

Olena M. Koval (*National University of Life and Environmental Sciences of Ukraine*)

ORGANISATIONAL POTENTIAL OF AGRARIAN ECONOMY

The article analyses the formation of organizational and economic relations in agrarian economy. The main directions of the development of organizational, social and economic relations are defined.

Keywords: organization; management; agrarian economy; scientific organization of labor; labor division; cooperation; efficiency; concentration; intensification; optimization.

Олена М. Коваль (*Національний університет біоресурсів і природокористування України*)

ОРГАНІЗАЦІЙНИЙ ПОТЕНЦІАЛ АГРАРНОЇ ЕКОНОМІКИ

В статті проаналізовано становлення організаційно-економічних відносин в аграрній економіці України. Визначено основні напрями вдосконалення організаційних, економічних та соціальних відносин в аграрному виробництві.

Ключові слова: організація, управління, аграрна економіка, наукова організація праці, розподіл праці, кооперування, ефективність, концентрація, інтенсифікація, оптимізація. Літ. 20.

Елена М. Коваль (*Национальный университет биоресурсов и природопользования Украины*)

ОРГАНИЗАЦИОННЫЙ ПОТЕНЦИАЛ АГРАРНОЙ ЭКОНОМИКИ

В статье проанализировано становление организационно-экономических отношений в аграрной экономике Украины. Определены основные направления усовершенствования организационных, экономических и социальных отношений в аграрном производстве.

Ключевые слова: организация, управление, аграрная экономика, научная организация труда, разделение труда, кооперация, эффективность, концентрация, интенсификация, оптимизация.

Introduction. The stable development of a country's economy is conditioned by rational combining of social productive force and economic relations. Gross domestic production and the rate of its increasing affect the economic progress in the country which is formed by all types of economic activities altogether. In the structure of Ukrainian economy the biggest part – 17.8% – of gross added value is made in trade and repair of cars, electrical appliances and everyday objects, 16.4% – in recycling industry, 9.6% – in agriculture, hunting and forestry (according to the statistics of 2011).

In the period between 2001 and 2011 the part of agriculture, hunting and forestry in gross production decreased by 6.7% due to market transformations. This situation has negative consequences as for the raw material basis for processing industry including food and drink industry, and, also for the export potential of the country as for agriculture and food. For example, in 2011 the export profit of this production was 12.8 bln USD.

The analysis of the latest research and articles. The scientific approach to labor organization was founded by an America engineer F.U. Taylor (1911). The system of the opinions as for rationalization in its general meaning was presented by H. Emerson (1912) in his work "Twelve principles of productivity". A French theorist H. Fayol (1916) is considered the founder of the classical or administrative approach

to management. The research of the following scientists is very important: V.J. Ambrosov (2007), O.V. Chayanov (1925), P.M. Kerzhentsev (1968), M.J. Malik (1996), O.V. Shkilyov, O.I. Zdorovtsov, M.H. Lobas and S.S. Baraban (1997), O.U. Yermakov (2006), O.A. Yermanskiy (1922), J.S. Zavadskiy (2006), K. Zumbusch and R. Scherer (2013) and others.

Unsolved problems. The transformation of the economic system to the marketing business conditions brings new tasks to scientists as for the optimal organization and development of management in structural subdivisions, enterprises and agrarian economy in general.

The aim of the research. This scientific research aims to define the main directions in the development of organizational, economic and social relations in the agrarian economy.

The main results of the research. I. Kant (1781) in "The critique of pure reason" analyzed Time as the form of inner sense, the objective reality for everybody. "The absolute reality is immanent to all things as their condition or quality independently on the form of our sensual contemplation" – he noticed. So, time is the prior formal condition of all phenomenons in general. The time factor is of great importance under the conditions of economic competition (Kant, 2011).

Today the principle of fairness is realized by the system of stimulations and motivations. A famous philosopher A. Schopenhauer (1813) explained motivation as "the reason which is seen by a person from inside". So, the law of motivation is "the law of a good foundation for an action". A reason is an outer condition of any process, while the inner side of a process, which is an act of will, is a motivation (Schopenhauer, 2011).

The system of scientific management is explained by F. Taylor (1911) as the combination of the following principles: science instead of traditional skills, harmony instead of contradictions, cooperation instead of individual work, high productivity instead of limited productivity, the development of each worker up to the highest possible levels of their productivity and prosperity. O.A. Yermanskiy (1922) criticized the system when productive norms are made in ideal conditions and depend on workers' abilities. He thinks the system may be harmful for health, as workers are treated as "working machines". So, the attention is paid to the inner contradiction between the social way of production and the purely capitalistic form of labor results privatization.

H. Emerson (1912) was one of the first Western specialists to research the problem of production effectiveness in general. In his work "Twelve principles of productivity" the following principles are given: clearly defined aim and goals, common sense, efficient consulting, discipline, fair attitude to stuff, full, quick, reliable, accurate and constant account, controlling, norms and coordination of schedules, normalization of conditions, norms of operations, standardization of instructions, reward for productivity.

A French engineer H. Fayol (1916) is considered one of the classics of theoretical and practical management. In his work "General and Industrial Management" he names the following elements of management: prediction – making the programs of actions; organizing an enterprise – providing with necessary equipment, materials, money and staff; administration – involving employees to an enterprise's interests;

coordination of all the operations at an enterprise to ease its functioning and reach success; control, which consists of checking and comparing the aims and the results.

The main elements of organizational work are given by P.M. Kerzhentsev (1968) in his work "Organizational Principles", they are the following: aim, type of an organization, methods, people, material tools, time, and control. An organizational form is very important to reach the aim. There are several types of organization: line and functional systems join and form the combined types of organization. We think that these principles and elements of the system of organization and enterprise management are of great importance and should be used in business development nowadays.

O.V. Shkilyov, O.I. Zdorovtsov, M.H. Lobas and S.S. Baraban (1997) think that the basis of agrarian socially labor relations is labor division, as one its organizational forms, which conditions "the most aimed division of labor resources in social production". As a result of general labor division, there is functioning of different fields of economy, and, separation between the sphere of material production and the sphere of service. Labor division in agriculture means the separation between different fields of planting and husbandry and between the spheres of agriculture production and recycling factories.

Historical development of cooperation in Ukraine and abroad shows the existence of different types of rural cooperation: industrial, consuming, service and credit societies. M.J. Malik (1996) says that cooperative societies produce more than half of the main types of agricultural production in the world, and agricultural cooperation is one third of international cooperative alliances. Cooperative processes started in Russia and Western European countries in 1860–1890-s. During the period of the so-called "new economic policy" O.V. Chayanov (1925) explained the main advantages of cooperative process in his work "Short Course of Cooperation": "all scientific and practical achievement can often be used by farmers only if the size of organized businesses is very big".

The post-reform period of development of agrarian industry in Ukraine is characterized by the following laws: "About consuming cooperation" (1992), "About agricultural cooperation" (1997), "About credit alliances" (2001) and other documents on this question. Also the high rate of cooperative development has not been reached in Ukraine yet.

The category "the location of production" means the division of sowing areas on different types of agricultural crops and separate areas for different types of cattle. The quality aspect of this location is defined by the specialization of agricultural enterprises in producing certain types of production. The quantity reflection of this location means the joining of different fields at agricultural enterprises. O.U. Yermakov (2006) named the main principles of the joining of different fields in agrarian industry: interdependence of similar production use, similar technical tools, equal use of labor resources and money investments during a year.

As a result of combination of additional investments and the achievements of scientifically technical progress there is an economic increase in certain fields. V.J. Ambrosov (2007) makes the conclusion that innovations are possible at big enterprises, where specialized labor, material, technical and financial resources are concentrated. So, due to enlarging of enterprises on the basis of collective and common ownership, the development or resource potential is possible as a result of improve-

ment of organizationally economic relations, mechanization of industrial processes with the help of highly effective equipment and technologies, minimizing wastes and fuller use of different types of plant and animal production, scientifically proved system of agriculture and providing full employment.

C.V. Kharchenko (2009) says, that special features of managing potential include the following: style, leader skills, knowledge of an enterprise and its surrounding, working ability and efficiency, professionalism and also, organizational potential which means possibilities for organizational innovations. The result of the research showed, that the abovementioned scientific questions have deeper historical roots and include the system of management, organization and administration.

As a result of the research we should make the following **conclusions**:

1. Organisational relations are important in increasing the gross production in agrarian economy and, correspondently, the gross added value of the field which will be the source of development of recycling industry and export potential of the country. The directions in improving organizational potential are the following: scientific labor organization, cooperation development, increasing of agro-industrial integration, specialization, resource concentration and optimization of enterprise structure.

2. The increase of production effectiveness in agrarian economy is tightly connected with an enterprise's profit, norms of profit in the field, the size of production of redivision of gross domestic and gross national product. The directions of improving economic relations are the following: intensification, economic competition, joining fields and enterprises, optimization of expenses according to the norms, improvement of pricing and exchange process on agrarian resource and food markets, accumulation of capital, and investments on innovation basis aimed to increase the pace of economic development and to have the stable development of rural areas.

3. Social aspects of organizational potential are connected with solving the following tasks: decreasing the unemployment rate for rural population and increasing life standards. We think that the directions of improving social relations are: improving the system of payments and bonuses, improving the conditions of collective contractual regulation, control over profit distribution between the fields in integrated units, investing in social programs, infrastructure development in rural areas and improving the system of taxation and state transfers.

References:

Про кредитні спілки: Закон України від 20.12.2001 №2908-14 зі змінами та доповненнями // zakon.rada.gov.ua.

Про сільськогосподарську кооперацію: Закон України від 17.07.1997 №469/97-ВР зі змінами та доповненнями // zakon.rada.gov.ua.

Про споживчу кооперацію: Закон України від 10.04.1992 №2265-XII зі змінами та доповненнями // zakon.rada.gov.ua.

Аграрні соціально-трудові відносини: Підручник / О.В. Шкільов, О.І. Здоровцов, М.Г. Лобас, С.С. Барабан. – К., 1997. – 304 с.

Амбросов В.Я., Маренич Т.Г. Великотоварні підприємства як основа впровадження інновацій // Економіка АПК. – 2007. – №6. – С. 14–18.

Ерманский О.А. Научная организация труда и система Тэйлора. – М.: Госиздат, 1922. – 367 с.

Єрмаков О.Ю. Організація сільськогосподарського виробництва: Навч.-метод. посібник для студентів аграрних вузів. – К.: НАУ, 2006. – 224 с.

Завадський Й.С., Осовська Т.В., Юшкевич О.О. Економічний словник. – К.: Кондор, 2006. – 356 с.

Кант И. Критика чистого разума / Пер. с нем. Н. Лосского. – М.: Эксмо, 2011. – 736 с.

- Керженцев П.М.* Принципы организации (избранные произведения). – М.: Экономика, 1968. – 464 с.
- Малік М.Й.* Кооперація як мотив до виробничої діяльності // Економіка АПК. – 1996. – №2. – С. 31–39.
- Научная организация труда / Под общ. ред. акад. АН УССР А.Н. Щербаня. – К., 1965. – 423 с.
- Сільське господарство України: Статистичний збірник за 2011 рік / За ред. Н.С. Власенко. – К., 2012. – 386 с.
- Тейлор Ф.У.* Принципы научного менеджмента (1911) // www.improvement.ru.
- Файоль А.* Общее и промышленное управление (1916) // en.wikipedia.org.
- Харченко С.В.* Управлінські аспекти забезпечення результативності використання потенціалу підприємства // Актуальні проблеми економіки. – 2009. – №8. – С. 141–149.
- Чаянов А.В.* Краткий курс кооперации (1925) // Социал-демократ // esdek.narod.ru.
- Шопенгауэр А.* Собрание сочинений: Мир как воля и представление; О четверяком корне закона достаточного основания / Пер. с нем. – М.: Престиж Бук, 2011. – 1032 с.
- Эмерсон Г.* Двенадцать принципов производительности (1912) // www.koob.ru.
- Zumbusch, K., Scherer, R.* (2013). Mobilizing Enterprises for Regional Innovation Policies. How to assure an active involvement of located enterprises in regional development. *Economics & Sociology*, 6(1): 13–27.

Стаття надійшла до редакції 22.01.2013.