key problems, including reducing unemployment, increasing investment, improving the agri-food industry’s competitiveness, and improving the quality of life. In this context, there is a need to develop mechanisms for developing the agricultural agro-food potential of the regions, which is seen as the ability of the relevant territorial entity to produce and market competitive products in certain external markets. It should be formed and implemented using a variety of marketing tools that will enhance the international competitiveness of the regions and, accordingly, the state.

The realization of export agrarian potential requires not only significant investment, but also a change of policy in the specified sphere, which should be based on the organized efforts of the operators of the relevant market and government structures. Investing in infrastructure and product processing will help increase the profitability of agricultural enterprises, as their underdevelopment currently contributes significantly to the fact that most of the products, especially cereals, are sold immediately after the harvest, overflowing the market and causing significant seasonal fluctuations profit. Attempts by the state to regulate these processes in previous years, which were usually carried out by administrative methods, were unsuccessful.

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ENSURING BUSINESS SUCCESS AS A PRIORITY FOR UKRAINIAN AGRICULTURAL ENTERPRISES

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The key tendencies of the domestic agro-sector innovative development have been investigated, indicating positive and negative aspects of the enterprises functioning in this sector. Analysis of scientific sources confirmed the relevance of
this issue, since the agricultural sector occupies the major share of the country’s economy and is one of the largest taxpayers, which underscores its importance. The expediency of building a model of innovative agribusiness excellence on the basis of key factors identification of innovation is substantiated. The proposed model was tested at agro enterprises, namely: "Myronivsky Bakery", "Kerner", "Dream", "Niblulon". During this testing, the positive and negative aspects of their functioning were identified, key aspects were summarized, innovation excellence achieved and the plan of action was proposed.

The relevance of the topic of our research 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 are challenging for our agriculture, forcing domestic producers to innovate their activities, which in turn will allow us to increase the level of competitiveness of our products [1].

Interesting is the fact that our country is associated with economic and political statements as an agrarian country, but at the same time, this sector has a negative tendency to reduce its efficiency. The technological and economic decline of domestic agricultural machinery is caused by long-term causes, the main of which are:

- high degree of agricultural technological equipment deterioration;
- inadequate quality of structural materials and components;
- low level of financing research and development works;
- imperfect regulatory, pricing, budget and tax policies;
- unavailability of credit resources and their high cost;
- mismatch of production management methods to market economy conditions;
- low level of marketing, information and educational work;
- the technical service network is not developed;
- insufficient level of logistical support of agricultural education and science, moral and physical deterioration of their base;
- the imperfection of the depreciation policy.

Complex resolution of these problems is not possible without proper state support and coordination of activities of central and local executive authorities, as well as regulatory regulation of ways to solve major problems of the industry.

The volatility of the economic environment requires that domestic companies use adequate management methods, implement innovations and efficiently apply their innovative capabilities [3]. Today’s realities suggest that the agrarian sector of Ukraine requires the updating of tools, mechanisms and other postulates of development in the process of achieving business excellence. Therefore, in our opinion, the study of the essential filling of the elements, bases and tasks of "business excellence" is a key postulate of the agribusiness development, taking into account the scientific achievements in this field.

It should be noted that agricultural machinery and equipment play a significant role in the quantity and quality of technological operations aimed at cultivating land. Therefore, in the absence of any mechanism, it will adversely affect the completion of the full cycle of necessary technological operations, in the context of agricultural production. It is also worth noting that most farms require technical and technological upgrading, as they are still using the zoning system of agricultural
machines inherent in the 80-90 years of production of the corresponding type of production.

At the present stage of economic development, the agro-industrial sector of Ukraine is one of the most important sectors of the domestic economy. Taking into account the integration processes, agribusiness must develop through the innovation of its activities, as it operates in conditions of high energy dependence, as well as taking into account greening using modern energy and nature-saving technologies, methods of land reclamation and chemicalization. The production base of the agro-industrial sphere is based on an extensive infrastructure network and a system of research support for its development [2].

The development of Ukraine's agricultural sector depends on balanced and interconnected structural restructuring of all its branches, the most progressive forms of economy and organization on the basis of topical solution of urgent problems: redistribution of land and property, including the deepening of land ownership relations and the introduction of mechanisms for the realization of property rights; privatization of processing enterprises; restructuring of enterprises and forms of management; development of cooperation; introduction of market management methods - management and marketing; state regulation of the agrarian economy through more efficient use of price levers, financial and credit and tax systems; markets development for agricultural products, logistical resources and services; intensification and diversification of foreign economic activity, etc.

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