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INTEGRATION OF FISCAL AND INVESTMENT IMPERATIVES IN COGNITIVE–RATIONAL FOOD MARKETING: TOWARD SUSTAINABLE COMPETITIVENESS

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ІНТЕГРАЦІЯ ФІСКАЛЬНИХ ТА ІНВЕСТИЦІЙНИХ ІМПЕРАТИВІВ У КОГНІТИВНО-РАЦІОНАЛЬНОМУ ПРОДОВОЛЬЧОМУ МАРКЕТИНГУ: ДО СТАЛОГО ПІДВИЩЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ

The purpose of this article is to substantiate the theoretical and methodological foundations of the cognitive–rational model of food marketing, which integrates fiscal, investment, and communicative instruments within a unified framework of sustainable food system governance. The study argues that the effectiveness of modern food policy depends on the systemic interaction between fiscal rationality, investment diversification, and innovation strategies, supported by transparent communication and social trust. The research is based on the hypothesis that the systemic integration of investment diversification, innovation strategies, and a differentiated fiscal system within the cognitive–

rational model establishes the preconditions for enhancing the resilience and competitiveness of the food system, transforming marketing from a communicative instrument into an institutional mechanism of strategic governance. The methodological framework combines structural–logical analysis, cognitive modeling, comparative analysis, and dialectical reasoning, which together allow the identification of interconnections among fiscal, investment, and marketing factors and the evaluation of their coherence and legitimacy. The results demonstrate that the fiscal system, when oriented toward innovation and sustainability, performs not only a redistributive but also a cognitive function by signaling strategic priorities and building public trust. Investment diversification operates as both a financial and institutional learning process that reduces systemic risks, increases adaptability, and strengthens competitiveness. Marketing, in turn, performs the role of a cognitive coordinator that transforms information, coordination, and innovativeness into managerial power, ensuring the communicative legitimacy of economic reforms. The findings confirm that innovation, diversification, and transparency function as key imperatives of a self-learning, adaptive food system capable of transforming economic rationality into socially legitimate policy. The cognitive–rational model of food governance thus provides a new paradigm of strategic management, in which efficiency is harmonized with fairness, rationality with ethics, and innovation with social trust. This synthesis defines the future governance imperative of sustainable food systems, transforming them from objects of regulation into proactive agents of development whose main resource is not only capital but also the cognitive capacity of society to adapt, cooperate, and trust.

Метою статті є обґрунтування теоретико-методологічних засад формування когнітивно-раціональної моделі продовольчого маркетингу, яка поєднує фіскальні, інвестиційні та комунікативні інструменти в єдиній парадигмі управління стійким розвитком продовольчої системи. Дослідження виходить із того, що ефективність сучасної продовольчої

політики визначається не лише економічними показниками виробництва чи споживання, а насамперед системною взаємодією між податковою раціональністю, інвестиційною диверсифікацією та інноваційними стратегіями, які підкріплені комунікативною прозорістю та суспільною довірою. Гіпотеза дослідження полягає в тому, що системна інтеграція інвестиційної диверсифікації, інноваційних стратегій і диференційованої податкової системи в межах когнітивно-раціональної моделі створює передумови для підвищення стійкості та конкурентоспроможності продовольчої системи, трансформуючи маркетинг із комунікаційного інструмента у повноцінний інституційний механізм стратегічного управління. Така інтеграція забезпечує узгодженість аналітичної раціональності державної політики з комунікативною легітимністю її сприйняття суспільством, перетворюючи економічні стимули на когнітивні інструменти координації.

У роботі використано структурно-логічний аналіз для виокремлення ключових імперативів державного управління, когнітивне моделювання для виявлення взаємозалежностей між фіскальними, інвестиційними та маркетинговими чинниками, а також порівняльний і системний аналіз для оцінки ефективності їхньої взаємодії. Діалектичний підхід дозволив розкрити суперечності між ефективністю та довірою, економічною доцільністю та соціальною стабільністю, що особливо актуально в умовах сучасної продовольчої кризи. Результати дослідження підтверджують, що фіскальна система, зорієнтована на інноваційність і сталість, виконує не лише функцію перерозподілу, а й когнітивну роль, формуючи очікування, стимулюючи поведінкові зміни та підвищуючи легітимність реформ. Інвестиційна диверсифікація виступає не лише як фінансовий інструмент зниження ризиків, а як когнітивний процес навчання системи, що розширює адаптаційні можливості економіки, стимулює розвиток інноваційних секторів та формує гнучкість реагування на глобальні виклики.

Особливе місце в моделі посідає маркетинг, який виконує функцію когнітивного координатора між державою, бізнесом і суспільством. Саме через маркетингові механізми економічні сигнали набувають соціального змісту, а політика - довіри. Маркетинг забезпечує переклад економічних імперативів у мову суспільного сприйняття, формує інформаційну відкритість, підтримує комунікативну стійкість реформ. Він виступає механізмом перетворення інформації, координації та інноваційності на управлінську силу, що здатна узгоджувати рішення різних рівнів, від державної стратегії до поведінки споживачів. У такому підході маркетинг перестає бути лише складовою ринку, він стає інституційною платформою довіри, на якій базується конкурентоспроможність продовольчої системи.

Отримані результати дозволили зробити висновок, що інноваційність, диверсифікація та прозорість виступають ключовими імперативами розбудови адаптивної продовольчої системи, здатної перетворювати економічну раціональність у соціально легітимну політику. Запропонована когнітивно-раціональна модель формує нову парадигму управління, у якій ефективність гармонізується зі справедливістю, раціональність - з етикою, а інновації - з довірою. Такий підхід забезпечує не лише економічну стабільність, а й створює довгострокову основу для формування продовольчої безпеки та глобальної конкурентоспроможності. У межах цієї моделі продовольча система трансформується з об'єкта регулювання на суб'єкт розвитку, головним ресурсом якого стає не капітал, а знання, довіра і здатність до стратегічної співпраці.

Keywords: *global problems, imperative, global risks, food crisis, food system, food market, food products, food marketing, international marketing, differentiation, tax policy, tax system, benefits, taxes, tax incentives, tax regime, fiscal stability, investment environment, investment decisions, marketing communications, investment policy, investment activity, innovation strategy, competitiveness, innovation*

Ключові слова: *глобальні проблеми, імператив, глобальні ризики, продовольча криза, продоовльча система, ринок продоовльства, продукти харчування, продоовльчий маркетингя, дефіцит, міжнародний маркетинг, диференціація, податкова політика, податкова система, пільги, податки, податкові стимули, податковий рехим, фіскальна стабільність, інвестиційне середовище, інвестиційні рішення, маркетингові комунікації, інвестиційна політика, інвестиційна діяльність, інноваційна стратегія, конкурентоспроможність, інноваційність*

Introduction. The global food system has entered a phase of deep structural transformation, where economic, cognitive, and institutional factors interact to redefine the mechanisms of production, distribution, and consumption. In this evolving environment, food marketing no longer serves merely as an intermediary between producers and consumers; it operates as a multidimensional system of cognitive coordination, linking fiscal instruments, investment strategies, and communicative mechanisms that shape market behavior and social expectations.

Traditional supply-oriented policies, focused on output expansion and trade liberalization, have proven insufficient to address the paradox of global food security: the coexistence of overproduction and chronic undernourishment. Increasingly, the demand side of food systems, structured by perception, trust, and information, becomes the key determinant of policy effectiveness. Marketing instruments, especially fiscal and pricing mechanisms such as taxation on unhealthy products or subsidies for sustainable production, act not only as tools of economic adjustment but as vehicles of social cognition, translating public policy into shared behavioral norms.

In parallel, investment diversification emerges as a strategic response to volatility and uncertainty in global agri-food markets. The capacity of firms and states to diversify their financial, technological, and geographic portfolios determines their competitiveness and resilience. Investment strategies oriented toward sustainable value chains, green innovation, and digital transformation have become central to maintaining productivity and stability in a context of climate and market shocks. Tax systems, meanwhile, function as both economic and ethical institutions. They not only redistribute income and correct market failures but also signal societal priorities, incentivizing environmentally responsible and socially inclusive behavior. Differentiated taxation, rewarding sustainable practices and discouraging harmful production or consumption patterns, integrates fiscal rationality with moral governance, reinforcing the alignment between market incentives and public welfare.

This article builds upon the communicative–evolutionary theory of policymaking. It interprets food marketing as a cognitive–rational field where fiscal, investment, and communicative instruments operate in interdependence to achieve efficiency, equity, and legitimacy. Within this framework, diversification and taxation are not treated as separate domains but as complementary mechanisms of adaptive governance, enabling food systems to balance economic competitiveness with social and ecological sustainability.

The review of the literature. The transformation of global food systems in the twenty-first century demonstrates that the relationship between production and consumption can no longer be examined in isolation from institutional, fiscal, and cognitive dimensions. Recent studies emphasize that food marketing has evolved from a communicative tool into a structural mechanism of sustainability, integrating investment rationality, fiscal policy, and behavioral coordination [1 2; 3]. Within this framework, marketing functions as a mechanism of ethical governance, linking the principles of sustainable development, fair trade, and responsible consumption with the strategic objectives of competitiveness and social welfare.

Empirical and theoretical research in the field of marketing communications highlights the growing role of digital integration and cognitive perception in shaping consumer behavior [4; 5; 6]. The convergence of traditional and digital instruments is shown to enhance competitiveness by improving trust, transparency, and adaptability [7]. These findings correspond with the systemic concept of resilience and transformability in socio-ecological systems, which interprets market actors as adaptive entities capable of restructuring their strategies in response to environmental and institutional shocks [8].

Digitalization of food systems has become an essential factor of sustainable transformation, where artificial intelligence, big data, and e-commerce serve as catalysts for new investment models [9; 10]. In this context, diversification within marketing and investment strategies is not limited to financial hedging—it functions as a mechanism of cognitive and institutional learning [11; 12; 13]. The diversification of value chains, technological portfolios, and information channels contributes to lowering systemic vulnerability and strengthening adaptive capacity across agri-food systems. Studies confirm that digital marketing diversification—particularly the integration of search-based and social-media channels—can enhance both profitability and sustainability by aligning marketing efficiency with environmental goals [14; 15; 16].

The interrelation between diversification and investment behavior is further reinforced by research on value chain transformation, which emphasizes the growing role of midstream actors and investment networks in improving resource efficiency and competitiveness [17. The digital shift is therefore both an economic and a governance phenomenon: it enables transparency, accountability, and participatory coordination in food markets, while redefining the mechanisms of fiscal and marketing regulation.

Fiscal and tax systems, meanwhile, are increasingly recognized as strategic components of food system governance. They do not merely redistribute income but also direct investment and innovation behavior, promoting sustainability and competitiveness in the agri-food sector [18; 19]. Differentiated taxation—through green incentives, preferential rates for sustainable technologies, or innovation credits—translates fiscal rationality into ecological and social imperatives. Within the analytical framework of rational policy design [20], fiscal instruments represent operational tools whose alignment with policy objectives determines systemic efficiency. Complementarily, the communicative–evolutionary approach [19], highlights that fiscal and marketing mechanisms gain full effectiveness only when they resonate with public cognition and shared expectations.

Across these studies, several conceptual convergences emerge. First, food marketing operates as a multidimensional governance system that connects economic efficiency, cognitive coordination, and ethical responsibility. Second, diversification of investments, technologies, and marketing tools acts as the structural basis for competitiveness and resilience. Third, tax systems function as institutional mediators, linking fiscal and investment policies with social welfare and sustainable growth. Finally, digital transformation amplifies these interrelations by promoting transparency, adaptive learning, and innovation. These insights form the theoretical foundation of the present study, which aims to integrate the principles of cognitive rationality, diversification, and fiscal governance into a unified conceptual model of sustainable food marketing.

The contemporary transformation of food systems exposes a methodological gap between marketing, fiscal, and investment approaches. Existing research often treats food marketing, tax policy, and diversification as separate domains, which limits the capacity to design integrated and adaptive governance models. This fragmentation weakens the link between fiscal incentives, investment behavior, and market competitiveness, reducing the overall efficiency of food policy. The object of this study is the system of interrelations between food marketing, fiscal regulation, and investment diversification within sustainable development. The subject is the mechanism by which these factors jointly influence competitiveness and resilience in the agri-food sector.

The purpose of the study is to develop a cognitive–rational model of food marketing that integrates fiscal, investment, and communicative instruments into a unified framework of adaptive governance. The research aims to (1) reveal theoretical and institutional interconnections among marketing, diversification, and taxation; (2) systematize fiscal and investment instruments through the logic of rational policy design; and (3) propose a model that aligns competitiveness with social and ecological sustainability.

Research results. The modern food system functions in a state of permanent turbulence, where economic, climatic, and technological risks form a new reality of global governance. The food crisis, manifested simultaneously through resource scarcity, price growth, logistical disruptions, and social inequality, reinforces the need for a new theoretical and practical imperative of policy. This imperative lies in the transition from fragmented management approaches to systemic integration of investment, fiscal, and marketing instruments within a cognitive–rational model of food policy. Such a model treats food marketing not merely as a sphere of communication but as an institutional coordination mechanism that ensures the alignment of economic rationality and social trust.

Rationality within the food system today can no longer be understood solely through the prism of production. It is determined by the capacity of the state, business, and society to jointly respond to challenges that go beyond the market itself: climate change, soil degradation, supply chain disruptions, migration flows, and information conflicts. The response to this multidimensional crisis is the formation of a new structure of governance imperatives, centered on cognitive coherence, innovativeness, and adaptability. The effectiveness of the fiscal system under such conditions is defined not only by its fiscal indicators but also by its ability to stimulate innovation strategies aimed at diversification of the economic base and enhancement of investment attractiveness in the agri-food sectors.

The fiscal system constitutes the foundation of the cognitive–rational model of food policy. It transforms from a purely fiscal mechanism into both a tool of resource redistribution and a channel of communication between the state and society. When fiscal policy not only collects revenue but also sends clear signals to business about strategic directions of innovation, it functions as a coordination mechanism that strengthens institutional trust. In the context of the global food crisis, this communicative function of the fiscal system becomes an imperative of efficiency: the state must not merely regulate but also explain, persuade, and motivate. Differentiation of tax rates and targeted fiscal incentives for sustainable producers, exporters of value-added products, or investors in green technologies generate a double feedback effect—economic and cognitive. They not only influence producers' behavior but also create social legitimacy for reforms, turning fiscal stimuli into part of the social contract.

Innovation strategies within the food system are implemented through diversification—both investment and cognitive. On the one hand, diversification means allocating resources across various activities, markets, and technologies, thus reducing risks. On the other, it implies diversification of governance approaches: combining technocratic rationality with communicative openness, economic modeling with social expectations. Such diversification becomes an imperative of survival for food systems in an era of multidimensional crises. It not only maintains stability but also restores competitiveness through the enhancement of innovativeness: both in production and in governance.

Innovativeness in this context should be understood not merely as technological renewal but as an institutional process that transforms the rules of interaction between the state, business, and the consumer. An innovative fiscal policy oriented toward supporting investments in green technologies, digital solutions, and bioenergy contributes to the creation of long-term competitive advantages. Innovative diversification, in turn, fosters multidimensional competitiveness: technological, social, and cognitive. This competitiveness emerges not as a by-product of short-term profits but as a manifestation of systemic resilience—an ability to sustain a dynamic balance between efficiency and equity.

The food system operating under uncertainty requires new models of risk management. The traditional logic of "reaction" to crises is being replaced by the logic of "anticipation" and "adaptation." In this context, the imperative of innovativeness becomes central to state policy: not to wait for crises to occur, but to embed adaptive mechanisms into the structure of the system itself. This entails the creation of institutional and fiscal conditions for the development of diversified investment portfolios, promotion of digital marketing strategies, and implementation of cognitive technologies for managing demand and supply. When the state stimulates innovation through a deliberate fiscal system and the market transmits these stimuli through marketing communication channels, a new type of economic interaction emerges—synergistic, self-correcting, and resilient to shocks (Table 1).

Table 1. Matrix of Interdependence Between Strategies in the Cognitive–Rational Food System

Strategic Dimension	Core Function	Mechanism of Interaction	Expected Outcome	Cognitive–Rational Interpretation
Fiscal System	Redistribution of resources and behavioral signaling	Differentiated taxation, green incentives, innovation credits	Encourages investment in sustainable technologies; builds trust	Fiscal system acts as a channel of communication and legitimacy, not only taxation
Investment Diversification	Risk management and structural adaptation	Multi-sectoral allocation, public–private financing, green bonds	Reduces systemic vulnerability, promotes long-term growth	Diversification serves as a mechanism of cognitive learning and adaptive capacity
Innovation Strategies	Institutional and technological modernization	R&D incentives, digital transformation, circular economy tools	Enhances productivity and competitiveness	Innovation becomes an imperative of systemic evolution
Food Marketing	Behavioral coordination and social legitimacy	Communicative campaigns, price signaling, trust-based branding	Increases consumer awareness and social support for reforms	Marketing transforms information into cognitive governance
Competitiveness of the Food System	Integration of efficiency, sustainability, and trust	Synergy of fiscal, investment, and communicative instruments	Strengthened resilience and market adaptability	Competitiveness reflects equilibrium between rationality and social coherence

Source: developed by the authors.

The interaction between fiscal and investment imperatives within the food system determines not only the trajectory of economic growth but also the depth of structural transformation. When the fiscal system is oriented toward stimulating investments in areas of high social and environmental return, it becomes a catalyst for diversification of the economic base. This transforms fiscal instruments from redistributive tools into developmental mechanisms. Effective differentiation of tax rates and incentives creates the foundation for new innovation strategies, in which enterprises respond not only to changing financial conditions but also to social demand linked to sustainability, safety, and responsible consumption.

In this context, the fiscal system functions as a cognitive coordinator that defines the behavioral framework for economic agents. It does not merely set financial parameters but shapes the institutional boundaries of what is considered possible. Thus, fiscal imperatives evolve into elements of shared understanding of development goals, generating predictability and trust. When businesses comprehend the logic of state policy and society perceives it as fair, the fiscal system transforms from an instrument of pressure into a mechanism of partnership.

At the same time, investment diversification reinforces this logic of interaction by ensuring the resilience of the food system to external shocks. Diversified investment flows reduce dependence on traditional sectors and specific markets, increasing the system’s capacity for self-renewal. Combined with innovation strategies, they create a multilayered structure of resilience: financial, technological, and cognitive. When enterprises invest simultaneously in technological modernization, product diversification, new distribution channels, and digital platforms, a network effect emerges. This strengthens not only economic performance but also social stability, as it generates new employment opportunities, enhances food security, and mitigates the risks of consumer crises.

The key challenge for the modern food system lies not in the availability of resources but in the efficiency of their cognitive utilization. Information, trust, and coordination have become resources no less crucial than capital or technology. Marketing performs the function of a mechanism that transforms these resources into managerial power. Through marketing communication, the state conveys strategic priorities, while business builds consumer trust in the process of change. During food crises, this interaction becomes critical: society perceives policy not through formal indicators but through the ability of institutions to explain, persuade, and demonstrate coherence. Thus, food marketing becomes an imperative of cognitive stability that ensures the social legitimacy of economic decisions.

Innovation strategies in marketing form a new level of competitiveness. Digital technologies, consumer data analytics, and automation of communication processes enable more precise management of demand and supply. They also foster cognitive diversification, expanding the informational space in which economic actors operate. This allows for flexible positioning strategies that combine economic efficiency with social responsibility. When innovativeness becomes a norm of managerial culture, the food system transitions from reactive to proactive development, and competitiveness acquires a sustainable character.

Competitiveness within the cognitive–rational model is not limited to productivity indicators or market share. It is measured by the system's capacity to adapt to new challenges without losing coherence. The imperative of competitiveness in the modern world lies not in domination but in co-adjustment - the ability to maintain efficiency, fairness, and trust simultaneously. In this sense, the fiscal system, investment policy, and marketing form a triadic structure: the first provides incentives, the second ensures resources, and the third creates a shared space of understanding. Only their integration can transform the food system from an object of regulation into a subject of development - one that generates innovation and new behavioral models.

Thus, the cognitive–rational approach enables the synthesis of economic rationality and social trust within a unified paradigm of development. The fiscal system produces material and symbolic signals, investment diversification ensures resilience and flexibility, and innovation strategies create the imperative of continual renewal. Together, these processes define a new logic of food system competitiveness, where the main resource is not only capital but also the cognitive capacity of society to adapt, cooperate, and trust. The further development of the cognitive–rational model requires deeper integration of fiscal, investment, and marketing imperatives within the structure of public policy. The fiscal system should function not only as a stabilizing mechanism but also as a strategic governance instrument that directs investments toward innovative sectors, stimulates diversification of agricultural production, and supports sustainable consumption practices. To achieve this, a comprehensive system of fiscal signals is required—one that combines economic incentives with communicative transparency. Each fiscal instrument must be accompanied by clear informational explanations of its purpose, expected effects, and societal value. Such cognitive openness ensures not only the accountability of the state but also the formation of public trust, which serves as the foundation for policy effectiveness (Table 2).

Table 2. Marketing as a Mechanism of Transforming Cognitive Resources into Managerial Power within the Food System

Type of Resource	Transformation Mechanism	Marketing Function	Managerial Outcome	Cognitive–Rational Effect
Information	Conversion of data into market knowledge	Market analytics, consumer insight, strategic communication	Improved decision-making and demand forecasting	Enhances transparency and predictive governance
Trust	Building legitimacy through communication	Branding, public awareness, participatory dialogue	Social acceptance of reforms, reduced resistance to change	Strengthens cognitive legitimacy of fiscal and investment policy
Coordination	Linking state, business, and consumers	Multi-channel communication, institutional networking	Consistency of actions among actors, efficient feedback loops	Establishes cognitive coherence and policy alignment
Innovation	Diffusion of new technologies and practices	Digital marketing, e-commerce platforms, data-driven promotion	Acceleration of technological adoption	Creates synergy between innovation and market perception
Competitiveness	Integration of economic and cognitive advantages	Strategic positioning, differentiation, sustainability branding	Strengthened resilience and market adaptability	Transforms competitiveness into a collective systemic attribute

Source: developed by the authors.

Investment diversification, oriented toward the development of the technological potential of the food system, creates preconditions for strengthening its competitiveness. The development of the bioeconomy, digital platforms, innovative logistics solutions, and energy-efficient production generates not only economic but also social effects by reducing regional disparities and enhancing food security. Enterprises that implement innovative risk management strategies, optimize cost structures, and increase operational flexibility become elements of a more resilient system capable of self-renewal after crises.

Marketing in this process serves not merely as an informational intermediary but as an active cognitive mechanism that provides communicative linkage between economic stimuli and public perception. Through marketing instruments, innovations are socialized, and economic signals are translated into categories understandable to the consumer, thereby strengthening the perception of reforms as public goods. In this sense, marketing acts as a key institution of cognitive coordination that not only shapes demand but also legitimizes transformations in fiscal and investment policy. It ensures the conversion of economic imperatives of rationality into social imperatives of trust.

The ultimate goal of such integration is the creation of a self-learning food system functioning on the principles of adaptability, openness, and continuous renewal. Its competitiveness is shaped not merely by sectoral efficiency but through the synergy of cognitive and economic factors. The state, which combines rational planning with communicative transparency; businesses, which implement innovation strategies built on trust; and consumers, who perceive policy as part of a social contract: all together form a new type of food system. It becomes not only an economic but also a social organism capable of innovative reproduction and safeguarding food security under conditions of global instability.

Conclusions. The contemporary food system is undergoing profound structural transformation, where economic, social, and cognitive factors together define the new architecture of global interdependence. The food crisis has demonstrated that no policy can be effective without harmonizing fiscal, investment, and marketing mechanisms. This establishes the imperative of cognitive–rational governance, which unites analytical rationality with communicative legitimacy. Its essence lies in ensuring that decisions are not only optimal but also perceived by society as fair, transparent, and justified.

Within this framework, the fiscal system becomes not merely a revenue mechanism but a channel for building societal trust and communicating strategic priorities. Its effectiveness lies in its capacity to align economic incentives with the values of sustainable development, to stimulate innovation strategies, and to support diversification of investments. The innovativeness of the fiscal system manifests in its transition from control to partnership, from coercion to motivation, creating the foundation for systemic resilience as the core of food security.

Investment diversification, in turn, acts as a mechanism that enhances adaptability and competitiveness of the food system. It transforms capital from a passive resource into a cognitive and developmental asset. Through multi-channel financial flows and the growth of innovative sectors, a new quality of economic expansion emerges—based on sustainability, equity, and long-term effectiveness.

Marketing within the cognitive–rational model serves as a communicative bridge between economic logic and societal perception. Its function extends beyond shaping demand to ensuring cognitive stability, without which no reform can achieve legitimacy. Through marketing communication, economic signals gain social meaning, and trust becomes a form of managerial capital. Marketing thus performs the role of a mechanism that transforms information, coordination, and innovativeness into managerial power, capable of reshaping the structure of the food system.

The generalization of this research allows the conclusion that competitiveness in modern food systems depends not only on technological progress but primarily on the system's cognitive capacity for self-organization. The imperatives of diversification, innovativeness, and communicative transparency constitute the triadic foundation of resilience. An effective fiscal system creates incentives, investment policy provides resources, and marketing gives meaning and direction to collective action. Their interaction generates a new model of governance built upon trust, cooperation, and adaptive renewal.

Thus, the cognitive–rational model of food policy is not only an analytical construct but a practical necessity. It defines the imperative of future governance—a synthesis of efficiency and fairness, rationality and ethics, innovation and social trust. Within this synthesis lies the new competitive advantage of the state, business, and society: the shared capacity to transform the challenges of the food crisis into opportunities for sustainable development.

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