

Section 3

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INTENSIFICATION OF INNOVATION AND INVESTMENT DEVELOPMENT OF AGROINDUSTRIAL COMPLEX IN UKRAINE THROUGH INTEGRATION

At present all aspects of economic growth and social achievements of mankind are closely related to scientific and technical progress, which covers a wide range of issues, the development of which opens farms opportunities to further improve production, increased sales of higher quality and profit. To provide a stable, competitive and sustainable development of the national agroindustrial complex (AIC) in terms of accelerating globalization and integration processes can only be the case where this development will be based on innovation-investment model. Organic combination of innovation and investment, investing more and increasing amounts of money in modern innovative technologies and manufacturing innovative products to be considered as the most important prerequisite for the efficient functioning of domestic agriculture and other sectors of agribusiness in an open competitive environment. Therefore, the problem of proper investment of national and regional agrobusiness should be decided not only on the basis of self-financing, the involvement of private, including foreign capital, but also with the active participation of the state.

The European direction of Ukraine's economy, the need for export-oriented agro-industrial production requires a clear definition of competitive domestic products and companies that are able to lead the country out of the crisis and pave the way to global markets.

The agricultural sector of Ukraine is a strategic area of the state economy, which determines the volume of supply and the cost of the main types of food for the population, particularly food processing grain and livestock production, generates foreign exchange earnings by exporting, state determines the status and trends of rural areas.

Ukraine has favorable climatic conditions for effective agriculture, which is able to provide the required volume needs of the domestic and foreign markets for high quality and safe food.

Improving the efficiency of agriculture in the country is possible by creating an enabling environment that will ensure the effective transfer of imperfect agro-industrial network to a new level of development, satisfying the requirements of innovative and transformational success.

The introduction of an effective strategy for integration development in agriculture can solve not only the question of capacity utilization of processing plants by providing high-quality raw materials, creating economically favorable conditions in the agricultural sector for growing agricultural products, to provide guaranteed employment farmers, but also to create the conditions for the release of domestic manufacturers in the world markets, which is especially important during the global food crisis.

The basis of the integration of agriculture, in our view, must lie as deep system integration process of structural change in the economy of all divisions integration formations through which must be optimally balanced in territorial and economic and social plans of management.

Subjects of integration structures in agriculture are: agricultural organizations; enterprises processing agricultural raw materials; trading enterprises; companies that provide services to the participants of the integration arrangement; financial institutions; other entities.

At the same reasons, they are guided in shaping the integration relations. In particular, agricultural enterprises interested in forming inter-sectorial integration

ties, primarily to reduce the risk associated with agricultural production, dependence on climatic conditions.

The reason for combining processing and other enterprises is the need to ensure stable incomes as a result of creating its own reliable raw material base, the formation of permanent markets for manufactured products, expansion of activities and more.

That association created to successfully address enterprise challenges related to the expansion of their capabilities in the production and social development, improving the use of material, financial and other resources on the basis of joint activity, division of labor and cooperation, joint efforts and means in scientific, technical, industrial and social development.

Depending on the initiator (integrator) and the purpose of integration distinguish species, nature, shape, direction, strategy and scope of the integration process (horizontal, vertical, conglomerate, forward and reverse, technology, manufacturing, food, market, financial, credit etc.) the length of the integration chain and form a new association.

There are three stages of integration:

- 1) establishing links between disparate production and operation;
- 2) deepening, strengthening, providing systematic existing connections;
- 3) increasing the number of connections and establishing new ones.

Through systems of integration multi-resistant formed associations should ensure the completeness of the series "Science – innovation – investment – primary production – processing of raw materials – making the final product – marketing – consumption" and to promote the release of agricultural production in a new stage of development, and satisfy the requirements of a market economy.

The effectiveness of the integrated association can be achieved through the introduction of new intensive technologies that provide non-waste in the processing of agricultural raw materials, cost of living and materialized labor, reduction and complete elimination of losses resources and finished products.

Meeting this challenge requires ongoing scientific support to agricultural groups, widespread use of modern computer technology, establishing close mutually beneficial trade and industrial and scientific relations with foreign partners.

At the present stage of development of agriculture of Ukraine plays an important role in implementing new technologies and scientific and technical progress. Innovation is a means of improving the efficiency of production and means of enterprise adaptation to changes in social, economic and political environment.

Today the formation of innovation system in Ukraine, especially in agriculture, is under very adverse conditions: lack of support for scientific spheres and logistical resources, limited information resources, loss of skilled workers.

Innovative development of agricultural structures is impossible without a developed infrastructure. However, experts in scientific sphere have adequate information provision to address theoretically pressing issues of national agriculture. Given the spread of privatization and commercialization of agricultural production information becomes increasingly sensitive [1]. Information and scientific support is not just advertising goods and services, and above all, access to information, advanced biological, economic, veterinary, agronomy character, etc., systematization and presentation in a suitable form for practical use [2].

In highly developed countries where technological progress is at a higher level, the company's management uses not only the ability of the employee to perform his duties automatically, but requires constant improvement of his knowledge, the ability to make decisions quickly, adapt to work with completely new technology [3].

In domestic agriculture is a shortage of young skilled workers more adaptable to changing economic situation and the best and most able to respond. Level of education of agricultural workers is low. Complicated state agricultural agencies try to ensure qualified personnel, increase inflow of talented young scientists to science.

To successfully solve the staffing problem the government should invest in human capital. It will generate in agricultural production qualified professionals with appropriate special training [4].

A constant shortage of budget financing of agricultural science almost lost opportunities to create innovative new product. Since recently farms have been using foreign machinery that is partially improved analogue of the existing one and of outdated technology.

Today, most businesses (mainly collective forms of management) are equipped with computers, which greatly facilitate the work of both management and staff. However, due to lack of skilled programmers, these tools are not used in full force as for information and for its analysis.

Overall, Ukraine has the potential for success of innovation, but at the state level it is necessary to perform a number of actions:

- to ensure stable economic situation in the country to attract investment in agriculture; to provide incentives to enterprises that create innovative products that will increase the financial resources for the implementation of innovative programs of the company; target financial institutions to provide loans to enterprises engaged in innovation activity.

The use of the proposed measures to stimulate innovations by agricultural enterprises will improve the production process, efficient use of domestic resources and potential and attract foreign investments in innovations.

List of used literature

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