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FORMATION OF PREREQUISITES FOR INNOVATIVE AND INVESTMENT DEVELOPMENT OF AGRICULTURAL ENTERPRISES

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INTRODUCTION. Overcoming the deep socio-economic crisis that characterizes the current state of the economy today is possible only on the basis of radical innovation and investment activity, and above all, the development of science as the main link in innovative development.

THE HYPOTHESIS OF THE SCIENTIFIC RESEARCH is to substantiate the ability of agricultural enterprises to innovative and investment development, which is determined by comparing the innovative potential of enterprises with the optimal set of characteristics susceptible to innovations.

THE PURPOSE OF THE RESEARCH is to form the prerequisites for the innovative and investment development of agricultural enterprises.

THE METHODOLOGY OF THE SCIENTIFIC RESEARCH is to identify factors that hinder the innovative and investment development of agricultural enterprises, their neutralization and directing forces to its development. One of the main methods for research is dialectical, since all innovations are considered as a single whole. As cognitive tools in this study, the concepts of the firm, investment, innovation developed in economic science and managerialism; micro- and macroeconomic approaches; system analysis, economic and mathematical modeling; statistical analysis. Specific methods: analysis and forecasting – when

assessing the management system according to various factors of influence on the development of agricultural enterprises – to compare the obtained indicators with the existing system.

CONCLUSIONS AND PROSPECTS FOR FURTHER RESEARCH. Important characteristics of agricultural enterprises susceptible to innovations are as follows: the presence of conditions for testing innovations; the possibility of organizational, personnel and financial support for innovation and investment activities; the presence of sales opportunities for promoting a new product to the market and further consolidation on it; access to scientific and technical information and the possibility of its use in innovation processes.

The readiness of agricultural enterprises for innovative development is determined by many conditions. First of all, it depends on the chosen strategic direction of innovation activity. The implementation of an innovation strategy of a certain type requires the presence of various resource and organizational support, technical and technological potential, opportunities for the dissemination of innovations, etc.

KEYWORDS: agricultural enterprises; innovations; investments; innovative potential; innovations; organizational support; resource support; technical support; technological support; strategic development; strategy.

NUMBER OF REFERENCES	NUMBER OF FIGURES	NUMBER OF TABLES
11	0	0

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ФОРМУВАННЯ ПЕРЕДУМОВ ІННОВАЦІЙНО-ІНВЕСТИЦІЙНОГО РОЗВИТКУ АГРАРНИХ ПІДПРИЄМСТВ

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ВСТУП. Подолання глибокої соціально-економічної кризи, що характеризує сьогодні сучасний стан економіки, можливе тільки на основі радикальної інноваційно-інвестиційної діяльності, і перш за все розвитку науки як основної ланки інноваційного розвитку.

ГІПОТЕЗА НАУКОВОГО ДОСЛІДЖЕННЯ полягає у обґрунтуванні спроможності аграрних підприємств до інноваційно-інвестиційного розвитку, що визначається шляхом порівняння інноваційного потенціалу підприємств з оптимальним набором характеристик, сприйнятливих до нововведень.

МЕТОЮ ДОСЛІДЖЕННЯ є формування передумов інноваційно-інвестиційного розвитку аграрних підприємств.

МЕТОДОЛОГІЄЮ НАУКОВОГО ДОСЛІДЖЕННЯ є визначення факторів, що перешкоджають інноваційно-інвестиційного розвитку аграрних підприємств, їх нейтралізація та спрямування сил на його розвиток. Одним із основних методів для дослідження є діалектичний, оскільки всі нововведення розглядаються як єдине ціле. Як пізнавальні інструменти у цьому дослідженні використовувалися розроблені в економічній науці та менеджеристві концепції фірми, інвестицій, інновацій; мікро- та макроекономічний підходи; системний аналіз, економіко-математичне моделювання; статистичний аналіз. Специфічні методи: аналізу й прогнозу –

при оцінці системи управління за різними факторами впливу на розвиток аграрних підприємств – для співставлення отриманих показників з наявною системою.

ВИСНОВКИ ТА ПЕРСПЕКТИВИ ПОДАЛЬШИХ ДОСЛІДЖЕНЬ.

Важливими характеристиками аграрних підприємств, сприйнятливих до інновацій є такі: наявність умов для апробації нововведень; можливість організаційне, кадрове і фінансове забезпечення інноваційно-інвестиційної діяльності; наявність збутових можливостей для просування нового продукту на ринок і подальше закріплення на ньому; доступ до науково-технічної інформації та можливості її використання в інноваційних процесах.

Готовність аграрних підприємств до інноваційного розвитку визначається безліччю умов. Насамперед, вона залежить від обраного стратегічного напрямку інноваційної діяльності. Реалізація інноваційної стратегії визначеного типу вимагає наявності різного ресурсного й організаційного забезпечення, технічного та технологічного потенціалу можливостей поширення нововведень тощо.

КЛЮЧОВІ СЛОВА: аграрні підприємства; інновації; інвестиції; інноваційний потенціал; нововведення організаційне забезпечення; ресурсне забезпечення; технічне забезпечення; технологічне забезпечення; стратегічний розвиток; стратегія.

Problem statement. The readiness of agricultural enterprises for innovative and investment development can be divided into levels of economic, production, social and legal capacity.

Economic readiness consists in the resource security of the innovative and investment development of the enterprise: the availability of its own funds and access to borrowed and attracted sources of investment resources, the availability of qualified personnel, the motivation of employees to initiate, the raw material and material security of the enterprise.

Production readiness consists in the technical and technological readiness of the enterprise for innovative and investment development, the availability of production capacities, the possibility of production at competitive prices.

Social readiness reflects the formed moral and psychological climate in the team, its susceptibility to progressive changes, the level of motivation in the team and the presence of incentives for innovative and investment development.

The legal readiness of enterprises to master innovations is manifested in the legal protection of the developer, manufacturer and consumer of innovations. It involves the development of legal acts that regulate the relations between enterprises and individuals in the process of creating, manufacturing, and implementing innovations, as well as the development of instructions, regulations, and methodological materials.

Analysis of recent research on the problem. The scientific works of such domestic and foreign researchers as V. Aleksandrova, O. Alimov, O. Amosha, Yu. Bazhal, P. Belenky, V. Geyets, N. Goncharova, O. Lapko, B. Malitsky, S. Onyshko, V. Osetsky, V. Stolyarov, A. Sukhorukov, L. Fedulova, D. Chervanov, T. Yefimenko, S. Baker, R. Burgelman, T. Burns, R. Daft, F. Damancourt, P. Drucker, B. Lundvall, S. Myers, A. Nad, R. Nelson, E. Roberts, D. Thies, M. Tushman, B. Twiss, S. Winter, S. Harrison are devoted to the problems of organizing and implementing investment and innovation of agricultural enterprises as market entities.

At the same time, the mechanism for activating the investment and innovation activities of agricultural enterprises should be based on the generally recognized theory of investment, and not be replaced by various alternative concepts.

Existing approaches to assessing the effectiveness of investment and innovation activities of agricultural enterprises have not been brought to a common denominator. Recommendations and proposals for increasing the effectiveness of investment and innovation activities of agricultural enterprises are mostly fragmentary. The combination of the above circumstances is the reason for choosing the topic of this study.

The purpose of the study there is development of conceptual provisions, recommendations and proposals for increasing the efficiency of innovation and

investment activities of agricultural enterprises based on the identified trends in their development and the formation of institutional prerequisites for the transition to an innovative model of the wartime economy.

Presentation of the main material. The sequence of analysis of the capacity and readiness of agricultural enterprises to implement innovation policy and strategy is implemented in four stages:

- analysis of the capacity of agricultural enterprises for innovation and investment development;
- direction of analysis of strategic choice of enterprises;
- assessment of the possibilities of such innovation and investment development of enterprises;
- characterization of the readiness of enterprises for innovation.

The sequential implementation of these stages allows us to determine the potential capabilities of agricultural enterprises to implement innovations, taking into account the action of factors that contribute or, conversely, hinder innovation activity, as well as motivational and organizational variables of this activity (Hautamaki, 2010).

Innovation and investment activity, as a rule, is long in time and assumes a clear vision of the future. The formation of directions of this activity taking into account the future is the process of developing an innovation strategy. Strategic innovation management in a broad sense is the process of predicting global changes in the economic situation and finding large-scale solutions that ensure the survival and sustainable development of agricultural enterprises in martial law conditions (Gryshchenko et al., 2023).

Research Findings and Prospects. The innovation strategy of agricultural enterprises is an integral part of the business strategy. It determines what product and market combination should be oriented to innovation and investment activities, whether they should be started at all, in what volumes and forms (Khomenko et al., 2023).

The innovation and investment component of such a space should be separately highlighted. Since the implementation of innovation activities is the key to the survival and successful functioning of agricultural enterprises today, a significant part of production investments focused on the development of enterprises can be directed to financing innovations.

The implementation of large innovation projects may require the involvement of external sources of investment resources (Guinot et al., 2022).

The natural environment for activating the investment and innovation activities of industrial enterprises is the real sector of the economy with appropriate legal, socio-economic regulators and infrastructure (Hanushchak-Yefimenko, 2020).

According to scientific experts, in the agricultural sector of Ukraine, the external environment of the functioning and development of enterprises does not fully meet the requirements of the innovation economy. As is known, for the most part, a characteristic feature of the current economic state of the national economy is the resistance of agricultural enterprises to innovations (Hanushchak-Yefimenko, 2020).

Considering that the factors that hinder the development of innovative and investment activities of enterprises in Ukraine can be divided into two main groups – economic and production (Hanushchak-Yefimenko, 2020). Among the economic difficulties – insufficient cash flows, insufficient state financial support in wartime, significant and overestimated cost of innovations, low solvent demand for innovative products, high economic risk, etc. Among the production factors, the most unfavorable are the low innovative potential of enterprises, insufficient information about new technologies, lack of information about sales markets, insufficient opportunities for cooperation with other enterprises and organizations, the outflow of qualified personnel, etc. (Hanushchak-Yefimenko, 2020).

Taking into account the main aspects of innovative and investment development of agricultural enterprises, factors that hinder the development of innovative and investment activities of enterprises in Ukraine, economic difficulties taking into account the advantages of innovative and investment development, Innovation and investment development of agricultural enterprises requires support from the state (legislation, financing, consulting support), cooperation between scientific institutions, enterprises and financial structures, development of appropriate infrastructure.

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