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CONTENT

PREFACE

PART 1. DEVELOPMENT OF MODERN PARADIGM OF MANAGEMENT IN UKRAINE GLOBALIZATION AND NATIONAL ASPECTS

Markina I. The peculiarities of ensuring demographic security of the country	10
Safonov Y., Borshch V. Basis for strategic management at healthcare enterprises	17
Dehtjare Je., Ryaschenko V. Trends of social entrepreneurship	23
Li Ting Ting, Mykhailov A., Zhang Hong Jun. The current situation of china's foreign investment in the economy, existing management problems and countermeasures	33
Tereshchenko S. Modeling of the process of resource risk minimization with consideration of transport expenditures in the field of foreign economic activity	39
Opeoluwa O. Methodological managing principles of enterprise sustainable development	46
Bilovska O. Factors affecting the competitiveness of the country	52
Diachkov D. Threats to information security: monitoring aspect	60
Kalnyi S. Implementation of eco-innovation management to achieve sustainable development goals	65
Potapiuk I. The shadow economy aspect in the national security system ..	73
Fedirets O., Voron'ko-Nevidnycha T., Halych O. Inclusive development of the Ukrainian economy: strategic aspects	79
Chernobay L., Yasinska T., Malibroda S. International labor migration as an instrument for ensuring the national economy competitiveness on the world market	85
Varaksina E. The formation of food security mechanism as a main condition of the national economy stability	92
Diukariev D. Outsourcing: history of development and practical application	97
Mazilenko S. The importance of food safety policy in the structure of national security of Ukraine	102
Tkachenko V. Organizational and economic reconditions of forming of the effective system of management of the universal security management	107

PART 2. MANAGEMENT OF MODERN SOCIO-ECONOMIC SYSTEMS A SECTORAL AND REGIONAL APPROACH

Pisarenko V., Pisarenko P., Pisarenko V, Gorb O. Directions of adaptation of agricultural market to the climate change.	112
Marmul L., Kucherenko S. Marketing strategies of enhancing competitiveness of the enterprises of budget generating branches of the food sector.	118
Vaníčková R., Bílek S. Principles of transfer of european versus czech rights and obligations arising from labour relations	125
Ihnatenko M., Levaieva L. Methodological principles of modeling and comparative evaluation of agricultural enterprises competitiveness	139
Tomilin O. Food security and the value of the vegetable crop in agroindustrial production	144
Dorohan-Pysarenko L., Kononenko Zh., Yehorova O. Resource potential of the agrarian sector of economists as an object of scientific research	150
Dorofeyev O., Martynienko M., Roi O. System approach in methodology of management of agrarian enterprises economic development	156
Ovcharuk O. Anti-crisis activities of agro-food sphereenterprises using programmed-target approach	161
Aksyuk Ya. Integration of production mechanism of agricultural and grain processing enterprises	167
Bolshakova Ye. Meat processing industry in ukraine: monitoring the state and trends in the development.	171
Kobchenko M. Economic levers improvement of rational land use of agricultural enterprises	177
Lopushynska O., Klymenko V. State of development of the meat and milk processing industry in Ukraine	183
Marchyshynets S. Methodological management instruments of innovation and investment development of regional enterprises.	188
Stetsenko M. The role of environmental management in the enterprises of the agricultural complex	193

PART 3. CURRENT NATIONAL AND GLOBAL FUNDAMENTALS OF SOCIAL AND ECONOMIC SYSTEMS' DEVELOPMENT

Aranchii V., Golban T. Monetary flows in ensuring a stable condition of enterprise's financial resources	199
Makarenko Y., Makarenko P., Volkova N., Piliavskii V., Mohylat M. The formation of commodity credit limits for the borrowing enterprises	206
Sumets O., Kozyrieva O., Zoidze D. Grounds for the necessity of implementation and development of clinical research management	224

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FOOD SECURITY AND THE VALUE OF THE VEGETABLE CROP IN AGROINDUSTRIAL PRODUCTION

Oleksii Tomilin,

*Doctor of Sciences (Economics), Associate Professor,
Poltava State Agrarian Academy, Poltava, Ukraine*

The objective of the actual research is to determine the role of the vegetable crop in solving the problematic issues of the formation and development of agroindustrial production and the needs of state regulation of food security in the country. Vegetable crop is an important branch of agriculture, which occupies a significant place in providing people with dietary products and canned vegetables throughout the year. Vegetable crop as a branch of plant growing is engaged in the cultivation of vegetables in open and sheltered soils. However, the amount of concentrated foods is increasing recently in the human diet [1].

The main task of the vegetable crop is the growing of vegetable and melon crops and the efficient operation of the vegetable industry in order to ensure uninterrupted supply of consumers' needs for fresh and processed products. Vegetable crop is one of the most labor-intensive agricultural sectors in the country, which produces

extremely important and valuable food products for the people.

According to the criteria of attractiveness and priority of the branches of the Ukrainian economy, some authors identify the strategic branches that provide the vital activity of the state: energy, transport, machine building, science; priority sectors of the economy: agriculture, food industry, trade, from which the food security of the state depends; infrastructure: industrial and social [2].

There is a need to study the problem in the theoretical and methodological aspects, the development of which could form a new agrarian policy, based on the responsibility of the state for the development of agriculture to the level of food security of the country's population, great opportunities for food exports [3, p. 65].

In today's conditions, the role of agroindustrial production in the country's economy and social welfare is not so much its share in the formation, as the social significance of the industry in ensuring the vital activity of the population, primarily agriculture. Therefore, in a strategic vision, the mission and objectives of agroindustrial production should be determined not only in terms of food security of the country, but primarily as an economic basis for the development of rural areas [4].

The essence of agroindustrial production is difficult to reveal that, not proceeding from the general theory and practice of integrated development of the entire national economy, according to which, one of the characteristic features of this formation is the relative closure and completeness of the process of complete reproduction of the final product of agricultural origin. At the same time, this closure is relative, since in general this complex and its branches carry out and interconnection with other industrial systems of the economy. However, this does not mean that he needs to include all sectors and activities that have something to do with agriculture. Then you can consider all economic activity as agroindustrial production, because food is irreplaceable for all types of human activities. The criterion for the existence of agroindustrial production can be expressed by the degree of interconnection of inter-branch relations: at the specific weight of the cost of industry for agricultural products; share of agricultural raw materials in the structure of the cost of processing enterprises; quantitative alienation of the agricultural sector of an industrial product from its general production. In our opinion, agroindustrial production of the country is a set of interconnected branches and sub-sectors of industry, agriculture, servicing and circulation, which operate on the basis of inter-branch links in the field of production, transportation, processing, storage, processing and marketing of agricultural products. Thus, agroindustrial production is a combination of agroindustrial sectors, as a whole, and its product subcomplexes.

The main causes of food dependency of the country are: food shortages and low level of solvent demand, which causes the imbalance of the domestic food market on demand and supply; the dependence of the domestic market on imported food supplies, not the competitiveness of the national agro-industrial complex; low competitiveness of products in quality or price in the conditions of sufficient food production of their own production [5, p. 108].

Food security requires the establishment of a monitoring system, which is tasked with determining its actual state, forecasting internal and external threats to food security. On this basis, measures are being developed to locate and neutralize negative factors that affect or may in the future affect the level of security. The food security monitoring system focuses on the following areas: agroindustrial production, food market, food consumption, food supply, quality and safety of food [6, p.10].

Materials of surveys of consumption of the population of the country's main food products show that in 2017 consumption of such basic food products as fish and fishery products (1,8 times less compared to a rational consumption rate). Such important food products as: meat and meat products; fruits, berries and grapes also do not meet the normative indicators for a rational norm of their consumption. The above indicators show that in recent years (since 2015), vegetable production has a higher demand from the population than meat, dairy and fish products. This is due to the economic crisis in the country and the poverty of the strata of the population.

All intermediate links (from manufacturer to consumer) are combined for the sole purpose of meeting the needs of consumers, taking into account their time, price, quality, quantity, and assortment requirements. When the requirements of consumers become a priority for all stages of product promotion, enterprises must create conditions for optimal management of material flows [7, p. 25–30].

Despite the fact that the rate of consumption of vegetable and melons is 100%, in individual cultures it is not fulfilled [8].

Thus, the production of agricultural products for the period under study tended to increase, compared with the base year, with the exception of milk. The reason is the rise in prices for material and energy resources and ineffective inter-branch economic relations. In addition, a certain proportion of the rural population refuses to grow vegetable crops on private plots, considering it economically unprofitable. We believe that the pricing of agricultural production should be based on free pricing of mutual combination of the economic interests of producers and processing companies of agricultural products through the implementation of integration measures. The very nature of prices is that commodity alone should receive income from own production.

Producers permanently lose their purchasing power and running costs of production. The wording of the producer price of products is a form of socialization of trade and interbranch economic relations. Indeed, in this case the role of social factor is increased. The goal of each manufacturer is to get maximum revenue from sales and therefore it is in constant search for a profitable market offers [9, p. 114].

The pricing policy in the agrarian sector should be based on free pricing combined with state regulation and increased antimonopoly control over the prices of material and technical resources, energy carriers and services for commodity producers.

The formation of a pricing mechanism in the agrarian sector should be based on the definition of a price that would help to ensure the equivalence of exchange and provide agricultural producers with an income level sufficient for production. In

the market conditions, the regulator of production is the profit for the total advance or borrowed capital advanced for a certain period. Lacks of pricing negatively affect the motivation of agricultural producers. Insufficient purchasing power of domestic consumers leaves prices for agricultural products low. Due to the lack of equivalence of inter-branch exchange, agriculture loses its assets, sharply reduced opportunities for not only extended but also simple reproduction [10, p. 94–95].

Thus, the crop area under vegetable crops in 2017 (compared with 2000) decreased by 99,0 thousand hectares, and the yield on the contrary – increased by 96 c/ha. Due to the low solvency of agricultural enterprises, there was a decrease in profitability in the cultivation of such crops as: potatoes, sugar beets and open-field vegetables. The Fund for the Consumption of Vegetable Products in Ukraine reaches 7,3 million tons, per person – 161 kg. Due to the dynamic structural changes in the sectors of primary and deep industrial processing of agricultural raw materials, where the fixed capital of value added is formed, there is a misbalance of inter-branch relations. Most of the domestic producers of vegetable products remain with the problem of processing of cultivated products on their own without significant state support.

The main tasks of the state in the field of food security are: ensuring stable physical and economic availability of food products; compliance with a high level of quality and safety of food products and agricultural raw materials; dynamic development of all branches of the agrarian sector of the state economy, ensuring a high level of their competitiveness; guarantee of food independence of the state; formation of a healthy type of nutrition of the population [11].

One of the decisive factors in improving the efficiency of crop production is the intensification of production, which aims at increasing crop yields through the use of high-yielding varieties, improving the culture of agriculture, applying scientifically-based fertility standards in the crop rotation system, taking organic and mineral fertilizers, protecting agricultural crops from borax yans, pests and diseases, high-quality and timely implementation of all technological operations [12, p. 52].

A strategic factor in the socio-economic development of society is the stable food supply of the country's consumers. In our opinion, due to the low solvency of processing enterprises, mainly the processing of agricultural products from tolling raw materials over the purchased predominant.

That is why intersectoral economic relations are crises in the areas of processing, storage and distribution of finished agricultural products to the consumer. We believe that one of the important factors that unites industries in agroindustrial production is the processing industry. For this, interdisciplinary exchange, as a leading methodological principle, should be integrated into a whole system that will envisage strategies and tactics.

To ensure the competitiveness of canned vegetables can be primarily due to technological, organizational, economic and social factors, such as: improvement of standardization and quality of introduction and management of modern technologies;

improvement of methods of technical control and mass self-control at all stages of service of the population; establishment of affordable prices, as well as powerful motivation of labor for all categories of workers in this sphere and activation of the human factor; carrying out the appropriate personnel policy; creation of proper working and living conditions for a person [10, p. 20].

To improve the operation of canneries, it is necessary to constantly monitor the level of inventories, look for rational methods of commodity supply and increase the percentage of implementation of the trade turnover and profit plan [13, p. 21].

It is very important to reduce the cost of work and establish a moderate price for socially necessary services. The main mechanism for improving agricultural production and achieving the corresponding synergistic effect is the integration orientation of agricultural production in a vertically integrated type.

Only vertical integration can ensure the unity and continuity of auxiliary and technological actions and make the best use of integrated economic resources.

State support is indispensable for the effective functioning of agroindustrial production, ensuring food security of the country, stimulating rural development, preserving the environment, improving the quality and ecological safety of agricultural production and equivalent pricing. There is a lot of discussion about state support and interference in the economic activity of agricultural enterprises.

In the conditions that arose in agriculture for many years, another way of overcoming the acute shortage of financial resources by agricultural producers in the conditions of deindustrialization of production, large debts and limited or completely lacking access to long-term loans was simply not due to the excessive removal of the state from the effective regulation of incomes of the agrarian sector. Financing of agriculture in modern conditions is carried out in the form of an inequivalent interbranch exchange [3, p. 5].

State regulation of the agrarian sector should be considered as a process of state influence on reproduction processes and economic entities of the industry in order to create the necessary conditions for their effective functioning on a market basis and implementation of state socio-economic and environmental priorities, guaranteeing food security of the state. During the years of independence in Ukraine, a number of legal acts, concepts, strategies, target programs and projects aimed at ensuring the effective development of the system of service cooperation in the agrarian sector of the economy were adopted. The main objective of the planned activities was to create a favorable economic and legal macro- and micro-environment for the effective functioning of agricultural service cooperatives.

State regulation should establish such inter-sectoral relations between the spheres of production, harvesting, storage processing and trade, providing vertical coordination or integration of partners. The basis of such relations should be based on the mutual commonality of the economic interests of participants of one product vertical [14, p. 64-65].

It is in the state regulation of the agrarian sector of the economy that there are

significant problems associated with the lack of experience in using mechanisms for regulating interbranch relations.

To improve the operation of canning plants, it is necessary to constantly monitor the level of inventories, to seek rational methods of commodity supply, to increase the percentage of implementation of the plan of turnover and profits [10, p. 21].

State policy should be based on optimal growth rates of various sectors and sectors of the national economy, with macroeconomic proportions in the fields related to agroindustrial production. It should be possible to achieve not only the structural balance in economic policy, but also the correction of intra-industry proportions of interaction between branches and spheres of agro-industrial production.

The regulation of the production of agroindustrial production in a market economy is the main task of achieving the equivalence of inter-industry exchange.

For the effective development of the field of vegetable crop, modern market conditions require the most effective structural state policy and more substantial financial support.

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RESOURCE POTENTIAL OF THE AGRARIAN SECTOR OF ECONOMISTS AS AN OBJECT OF SCIENTIFIC RESEARCH

Liudmyla Dorohan-Pysarenko,

Ph.D. in Economics, Associate Professor,

Zhanna Kononenko,

Ph.D. in Economics, Associate Professor,

Olena Yehorova,

Ph.D. in Economics, Associate Professor,

Poltava State Agrarian Academy, Poltava, Ukraine

Complex issue researches in search for opportunities for effective and rational use in production process of own resources, opportunities for positive progress of business entity have a particular importance since their solution permits implement to the fullest extent of using economic facilities, rational distribution of available costs and increasing of products and services qualitative characteristics, competitive advantage and its stability and quantitative increase of interested consumers. The resource capacity of agriculture forms as a distinct types of resources, that are subordinated to enterprises own use. Such a set represents a material security in productive capacity. The amount of last factor depends on more than just amount

of own resources, but also on material resources of other business enterprises and organizations that play any role as agricultural producers.

The diversity of «resource potential» requires a variety of approaches to the disclosure of content and directions for improving the mechanism for its formation and use. The theoretical concepts of the development of the resource potential, its structure and properties, which are the basis of its use, are multidirectional, therefore there is an objective need to find new approaches to ensuring its effective use.

The adoption of measures to build capacity is oriented towards the prospect and is based on actual conditions of development of relevant factors, that is, specific requirements. The needs of customers have particular importance and influence their quality. In addition, very important prerequisites are related with competitors, because the investigated potential of the enterprise may lose its value exactly under their load. Also, internal preconditions related to the guidelines adopted within the enterprise should be taken into account.

Solving important problems of the country's development depends to a large extent on the scale and nature of the transformation processes, the effectiveness and activation of which are closely interrelated with the most full use of all components of available resource potential. Insufficient utilization of the main components of available resources leads to deformation of the production structure, constraints and reduces the efficiency of production activities, which requires the development and implementation of well-considered measures to create a mechanism for ensuring the conservation and rationalization of the use of resource potential.

Under the resource potential of the country they imply a set of interrelated natural, industrial, labor, financial, investment, innovation, infrastructure and information resources, the use of which provides an economic effect. Like the economy in general, resource potential is a dynamic system characterized by a change in the proportions and relationships between its constituents in both time and space. Being in functional dependence, the change of some components of the resource potential leads to the modification of others, causing changes in the proportions of functional and territorial nature. The analysis of economic literature has shown that the range of definitions of resource potential of economic entities is rather voluminous – from a fundamentally narrow understanding of it as the annual volume of production to general categories.

The Resource Potential, Strategy and Competitiveness are the three basic components of an organization that determines the formation of strategic management. The implementation of the enterprise in the conditions of a market environment necessitates the conduct of their worthy competitive work, the need for the formation of certain competitive advantages. Their content depends on the external environment and opportunities of the economic entity - its resource potential. This aggregate forms the material basis of production potential, the size of which depends not only on the amount of labor, material and land resources of the enterprise, but also on the material resources of other enterprises and organizations