserves of rare earth metals and other critically important resources can be used to stimulate high-tech sectors of the country's economy. It is also important to identify competitive advantages in the extraction and processing of such resources, which allows attracting strategic investments.

The use of marketing tools in the field of mineral resources management may include: 1) Natural resource branding strategy – positioning Ukrainian rare earth metals as a high-quality raw material product; 2) Expansion of international partnerships – establishing long-term contracts with leading global technology companies; 3) State export incentives – development of tax and regulatory mechanisms that will facilitate the attraction of investments in the extractive industry.

The use of mineral resources can significantly affect macroeconomic indicators and socio-economic effects of the country's development, in particular the creation of new jobs in the mining and processing industry, the development of regional infrastructure, and the improvement of the standard of living of the population due to the growth of average wages and social standards.

Discussing the model of using the country's existing resources is at the same time a discussion of the model of development of its economy as a whole. Either the "economy of resource exploitation", or the model of eco-nomic transformation towards a new, more complex and developed structure. In other words, the formation of a model of socio-economic development of the country at the expense of insignificant raw material rent (it is unrealistic to form a significant rent in the conditions of transformational changes) or at the expense of the created additional value.

Under the conditions of the first variant of the modeling (raw material rent), further export of the Ukrainian population to other, more developed countries is seen as indisputable (Bertè et al, 2023), degradation of industrial megacities of the east and center, deindustrialization and desocialization, degradation of infrastructure, education, medicine and science systems, low per capita income, GDP and deficit of investments in defense, problems with ecology. And this disappointing list of cause-and-effect consequences can be continued.

In the second (created additional value), growth in labor productivity, investments in science, education, medicine, infrastructure, job creation, new industrialization and urbanization renaissance, growth in GDP and in-come levels of the population, significant spending on defense, energy, ecology, demand for highly qualified labor, repatriation of the population.

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With all the obvious advantages of the second option, the choice is most likely to be in favor of the first. The explanation for this can be for two reasons:

1) Simplicity and quick clarity of the decisions made. Most often, the simplest decisions are made, for which the appropriate organizational structures have even been formed. The non-governmental organization "Office of Simple Decisions and Results", created by the National Reform Council to prepare legislative changes - a special advisory and consultative body under the President of Ukraine on strategic planning, coordination of positions on the implementation of a single state policy of reforms in Ukraine and their implementation (Office of Simple Decisions, 2021).

2) Rent orientation of political elites, who choose a rent-based, raw material model of the economy, which allows them to receive "passive income", similar to that from a bank deposit. A complex innovative model of socio-economic development requires the presence of "development elites", country building, "development elites" who earn part of the profit generated by the system, and not just part of the rent.

Figure 1 shows a map of the location of rare and rare-earth metal deposits in Ukraine. As we can see, they tend to the Ukrainian crystalline shield.

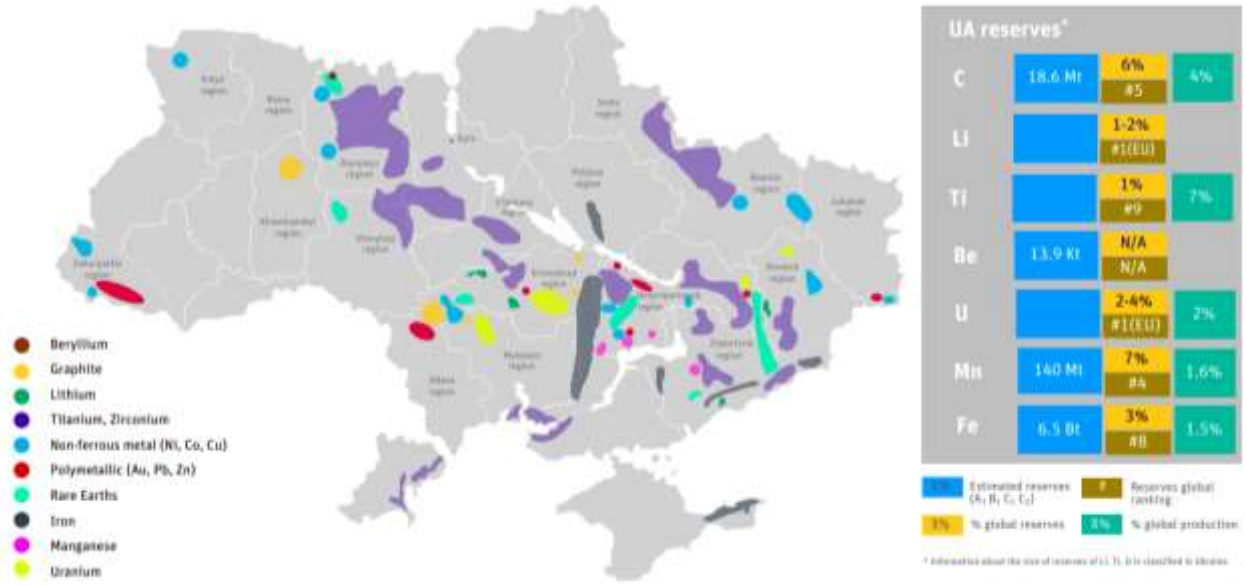

Figure 1. Map of Critical Raw Materials of Ukraine
Source: (Voronina, 2025)

Territorially, some of the deposits are located in regions where there is active fighting or near the line of com-bat contact. In relative safety, deposits in Zhytomyr and Vinnytsia regions. By the way, contrary to popular belief, lithium is not a rare-earth metal, but an alkaline one. In the context of minerals important for the sixth technological order, it is also necessary to single out graphite - a mineral and a semi-metal., which, when mixed with mineral oil, is used as a lubricant for machines operating at elevated temperatures, as well as for obtaining chemically active metals (in particular, when obtaining aluminium). At the same time, it should be noted that the extraction of rare-earth metals requires large volumes of water, pollutes the environment and can even increase the radiation background. Tolerating this for the sake of developing its

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own processing industry is a matter of national security, and the exploitation of resources for the benefit of other, non-national beneficiaries raises questions of justification and expediency.

From the point of view of geological structure, Ukraine received a real gift in the form of the Ukrainian Crystal Shield, which is rich in valuable minerals. The Crystal Shield is mainly minerals of both metals and metalloids (semi-metals). In general, on the territory of Ukraine, the Ukrainian Crystal Shield, the Donetsk-Dnieper Basin, the Donetsk Folded Region and the Black Sea Basin can be distinguished. The basins are rich in hydrocarbons - coal, gas, oil, and the folded region - hydrocarbons and metals. There are actually not so many rare-earth metals in the territory controlled by Ukraine. But the Azov region is very rich in rare and rare-earth metals. There is an unconditional prospect of industrial extraction there. For example, the Mazuriv deposit of rare earth and rare metals: zirconium, hafnium, niobium, tantalum. As well as the Mazuriv deposit of nepheline silent - these are subparallel veins with a high content of rare minerals. It was the industrial base of the giant plant - the Donetsk State Chemical and Metallurgical Plant (1938-1999), which occupied the leading enterprise of the mining and metallurgical industry, specializing in the extraction and processing of rare metals (Biletsky, 2025).

Geologists called the Mazuriv deposit - a reference (Shpylyovy, 2024). In general, the entire Azov region is a valuable resource in the context of rare and rare earth metals, since the Azov site is located on the southeastern megablock of the Ukrainian Shield.

Ukraine did not significantly use these resources in its own production; it was a resource "for the future", be-cause in the old technological system it was not in demand, and the country's socio-economic development had not yet reached the new technological system.

The potential of nuclear energy to boost the country's economic development

In general, we can identify several areas in which Ukraine may be interesting in terms of the availability of minerals and resources:

1. Uranium mining.
2. Titanium mining.
3. Graphite and germanium - metalloids.
4. Lithium - alkali metal.
5. Zirconium - transition metal.

It is worth noting that all these resources are very expensive to operate and have technologically complex de-posits. Most of the minerals are located in the eastern and southeastern parts of Ukraine (Figure 2), which have signs of damage as a result of active hostilities in these territories. Therefore, the value of the minerals that lie there is currently declarative in nature. Of the estimated value of Ukrainian natural resources of $14.8 trillion, almost half is coal (Value of all Ukrainian natural resources…, 2023), which countries that have adopted the transition to environmentally safe sources do not need.

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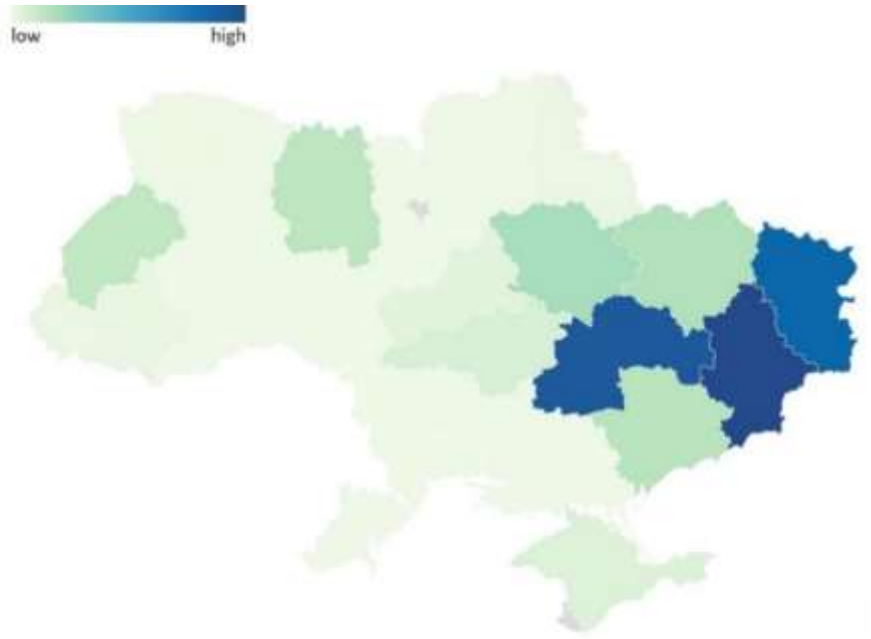

Figure 2. Values of critical minerals in Ukraine Independent
Source: (Kosenko, 2023)

Even if we take into account the active land bank of Ukraine for agricultural land (25 million hectares), its current price is $25 billion (Kosenko, 2023), even taking into account the price increase by two times, it will not be more than $50 billion. But in order to use these resources, a process of inventorying the territory of Ukraine after active hostilities is necessary, because a certain part of the land cannot be used for a long time.

That is, only within the framework of an absolutely fantastic project of "processing the Ukrainian crystalline shield" into its constituent minerals can a market value of several hundred billion dollars be obtained. But the cost of such processing of the crystalline shield will be comparable to the revenue, and may even exceed it.

As for the available and already developed minerals in Ukraine, first of all, these are now iron and manganese ore. Approximately 5-7% of the Poltava Mining and Processing Plant (recognized as the best in terms of iron ore quality) is already owned by the American Blake Rock (Kushch, 2025).

DISCUSSION

Experience in strategically successfully attracting external investors to the national resources market

To compare how strategically successful, it is to attract external investors and bring its own resources and natural minerals to the market, let us analyze the relevant experience of Kazakhstan. One of the leading biotechnology companies in China, specializing in the production of monosodium gluta-mate and xanthan gum - the Chinese Fufeng Group, is launching a project to build a vertically integrated industrial park for deep corn processing in Kazakhstan. Under the terms of the contract, the Chinese partners are to provide Kazakhstani farmers with seeds and conduct training (Zhaosheng, 2024).

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Vertical integration is an increase in the level of added value along the entire technological chain from raw materials to complex finished products. As part of the project, a production facility for the production of starch sugar and fermentation of amino acids will be built. It is also planned that the agropark will have its own power plant and water enrichment plant. The investment portfolio is $350 million. In this way, Kazakhstan will transform from an exporter of agricultural raw materials into a producer of complex biotechnological products with a high level of added value. That is, the country is creating its own biotechnological development cluster. Accordingly, the functioning of such a cluster will launch a chain of ensuring demand for jobs, for innovations, and, as a result, a higher level of population income and GDP for the country.

For comparison, in Ukraine, even before the hostilities, European companies did not create similar projects. It is clear that the transition to a cluster economy model requires significant amounts of energy. For Ukraine, the only reliable source of forming an energy cluster in the context of combining raw materials as an energy source, the equipment manufacturing industry and energy generation remains only nuclear technologies. The science-intensive nature of providing these technologies provides an incentive for the development of education and fundamental science. In the coming years, nuclear energy will be the basic energy generation in Ukraine.

Ukraine has uranium deposits, has enterprises that produce turbines and other types of equipment for nuclear power plants, has specialized higher education and areas of relevant scientific development. Therefore, it has the key ingredients for creating a nuclear energy cluster and its own nuclear half-cycle (except enrichment), including even the production of thermal elements - the main structural element of the core of a nuclear reactor, which contains nuclear fuel.

Launching such a technological cluster is possible through the introduction of new nuclear capacities. The optimal project in this context is the project to complete two nuclear units at the Khmelnytskyi Nuclear Power Plant, located in the Khmelnytskyi region of Ukraine. The provision of compatible technological equipment is crucial. The Verkhovna Rada of Ukraine has adopted a decision authorizing the purchase of two nuclear reactors from Bulgaria specifically for the Khmelnytskyi Nuclear Power Plant. The point is that the national nuclear power generating company "Energoatom" will receive permission to purchase equipment that will be used for the construction of power units (Law of Ukraine ..., 2025). Despite criticism of this plan, it has no real alternatives. More precisely, it has only one alternative - energy poverty and a low level of energy security of GDP.

The technological feature of the Khmelnytskyi Nuclear Power Plant, the construction of which began back in the days of the USSR in accordance with the then technical conditions, is the unique technologically compatible equipment for the completion of two nuclear units. This plant is compatible only with prototypes of Soviet nuclear projects. And Ukraine is currently financially unable to build a completely new plant solely on the basis of Western technologies. In addition, even if appropriate investment resources are found, it will take a longer time. According to a survey, 80% of Ukrainians support the development of nuclear energy in Ukraine, in particular by completing two units at the Khmelnytskyi Nuclear Power Plant (Boyko, 2025). The

project is supported most by young people, as well as residents of the south and east of the country, because Ukraine has all the opportunities for this. The development of nuclear energy is a global trend, and Ukraine is one of the participants in this trend, because its nuclear energy occupies a prominent place in the structure of Ukraine's energy balance.

Analysis of the potential of nuclear energy to boost the country's economic development

To analyze the potential of nuclear energy to boost economic development, we will conduct a study of the indicators of nuclear energy supply in Germany and China (Figure 3). The implementation of the "green energy course" path, brought to maximalism, can significantly affect even a very strong economy. The current indicators of recession and financial stagnation in Germany are not only the result of the loss of "cheap gas", it is a complex problem caused by a number of factors. And one of the key ones is Germany's rejection of nuclear energy. In its history, at the peak of production cycles, Germany had nuclear generation in the amount of ap-proximately 150 TWh. In 2011, a certain turning point occurred, when nuclear generation in Germany and China became equal in parameters (Figure 3).

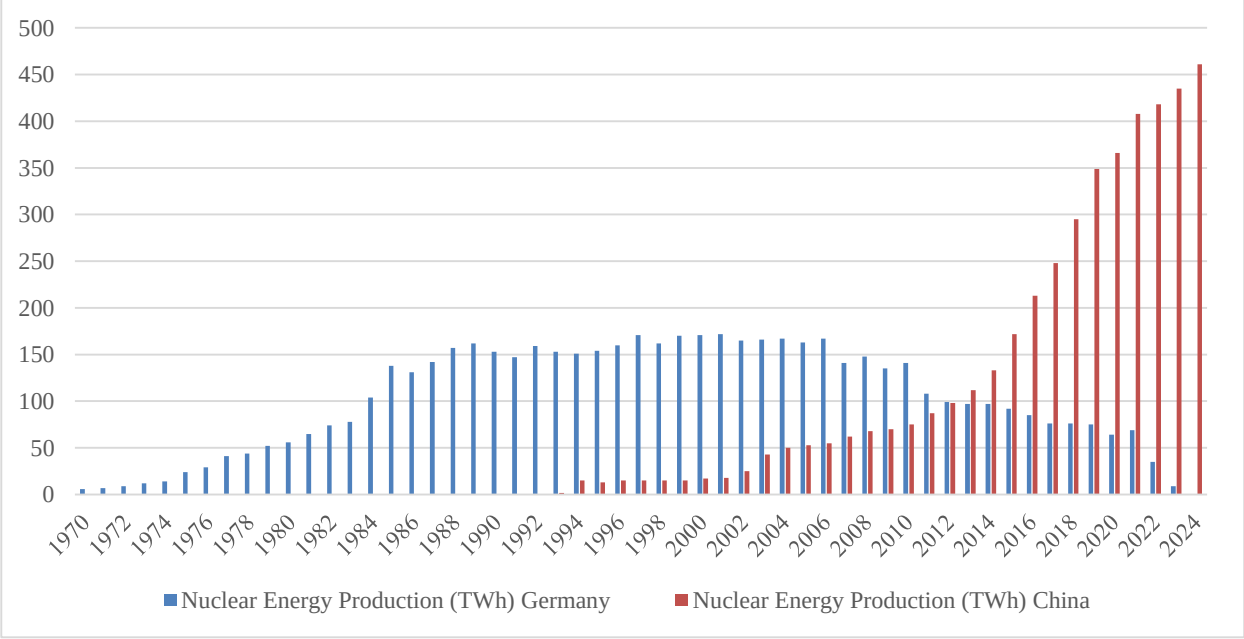

Figure 3. Trends in nuclear power generation from inception to present in Germany and China, TWh
Source: created by the author based on (Soltani, 2025)

It is worth noting that Germany started its nuclear program in the 1970s, and China in the 1990s. China currently generates 450 TWh of nuclear electricity, which is three times more than Germany at the peak of its own production. In contrast, nuclear generation in Germany has come to naught. That is, the factor of the lack of “cheap gas” has become very significant in terms of economic performance for Germany. Without powerful base generation, the country cannot meet the current challenges of industrial development. It should also be noted that the trend towards the development of nuclear energy is also shaping global demand for uranium. A more detailed exposition by indicators: the decline in nuclear energy production in Germany began in 2006, generation decreased from 167 TWh in 1999 to zero in 2024. In China, growth by 690% from 55 to 435 TWh.

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Nuclear energy provides relatively cheap energy, especially if it is possible to create a nuclear cycle or at least a half-cycle (without uranium enrichment). The development of nuclear energy will create a constant and sig-nificant demand for uranium, the reserves of which are also in Ukraine.

Transformational tools for managing socio-economic development

The current situation with the introduction of conditions for the use of own resources in Argentina is of scientific interest and provides a basis for professional discussion. First, the dynamics of the program for legalizing capital. At the moment, it is possible to determine both the existing financial success and failure at the same time. It has already been possible to attract 32 billion dollars to the country's budget, but Argentine citizens have more than 276 billion dollars in accounts abroad, and together with legal entities – 455 billion dollars (Chernyshev, 2024). In other words, less than 10% of the withdrawn amounts were legalized under the program.

Proposed by the President of the country H. Miley's legalization program is carried out in three stages with tax rates of 5%, 10% and 15%, respectively. In the first stage, the country managed to attract $20 billion, in the second - $12 billion. The third stage is currently underway. The essence of the program is to eliminate financial monitoring for a certain period of time. The Argentine government is gradually implementing shock therapy in the social tariff system. For example, the price of electricity for the population has been increased by 1.5% since February, and the price of gas - by 1.6%. It should be noted that inflation in Argentina is over 100% per year. In addition, Argentina has subsidies for poor and middle-class households (categories N2 and N3). Currently, households in category N2 (poor) are subject to a discount of 65% of the seasonal cost (PEST) of electricity and natural gas at the point of entry into the transport system (PIST) beyond the "basic consumption" limit. Basic consumption is 350 kWh per household per month. There are regional differences in gas, as the climate in Argentina differs significantly by region. If a household actually consumes more than the established limit, the excess will be taken into account at the market price.

For the middle class in Argentina, subsidies are also provided, but less - 50% within the framework of "basic consumption" (250 kWh per month per household). For gas, the same figure is 55%. Based on this, this model of using one's own resources in Argentina allows the middle class to be preserved.

Argentina is also cautiously dismantling export duties on agricultural raw materials (soybeans, rapeseed, corn, oil) - from 25-35% to 15-25%, which in turn slows down the country's deindustrialization. From the point of view of marketing the use of the country's own resources, the Argentine government's plans to privatize the state-owned company Belgrano Cargas y Logística SA (Bcylsa), which is a key company in organizing the transportation of local agricultural products, are noteworthy. The company has built three special railway branches for transporting agricultural products for export: from the regions to the ports. A similar logistics artery also exists in Australia - a reinforced railway with special voltage in the contact network for transporting iron ore from mining sites to ports. Currently, at the initiative of the government, they want to divide the Argentine logistics network into seven concessions and privatize it: three concessions for each rail-way branch. Another one is the use of general infrastructure, plus a concession for the use of locomotives,

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workshops, and wagons. All concessions will have the right for investors to set their own fees for use. In general, it can be said that fundamentally, in terms of the development of industry, infrastructure, and human capital, Argentina is a sufficiently developed country, taking into account the marketing of the use of its own resources. The country has an educated population, high-quality infrastructure and developed industry. The population and businesses have money abroad, in addition, the country is the leader in the region in the number of "unicorns" (companies with a capitalization of more than a billion dollars). And most importantly, Argentina has the only nuclear energy development program in Latin America.

CONCLUSION

Based on the above arguments, the country's mineral and raw material complex can be considered the basic basis for the country's economic growth. Ukraine has significant potential in the extraction of rare earth metals, which justifies the world's interest in access to these resources to ensure a strategic place in the production of high-tech products. However, the fact is that active hostilities have either been or are currently ongoing on the territory of Ukraine, so the use of available raw materials is becoming more of a marketing tool than a real lever for the country's socio-economic development. Ensuring the effective use of these resources will contribute to GDP growth, the development of innovative industry and strengthening the economic security of the state. The article draws analogies and compares the available resources and potential of Ukraine with other countries, in particular, Argentina, as one of the world's leading exporters of lithium, uses strategic approaches to attracting foreign investment in the extraction and processing of resources. Ukraine, as a country that positions itself as potentially rich in lithium, needs to create similar favorable conditions for the development of domestic industry and its own processing of raw materials. Another example is China, which controls a significant share of the world market for rare earth metals through strict state policy and integration of production into high-tech sectors. Ukraine should learn from China the experience of developing a strategy for developing its own processing of resources to reduce dependence on imported technologies. In comparison with Germany, whose industry depends on imports of critical minerals, it actively invests in research and development, which allows it to compensate for the deficit of its own natural resources. That is why, for Ukraine, as a country that has preserved the scientific school of materials science, it is advisable to implement similar programs for the development of scientific research and practical experience in the extraction of rare earth metals.

To maximize the benefits of using the mineral and raw materials complex, it is necessary to apply marketing strategies, including branding national resources, expanding sales markets, attracting international partners and implementing modern methods of promoting products with high added value. An important factor in effective management is the creation of a favorable regulatory environment that stimulates investment in the extractive and processing industries, ensures transparency of the activities of international companies and protects national interests. The use of the mineral and raw materials complex will contribute to the creation of new jobs, the development of regional infrastructure and an increase in the standard of living of the population.

Particular attention should be paid to the development of the domestic market for high-tech products based on national resources. In addition, the transition from a raw material model to a model of processing and manufacturing products with high added value will allow creating an effective production cluster and closed production cycles following the example of China and integrating Ukraine into global value chains. Given the global competition for rare earth metals, Ukraine should develop a long-term strategy for integration into the world markets of critical materials, using diplomatic mechanisms and international agreements.

However, it is worth noting the risks and threats, which are the possible environmental burden, political instability and the threat of dependence on foreign investors. In order to minimize these risks, it is necessary to introduce environmentally safe mining technologies, exercise effective state control and develop strategies for market diversification.

Thus, managing socio-economic development through the prism of marketing strategies for the use of the mineral and raw material complex allows not only to ensure the stability and competitiveness of the Ukrainian economy, but also to promote its integration into the global system of production and supply of critical minerals.

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