

**SATELLITE CHARACTERISTICS OF RESOURCE
POTENTIAL AGRARIAN ENTERPRISES**

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The actuality of the subject. The emergence of a market economy, the integration of Ukraine into the world economic space necessitate the increase of the competitiveness and quality of agricultural products, which implies a significant increase in the efficiency of the use of the resource potential of agrarian units.

The efficiency of the use of resources is influenced by the investment policy, the achievement of scientific and technological progress and the speed of their implementation in agricultural production, the efficiency of the work of top management and a number of other factors. Therefore, studies aimed at clarifying the essence of resource potential and creating the conditions for its sustainable reproduction are relevant and important.

The analysis of the land research and publications. The research of the category «resource potential» and the peculiarities of its formation and using in agricultural enterprises are dedicated to the work of scientists-economists, among them: Andriychuk V.G., Paskhaver B.Y., Pidlisetskii G.M., Lisyak A.V., Pinyak H.O., Rossokha V.V. Tregobchuk V.M., Yuzefovich A.Yu. and others.

The aim of the article. The purpose of the article is analyzing the theoretical approaches to determine the essence of the resource potential of agrarian enterprises.

The presentation of the basic material. The state of agriculture in Ukraine is associated with the development of economic relations and the effectiveness of the use of agricultural potential of agricultural enterprises. Existing problems in the Ukrainian economy are a reflection of these

relations in the process of development and formation of market transformations carried out in the agrarian sector of the economy.

Improving the quality characteristics of agricultural production, increasing the level of quantitative indicators of economic efficiency are directly related to improving the efficiency of utilization of the resource potential of agrarian enterprises.

The term «resource» comes from the French «resource» – auxiliary means. In the economic dictionary, resources are defined as natural, raw material, material, labor, financial values, which can be used, if necessary, for the creation of products, services, obtaining additional value [6, p. 230].

The term «potential» (from Latin potentia - ability, power, strength) in science is used to indicate the energy of a body, power level or hidden possibilities.

Many scientists represent potential as an integral characteristic of a state of a system or a generalized resource description.

In the broadest sense, the potential is defined as existing resources, stocks, sources that can be used to achieve a given goal, the implementation of a plan or the solution of a particular task.

The main content of the concept of «enterprise potential» is the integrated reflection (assessment) of the current and future possibilities of the economic system to transform the input resources through its inherent business abilities to economic benefits and to maximize the satisfaction of corporate and social interests [9, c. 47].

V.V. Rossokha has the potential of the enterprise as a set of available economic resources and opportunities that can be used to achieve the goal. In his research. He notes that the possibilities of the enterprise are disclosed through resources, their optimal structure and the ability to rationally use the territorial features, natural conditions, traditions that have developed in industrial relations, directly affect the productive performance of production activities and collectively determine the production and commercial capacity of the subject of economic activity [16].

The category of resource potential in the economic literature appeared later in economic potential, so first consider the content of economic potential.

The term «economic potential» in economic science began to be used earlier than the resource. O.V. Velichko compares economic potential with resource potential and determines economic potential as the aggregate possibilities of society for optimal use of available resources in the process of development of industrial relations in order to meet the needs of

members of societies. According to the scholar, economic potential characterizes the possibility of producing material goods, providing services, and meeting the economic needs of society. These opportunities give all available resources – production, material, labor, natural, financial, scientific, technical, informational, etc. That is, the economic potential is the synthesis of resource and production potential [3].

Some scientists consider resource potential as a compulsory component of production potential, or a list of resources that form the production potential [5].

The division of categories of productive and resource potential was made by the scientist V.A. Svobodin. He highlighted the resource potential of a particular category and identified it as a set of available organically interconnected resources.

Resource potential of the enterprise is characterized by a set of qualities of the system of interrelated resources and their mobilization in the conditions of development, achievement of competitive advantages taking into account the influence of the external environment [17, p. 135]. He participates in the production of products, which is the main result of the production activity of the enterprise, and its implementation provides profit as the ultimate goal of the enterprise. Production is the result of the implementation of resources in the resource potential, which determines it, because it provides reproduction of production. Updating of production and technology of its production depends on innovative transformations at the enterprise. The introduction of new products means increased production volumes, savings from lower costs, net profit growth. The higher the scientific and technological level of the resource potential and the degree of its use, the more powerful material and technical base of the enterprise, more opportunities for innovation, improvement and increase in scale of production.

S. Serdak describes the resource potential of the enterprise as a combination of tangible, intangible, labor, financial resources, in particular the ability of the employees of the enterprise to efficiently use the listed resources to fulfill the mission, achieve current and strategic objectives of the enterprise [18].

By definition, Pavlovskaya L.D., resource potential are three groups of resources used in the process of production of agricultural products and food. The first group - natural and biological resources, the second - labor resources (or labor potential), the third - production funds [12, p. 75].

In economic studies, the term «resource potential» of an agricultural

enterprise is represented by various interpretations and does not have a single established general definition.

Many scientists under the resource potential understand the combination or aggregate of land, labor and logistical resources.

V.G. Andriychuk notes that for the production of production, the industrial resources of the agroindustrial complex must be in organic unity, isolated resources represent only production opportunities [7].

The difference in the interpretation of the categories of resource potential lies in the interpretation of productive assets and in approaches to valuation.

S. Murawski considers the resource potential as «... a set of natural and material elements that can be used ... for ... life and are involved in the production process for the production of consumer values» [11, p. 57]. That is, the resource potential of an agricultural enterprise is a combination of labor, natural and material resources, which is characterized by their quantity, quality, internal structure of each resource.

B.I. Smagin determines the agricultural potential of the agricultural enterprise as «... a set of land, labor and material resources, which are at its disposal, which is determined by the number, quality and internal structure of each resource separately» [19, p. 60].

V.G. Andriychuk characterizes the resource potential as a set of organically interconnected resources of agricultural production, which allows to achieve, under given conditions, an objectively determined level of economic results [2, p. 8].

According to O.M. Zgurskaya «resource potential is a multilevel structure characterized by a set of resources of various kinds available for use of a definite species, each element of which is a complex whole, a system of interconnected and interacting parts that have relative autonomy and multifunctionality [7].

V.M. Tregobchuk defines the resource potential of agrarian enterprises as a «set of technologically, economically and ecologically balanced production resources (labor, logistical, natural and biological) capable of ensuring highly efficient and environmentally safe production, processing, storage, transportation and marketing of agrarian products in order to the proper solution of food security of the state» [20, p. 14].

According to S.Yu. Ilyina, the resources of agriculture are a set of workers, tangible and intangible assets, finance, objects and natural phenomena, necessary for the implementation of production [8].

D. Epstein and G. Hokman define the resource potential of the

agrarian sector of the economy as a set of resource potential of agricultural enterprises, characterized by indicators of the average annual number of occupied, sown area and area of agricultural land, the number of heads of agricultural animals, the value of basic production assets and the value of working capital [21].

When considering the resource potential of agricultural enterprises, some scientists, as one of the characteristics of resources, call their equilibrium. Yes, A.E. Yuzefovich defines the agrarian resource potential of farms and regions as the availability, quality and balance of labor, material, natural and biological resources, which as a result of interaction show an integral ability to produce adequate volumes and types of products [22, p. 13].

As we see, in the scientific literature there is no consensus on the definition of «resource potential of agrarian enterprises». We believe that under this economic category it is appropriate to understand the aggregate of all resources available at the disposal of the agricultural enterprise, which are interdependent and interrelated, engaged in its activities to achieve current and strategic goals and meet the needs of society.

The problem situation in the resource system of the agricultural enterprise is the lack of resources, their ineffective use and low quality. Therefore, the main purpose of the resource potential of agro-industrial production is the attraction of resources and their rational use.

The research showed that in most publications the category «resource potential» is used at the macro level or as an element or one of the types of potential of the enterprise. Only some scientists distinguish this category as a separate research object, which has a certain structure that can be managed, analyzed and evaluated.

We believe that this definition does not fully characterize the potential, since resources constitute the material basis for the formation of potential, but, in addition to resources, the system also links to a potential system that forms a complex, integrated system.

Output. Many scholars are working on researching the resource potential of agrarian enterprises, and this issue is increasingly interested in new scientists. However, there is still no single definition of this economic category, and therefore there is a need for its unambiguous interpretation and further study.

Each enterprise, as a complex economic system, has a resource potential that can be shaped, analyzed, evaluated and managed. Nowadays, in the conditions of a protracted crisis, an unstable environment, a change

in legislation, agricultural enterprises need to be able to use their own resource potential both in order to maintain their position in the market and for future development.

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Abstract.

Skudlarski Jacek, Zaika S.O., Satellite characteristics of resource potential agrarian enterprises.

The agrarian sector of the economy is one of the main components of the national economy of any state, because it provides it with food security. At the same time, the solution of the problem of increasing the efficiency of agro-industrial production requires the improvement of the use of the resource potential of agricultural enterprises.

In economic research, the notion of «resource potential of agrarian enterprises» is represented by various characteristics and does not have a single common definition.

The article discusses the essence of the resource potential of agrarian enterprises, according to which this economic category should be characterized as a set of all resources available at the

disposal of the agricultural enterprise, which are interdependent and interrelated, engaged in its activities to achieve current and strategic goals and satisfaction. needs of society.

Key words: *resources, resource potential, agricultural enterprise, agrarian sector of economy, efficiency.*

Анотація.

Шуддарські Ядек, Заїка С.О. Сутнісна характеристика ресурсного потенціалу аграрних підприємств.

Аграрний сектор економіки - одна з головних складових національної економіки будь-якої держави, адже саме він забезпечує її продовольчу безпеку. При цьому вирішення завдання зростання ефективності агропромислового виробництва потребує удосконалення використання ресурсного потенціалу сільськогосподарських підприємств.

В економічних дослідженнях поняття «ресурсний потенціал аграрних підприємств» представлений різноманітними характеристиками і не має єдиного загальноприйнятого визначення.

В статті розглянуто сутність ресурсного потенціалу аграрних підприємств, згідно з якою дану економічну категорію варто характеризувати як сукупність всіх ресурсів, що є у розпорядженні сільськогосподарського підприємства, які взаємозалежні та взаємопов'язані між собою, задіяні у його діяльності для досягнення поточних і стратегічних цілей та задоволення потреб суспільства.

Ключові слова: *ресурси, ресурсний потенціал, сільськогосподарське підприємство, аграрний сектор економіки, ефективність.*

Аннотация.

Шуддарски Ядек, Заика С.А. Сущностная характеристика ресурсного потенциала аграрных предприятий.

Аграрный сектор экономики любого государства, ведь именно он обеспечивает его продовольственную безопасность. При этом решение задачи повышения эффективности агропромышленного производства требует совершенствования использования ресурсного потенциала сельскохозяйственных предприятий.

В экономических исследованиях понятие «ресурсный потенциал аграрных предприятий» представлен разнообразными характеристиками и не имеет единого общепринятого определения.

В статье рассмотрена сущность ресурсного потенциала аграрных предприятий, согласно которой данную экономическую категорию следует характеризовать как совокупность всех ресурсов, которые есть в наличии в сельскохозяйственном предприятии, взаимосвязанных между собой, задействованных в его деятельности для достижения текущих и стратегических целей и удовлетворения потребностей общества.

Ключевые слова: *ресурсы, ресурсный потенциал, сельскохозяйственное предприятие, аграрный сектор экономики, эффективность.*