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ВПРОВАДЖЕННЯ СТАЛОГО УПРАВЛІННЯ ДОСКОНАЛЬНІСТЮ СІЛЬСЬКОГОСПОДАРСЬКОГО БІЗНЕСУ

THE IMPLEMENTING SUSTAINABLE MANAGEMENT AGRICULTURAL BUSINESS EXCELLENCE

Анотація: В тезах розглянуто, що на сучасному етапі економічного розвитку агропромисловий сектор України є одним із найважливішим сектором вітчизняної економіки.

Ключові слова: управління інноваційним розвитком, відповідальне споживання, стале виробництво, фактор декаплінгу.

Abstract: The key trends of innovative development of the domestic agricultural sector are studied, indicating the positive and negative aspects of the functioning of enterprises in this industry

Keywords: managing innovative development, responsible consumption, sustainable production, decoupling factor.

The relevance of the topic of our study is due to the need for innovative renewal of domestic agriculture, which is especially important in the European integration process of Ukraine. Undoubtedly, the quality standards, market conditions and needs of the European Union create challenges for our agriculture, encouraging domestic producers to innovate their activities, which in turn will increase the level of competitiveness of our products. It should be noted that agriculture is an important sector of Ukraine's economy, as it forms the lion's share of GDP and promotes the development of related production. It is interesting that our state is associated in economic and political statements as an agrarian country, but at the same time, this sector has a negative tendency to reduce its efficiency and effectiveness.

Technical, technological and economic decline of domestic agricultural machinery is due to long-term reasons, the main of which are:

- high degree of wear of technological equipment of agricultural machinery enterprises;
- inadequate quality of construction materials and components;
- low level of funding for research and development;
- imperfection of regulatory, pricing, budget and tax policy;
- inaccessibility to credit resources and their high cost;
- inconsistency of production management methods with the conditions of a market economy;
- low level of marketing, information and educational work;
- not developed network of technical service;

- insufficient level of material and technical support of agricultural education and science, moral and physical deterioration of their base;
- imperfection of depreciation policy.

A comprehensive solution to these problems is impossible without proper state support and coordination of central and local executive bodies, as well as legal regulation of ways to solve the main problems of the industry [1-10].

The realities of today allow us to say that the agricultural sector of Ukraine needs to update the tools, mechanisms and other postulates of development in the process of achieving business excellence. Therefore, the study of the essential content of the elements, foundations and objectives of "business excellence" [11-15], in our opinion, is a key postulate for the development of our agribusiness, given the scientific advances on this issue.

At a time when countries are working together to recover, grow and overcome the global economic and financial crisis associated with COVID-19, scholars and practitioners are focusing on updating the development of agricultural enterprises as a key sector to support global survival [16-21]. It is the stabilization of the agricultural market that will lead to economic growth, promote job creation, and in the long run will reduce poverty and hunger, which in turn will solve key social problems. Ensuring the effectiveness of economic entities in modern conditions of operation requires a timely review of the needs of the external and internal environment and finding ways to meet them, which is possible through the use of innovation, competencies of the XXI century and successful resource combinations [22-30]. In modern conditions, the role and place of innovation is determined by the degree of scientific realization and technical potential, in particular the achievement of macroeconomic stability, revival of entrepreneurial activity with subsequent transformation processes, characterized by fundamental changes in the structure of the innovative economic system.

It should be noted that in order to ensure business improvement of agricultural enterprises it is necessary to intensify innovative development, maintain market positions and scale in the future. The development of the modern international market environment is characterized by a high level of competition based on the use of effective management of resources, including intellectual and financial. The realities of today allow us to say that the life of a modern agricultural enterprise can be considered as a constant process of improving its economic activity [30-40].

However, it should be noted that the assessment of business excellence in business quality is quite popular in most developed countries, but given the current realities of today, it should be noted that this method requires refinement and innovative adaptation to the needs of the agricultural sector of Ukraine. It should be noted that special attention should be paid to defining the role and addressing the needs of innovative development of agricultural engineering, as a key indicator of agro-industrial complex development, as total mechanization and attracting innovative tools to the sector is a key driver of quality and volume.

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РЕНТАБЕЛЬНОСТІ ЯК ОСНОВНИЙ ПОКАЗНИК ЕФЕКТИВНОСТІ ДІЯЛЬНОСТІ ПІДПРИЄМСТВА АГРОБІЗНЕСУ

Анотація Досліджено особливості оцінки рентабельності як основного показника ефективності діяльності підприємства.

Ключові слова: агробізнес, ефективність, прибуток, рентабельність

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PROFITABILITY AS THE MAIN INDICATOR OF THE EFFICIENCY OF THE AGRIBUSINESS ENTERPRISES

Summary Peculiarities of evaluating profitability as the main indicator of the efficiency of the enterprise are studied.

Key words: agribusiness, efficiency, profit, profitability

Дев'яності роки минулого століття в Україні були періодом детального осмислення економічних процесів на рівні держави та підприємства зокрема. Основними питаннями в цей період стали управління інформаційними потоками для прийняття рішень, вивчення нездатності впровадження на той час сучасних вимог організації бізнесу і стратегії підприємства, вивчення зв'язків підприємства із зовнішнім середовищем, орієнтації на поточні результати діяльності та підвищення вартості бізнесу тощо. Ці напрями залишаються актуальними і сьогодні. Проте, враховуючи особливості функціонування підприємства агробізнесу, більшість дрібних та середніх агровиробників основною метою діяльності вважають забезпечення прибутковості підприємства, адже від цього залежить життєздатність підприємства, його