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THE IMPERATIVES OF IMPROVING OF THE AGRARIAN DEVELOPMENT REGULATING POLICY

The imperfect institutional environment for realizing the economic interests of actors in the agrarian sector of the Ukrainian economy needs improvement. According

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to the authors, one of the solutions may be the reformation of the agrarian development regulating policy on the basis of organizational and institutional imperatives. The connection of imperatives (compulsory), determinants (regulative qualifiers) and institutions (norms, rules) is substantiated. The emphasis in the improvement of regulation institutional policy should be on the imperatives of enforcement, which are implemented in a manner similar to institutional determinants, and defined by market institutions, taking into account the imperatives of “recommendations” or “self-regulation”. The conceptual vision of organizational and institutional imperatives to improve the policy of regulating the agrarian sector of the Ukrainian economy is aimed at the continuation of agrarian reform on the basis of a comprehensive change in the institutional field of economic interactions in the system of “production-distribution-consumption”. At the national level, it is necessary to complete and stabilize the institutional model of development-regulation in the relevant subsystems. The formation of the national structure of regulatory institutions should harmonize the traditions of agribusiness in Ukraine with the modern market processes of the global space.

Key words: government regulation; institutional mechanism; agrarian sector; imperatives; determinants.

Розглянуто концептуальні імперативи політики регулювання розвитку аграрного сектора національної економіки; обґрунтовано їхній організаційно-інституційний характер. Наведено сполучення імперативів (обов'язковості), детермінант (регулівних визначників) та інституцій (норм, правил). Описано складники вдосконалення державного регулювання аграрного розвитку.

Ключові слова: державне регулювання; інституційний механізм; аграрний сектор; імперативи; детермінанти.

Problem formulation. The conceptual imperatives of the policy of regulating the development of the agrarian sector of Ukraine's economy are organizational and institutional in nature. First of all, this is due to the need to improve the institutional environment for the implementation of the economic interests of sectoral economic agents. Our vision of this issue is based on the results of a scientific evaluation of the functioning of the agrarian system and is reduced to the fact that the mechanism of organizational and economic interactions of the subjects of the agrarian market is still far from effective. Therefore, the policy of the state should promote the formation of other economic emphases of “market” thinking from agrarian entrepreneurs. This is a rather lengthy and complicated process related to the sociology and psychology of the issue, but it must necessarily be continued. As a matter of fact, it is a question of the continuation of effective institutions formation of the market economy system in agrarian economy.

Analysis of recent researches and publications. Problems of state regulation of the agrarian sector are devoted to numerous studies of scientists. Among Ukrainian scholars, it is worth mentioning works such as A. Babenko [1], O. Borodina [2], S. Kvasha [3], Yu. Lupenko [4], D. Mishchenko [5], O. Mohylnyi [6], Yu. Petrunia [7],

P. Sabluk [8], O. Shpykuliak [9] and many others. At the same time, we assume that the imperatives of improving the regulating policy of agrarian development require further scientific research.

Purpose of the article is to substantiate the components of improving the state regulation of the agrarian sector on the basis of organizational and institutional imperatives.

Main material. We believe that the regulatory policy of agrarian development should systematically establish the ideas of institutional responsibility, the inviolability of the “rules of the game” in strong connection with objective economic laws. Only the closest possible combination of institutions (norms, rules, guidelines), institute (establishment, organizations), as well as imperatives (compulsory) will ensure the successful institutionalization of the market mechanism of management and will generally serve to improve the policy of regulating of the national economy agrarian sector. These problems are fundamental in the formation of institutional order. Their implementation will ensure rationalization of agrarian production, increase its productivity to ensure the growth of competitiveness of the agrarian sector. In this context, the imperative factor must be presented in agrarian policy in the form of permission or prohibition, enforcement, etc.

Regarding terminology, Immanuel Kant characterized the “Categorical Imperative” as an objective, rationally necessary and unconditional principle that we must always follow despite any natural desires or inclinations we may have to the contrary [10]. Modern studies confirm the importance of imperatives for achieving economic efficiency in the global economy [11; 12].

In our opinion, the agrarian policy in Ukraine today should be more than just organizational and institutional imperatives. Absolutely categorical imperatives must be in matters of relations and property rights. Currently, the agrarian sector plays an exclusive role of the safety factor (economic, environmental, energy, monetary and financial, etc.). Taking into account the existing “market failures” and the fact that the “invisible hand of the market” is inadequate, only controlled and coordinated activity is appropriate, since the culture of economic competition in domestic agrarian **entities** is rather low. Therefore, there is a need for state organizational and institutional coordination, the implementation of relevant institutional determinants in order to ensure effective competitive economy.

The implementation of the formulated conceptual vision of the organizational and institutional imperatives in the agricultural policy in the practical sense should be based on clearly defined institutional determinants of the regulatory process, taking into account the goals proposed for achieving in the development strategy of the national economy agrarian sector.

The construction of institutional determinants of agrarian policy is due to the structure and interaction of institutions (institute) of state regulation and market self-regulation, as well as the stage of development of the economic system (economic order). The Ukrainian agrarian sector has clearly defined trends of dependence (path dependence). These, as well as the factors of the transformational and situational crisis,

identify the need for specific, nationally identical determinants. These determinants (regulatory qualifier of effects) must take into account, in particular, the trajectory of the past and future. In our case, the thesis “The past determines the future” logically confirms the ineffectiveness of most of the determinants used to stimulate the development of economic order. However, for example, the development of such institutional determinants of regulation (self-regulation) as agricultural co-operation is based on the principle of “denial-denial”, since the existence of collective farms in the past disinhibits the spread of cooperatives in any accessible form in the present and the future. Therefore, it is necessary to solve the problem of the ineffectiveness of the institutions (rules) at all levels of their presentation, especially at the level of conscious farmers’ motivations. There should be constant external regulatory influence, as well as a policy of persuading actors to act in a certain way with defined strategic targets.

In practice, organizational and institutional imperatives or mandatory rules for target landmarks must be consistent with the objectives of agrarian development, and in the applied plan must be realized at the expense of certain determinants.

The emphasis in the improvement of institutional policy of regulation should be on the imperatives of enforcement, which are implemented in a manner similar to institutional determinants, and defined by market institutions, taking into consideration the imperatives of “recommendations” or “self-regulation”. It is necessary to pragmatically act in a strategic context and effectively in the practical measurement of the implementation of regulations. The imperatives formed in this way will promote the targeting of regulatory policy and the specification of mechanisms, taking into account nationally identical principles of economic system.

At the same time, we consider it important to emphasize the necessity of the systematic process of comprehensive assistance to the improvement and development of market institutions, both basic and derivative, for the formation of a competitive institutional environment that will result in the emergence of effective imperatives of agrarian policy. In general, the overwhelming majority of organizational and institutional imperatives of agrarian policy in Ukraine are borrowed from the command and administrative economy and do not meet market requirements, therefore, they require qualitative upgrades, or borrowed from developed market economical systems, but implemented on an unprepared institutional ground, in an excellent institutional environment, which need to be changed.

In this regard, it is desirable to form new institutional structures for the implementation of regulatory policy or adaptively to improve the old ones. Unfortunately, this was not done at the state level in due time, therefore the institutional environment of agrarian economy was formed, which is favorable, effective only for the monopoly system of economic activity.

Consequently, under imperatives, we understand the rules derived from the actions of institutions, which have acquired the status of a norm, regulatory action or recommendation. We consider that the organization-subjects of infrastructure, regulation, etc. are also the peculiar imperatives. They relate to organizational and institutional

imperatives, because they are the “leaders” of the agricultural sector regulation policy, are empowered to implement the rules. Under certain conditions they formulate the rules themselves, such as the Ministry of Agrarian Policy and Food of Ukraine.

The task of institutional policy in the context of the proposed concept of organizational and institutional imperatives to improve the regulation of the agrarian sector is to ensure a constructive completion of the institutionalization of the market relations system, as well as the establishment of a nationally identical agribusiness system that takes into account the traditions inherent to the Ukrainian farmers.

Undoubtedly important contours of this process are the approval of effective institutional imperatives of economic, social, environmental, legal and organizational regulation. In this case, efficiency means the level of their perception by the agrarian entrepreneurial community through the prism of the achieved results of economic and social well-being. Consequently, imperative assistance to the gradual change of the whole system of agrarian relations – from policy to applied effects – must necessarily establish market principles for such issues: the relationship of ownership of land and property with full introduction of them into market economic turnover; ensuring the real equality of enterprises of different forms of management and the availability of resources and state support for them; the objectivity of state regulation without any selectivity and engagement in favor of monopoly enterprises; adoption and dissemination of the principles of self-regulation of the market; the formation of channels of sales of products, equally accessible to all entrepreneurs, regardless of form and size; the formation of a mechanism of sustainable, renewable agro-economic development with the separation of types of entrepreneurial activity, the most economically and socially relevant to the interests of the state and society.

In the given context, organizational and institutional imperatives are a means in the arsenal of agrarian reforms, which should definitely continue, with the priority of the market institutional system of economic order. Target orientations of imperative nature are unaltered: improving the state regulatory system of national identity; adaptability to it forms and methods of regulation; comprehensive diversification of the agrarian economy; infrastructure with the priorities of demonopolization of sales channels; sustainable character of the development of agriculture and rural areas.

Manifestations of spontaneity of state-governance decisions of situational management to promote monopolization, non-market, and compulsory concentration of production (monopoly conspiracies) should be eliminated at the imperative level. All this marks a change in the strategy of transformations from purely macroeconomic effects to the orientation of the unconditional consideration of the interests of subjects, that is, microeconomics. All program documents in agrarian policy, in particular on the basis of strategic planning, should be built on this priority [13]. This will provide a solid foundation for economic and food security, thus reducing the level of agrarian sector dependence on external factors, including the world market situation.

It is necessary to institutionalize the ways of regulation, based on the situation, which is connected with the existence of diverse economy. That is, there must be

excellent policy imperatives for a big and small-scale business, since they have different interests for the purposes. So we mean the agricultural enterprises of various organizational and legal forms and the economy of the household, which account for a significant volume of agricultural production.

The agrarian reform that was initiated in the 90s of the last century needs to be completed. It, according to the then-defined algorithm, provided for the establishment of imperatives of demonopolization, support for competition, the equality of enterprises of all forms of ownership and management, the objectivity of reproductive processes, market pricing, involvement in the market system on the same principles all factors of production (including land), transparency and payment of market agreements on trade in agricultural products, protection of property rights, etc. On the whole, it is necessary to institutionalize the generally accepted algorithm for the further development of market institutions and institutional determinants.

Institutional imperatives of agrarian policy, especially those related to the action of derivative institutions (management, entrepreneurship, infrastructure, etc.), should be closely linked to situational change, providing a permanent search for solutions that the state should take in the context of a changing current market situation. The market is a constant search for new forms of organization and management, relations with partners, equipment and technologies, etc. [14]. The need for a creative approach to the development of imperatives of agrarian policy is determined by the ever-increasing competition for resources at the national and global level of economic interactions. Only the fastest, prompt decision-making process ensures success, so the action of this imperative must be taken into account.

By developing organizational and institutional imperatives to improve the policy of regulating the agrarian sector of the economy, we focus on the fact that compulsory accounting requires variation in sectoral efficiency. So, in Ukraine crop production is profitable, and livestock farming is in decline for a long period of time. However, there are problems in crop production, for example export-oriented production (grain crops, oilseeds) is developing effectively, whereas some of the product segments are undeservedly forgotten. Institutional management of agriculture has established the raw material nature of business, a narrow specialization, mostly with a low level of value added. This situation requires the motivation of the development of organizational and institutional imperatives to improve the policy of regulating the agrarian sector, since accentuating a single industry is futility and the determination of a general non-competitiveness. It should be institutionalized to stimulate the diversification of the structure of production both in crop production and in livestock, clearly targeting it for the needs of the domestic market, stimulating the growth of its capacity, involving the households in an organized system of redistribution of income and expenditure.

In our opinion, it is necessary to stimulate changes at the political level, to imperatively implement the idea of changing the structure of the agrarian sector, offering its subjects favorable institutional conditions for the development of innovative, competitive production provided by systemic government support. Then it will be a way to increase the well-being of the farmers, ensuring sustainable and restored economic system.

In the modeling of the imperatives of improving the regulation agricultural policy, identification based on motivations should take into account the interests of institutional forms of agrarian economy such as agricultural enterprises, farmers and household, for their unconditional participation in an organized system of market exchange. Thus, the institutional integration of agrarian household in an organized market will help increase competitiveness, innovativeness of the agrarian sector, increase of labor productivity, marketability of products.

Analytical assessments of the development of the agrarian sector of the economy as an object of state regulation, the functioning of the institutions and the institutional system, as well as the contours of state policy, give grounds for the need for general institutional imperative change. At the functional and basic level of political projections, the effectiveness of agri-business is shaped situationally, and in any slightest changes in the external market situation, the sector has a financial loss. Thus, the indisputable institutional dependence of real economic processes on the basic institutions and the institutional environment as a whole manifests itself. This dependence needs to be minimized by constructive state support for the development of high value added production. Therefore, it is justified to plan the measures for further institutional transformations, to improve the regulatory imperatives, taking into account these peculiarities and appropriate perspectives. Formation of imperatives for improving the functionality of regulatory policy should be brought into line with the strategic benchmarks of global competitiveness for the unconditional promotion of a high level of well-being of Ukrainian agrarian commodity producers.

The axiomatic nature of this judgment in the projection of the current state and role characteristics of the national agrarian sector is quite acceptable in the system of measures for improving the regulatory institutional policy. However, at the current stage of development of the agrarian sector of Ukraine's economy, trends in the systemic increase of uncertainty risks should be taken into account. First of all, it concerns the risks associated with socio-political transformations, reorientation to other markets of products, restructuring of the organizational and economic mechanism of entrepreneurial activity. The agro-economic priorities, market demands have changed; therefore there is a need for selection of institutions, strategic priorities, further transformation of the institutional environment of the economic system, reorientation of the entrepreneurial model to unconditional innovation.

An institutional mechanism of agrarian economy as an aggregate of the system of institutions and their means of interaction, which directly influences the efficiency of development and management of the agrarian sector of the economy, is an important role to play here. This requires deepening of research in the direction of perfection in order to find and develop ways to increase the efficiency of the functioning of the agrarian sector of the national economy.

Thus, some authors propose a number of aspects of improving the institutional policy of regulation at the practical level of its implementation, with which we also agree:

- providing state support to the most important sectors of agriculture;
- creation of a system of appropriate economic mechanisms, stimulating the

increase of the degree of readiness of products to consumption and expansion of the sphere of market relations;

- ensuring the organizational and legal basis of state regulation for use in a market economy model in order to accelerate the development of the sector;

- support for segments providing material and technical base, processing and bringing products to consumers in order to maintain the necessary balance between productivity growth and wages of people employed in agriculture [15];

- implementation of the innovative mechanism of domestic labor market security [16].

It is proposed to take into consideration a number of factors that are directly in need of implementation in the development and realization of measures to improve state regulation: 1) rational distribution of production in order to effectively use the potential of different soil-climatic and economic zones of the country, taking into account the deepening of their specialization and the creation of specialized food segments on this basis; 2) the use of technologies that increase the yield of crop production and livestock productivity; 3) minimizing the impact on agriculture of social upheaval and political instability, as well as various forms of environmental degradation [15]. We will add such an important fourth factor as deregulation and decentralization, which is designed to ensure the efficient management, regulation and development of the agrarian sector through the transfer of management mechanisms to places that are relevant in Ukraine, particularly in the context of the formation of united territorial communities.

From this it follows that state regulation of the agrarian sector, based on the four listed elements, needs to be improved with a priority direction of decentralization of management, hence the main support will be based on the territorial and economic feature.

Further development of agrarian production is also increasingly dependent on the state of infrastructure (the development and functioning of the infrastructure mechanism), which is the most important factor in ensuring the reproduction process at all stages. The functioning of an infrastructure mechanism is a prerequisite for the normal operation of a market system or for improving its efficiency. At a high level of organization of the infrastructure mechanism, the functions of ensuring the flow of goods are redistributed between enterprises in the infrastructure sector and contribute to reducing transaction costs.

However, at present, in most regions of Ukraine, the functioning of the institutes of infrastructural machinery is at a low level. The infrastructure mechanism and its institutions in the modern market of agricultural products are characterized by the fact that agricultural commodity producers do not engage in harvesting and processing of agricultural products (if involved, in small volumes), but sell it to intermediaries. In particular, the infrastructure mechanism is intended to ensure, first of all, the formation of volumes of agrarian products for food security, its storage and further ensuring the functioning of the intervention mechanism of maintaining the balance between demand and supply in the agricultural market and the level of prices for agrarian products.

Among the institutions of market infrastructure, individual actors are intermediaries. Mediators, dictating to agricultural commodity producers the conditions of purchase and sale of products, first of all, establish prices for it (lowering of purchasing prices against

the background of overestimating of retail prices for agricultural products, their considerable fluctuations and disproportions), which leads to a lack of production by producers of a proper income [17].

Improving the mechanism of infrastructure support for functioning of the agrarian market at the state level will contribute to the uninterrupted supply of agricultural resources to agricultural enterprises, on the one hand, and to create conditions for the selling of agri-food products at parity prices, on the other. In general, this will help increase the efficiency and competitiveness of the agrarian sector of the national economy. Infrastructure modernization of the environment should be aimed at the formation of an appropriate mechanism for implementation of the following areas of minimization of dysfunctions: creation of a holistic effective system of institutions of market infrastructure in the agrarian sector of the economy; engaging on a contract and guarantee basis of private business to servicing of agricultural production entities; formation of new and modernization in the functional plan of the existing institutional support of the efficiency of the agrarian sphere; activation of institutions with supervisory functions while preserving ecological balance in the zones of active agricultural production.

In addition, the prerequisites for an enhanced reproduction of economic sustainability will be the favorable, “economically equivalent” condition of the market environment formed at the state level. Regulatory action in this case should be carried out by holding a flexible credit, tax and depreciation policy; expanding the use of commodity producers by all types of financial leasing; provision of scientifically grounded pricing; stimulation of entrepreneurial activity; the allocation of priority directions of branch investment, etc.

Ensuring effective functioning and economic stability of the agrarian sector entities involves the transformation of state regulation and support instruments in the direction of creating conditions for synchronization of individual commodity producers’ development strategies with strategic programs of the state. Synchronization of strategic actions of subjects with long-term agrarian policy of the state will allow to drastically improve the conditions of functioning of the agrarian sector, significantly accelerate the pace of development of sectoral innovations with active state support, create a favorable investment climate and on this basis will significantly increase the volumes of production of agrarian products with a significant reduction in the cost of its production.

Consequently, ensuring the economic stability of the agricultural sector is impossible without the implementation of a flexible system of state support and regulation of this industry at the imperative organizational and institutional level. It has been established that achievement of economic stability of agricultural enterprises is to a large extent determined by the amount of state support provided on the basis of hryvnia receipts, as well as on the hryvnia for the costs of production and sale of agrarian products. This enables to increase the efficiency of direct state support on the basis of its targeted provision, create favorable conditions for ensuring economic stability and increase the efficiency of functioning of agricultural producers and the agrarian sector as a whole.

Due to the current problems with the formation of the effectiveness and efficiency of the policy of regulating the agrarian sector of the national economy, it should be

ensured its complexity in the organizational and institutional framework. It is necessary to change the institutional structure of the regulatory system, ensuring a combination of actions of the state with the functions and the operation of the market. It is important to take into account the institutional changes that have arisen from the formal point of view and the functional foundations of the development of the agrarian sector in connection with the signing by Ukraine – European Union Association Agreement, as well as the creation of the Free Trade Area between the parties. This is a completely new aspect of the development of state regulatory policy mechanisms that need to be built on new institutional standards for Ukraine. This is first of all: the creation of a constructive mechanism for interaction between agrarian business and the state; the development of a system of informational and consulting support for rural commodity producers; the establishment of functional self-regulatory organizations; the improvement of the mechanism of cooperation of the state and agribusiness in the form of public-private partnership. In other words, it should be ensured that the institutional framework of interaction between the state and business in the agrarian sector of the Ukrainian economy should be improved, normalizing mutual recognition of interests. In regulatory policy, the state and business should be equal partners, which mutually co-ordinate their actions in the market. Consequently, agrarian regulation policy should primarily focus on compliance with the “rules of the game”.

We also draw attention to the need to modify the market self-regulation system by streamlining the institutional framework for the interaction of state authorities with organizations – associations of producers of agricultural products, as well as products of agrarian origin. It is necessary to develop and legislatively establish a single, coherent concept for the development of self-regulatory structures, as well as self-regulation as a general idea. Self-regulatory formations will balance the interests of the participants in the agrarian market. They are seen by us as relevant in the field of land use and protection of the rights of land owners; wholesale trade in agricultural products and foodstuffs; the formation of purchasing prices for agricultural products, the demand for which is formed by state institutions, which are authorized to guarantee food security.

In general, the moderators of organizational and institutional imperatives to improve the policy of regulating the agrarian sector of the economy are:

- 1) market – the formation of conditions for meeting needs on the basis of competition and payment;
- 2) the state – the formation of a national model of agrarian sectoral policy and elaboration of agrarian development strategy;
- 3) market actors – the positioning of consumer and business economic interests;
- 4) national market consciousness – understood national-identical principles and approaches to the realization of economic activity.

Thus, the improvement of organizational and institutional imperatives with the subsequent involvement of the relevant determinants consists of two elements: 1) formal enforcement – the planting from the top by the state and its institutions, which forms the manifestation of state regulation on the basis of power regulation; 2) informal (self-

regulatory) enforcement – based on market signals, determined by its laws, current situation, and also to a large extent by the behavior of economic agents – participants in the agrarian economic process.

This idea in the practical sense of imperative improvements should undoubtedly be subordinated to the search for the latest institutional moderators of the efficiency of the agrarian sector, in particular, organizational and institutional regulators and agrarian policy mechanisms.

Conclusions and further researches directions. It is necessary to provide active institutional support for the process of improving the organizational and economic elements of the state regulation of the agrarian sector of the national economy of Ukraine and, in fact, the process of administrative influence on the development/functioning of the economic system.

The formation of the national structure of regulatory institutions should harmonize the traditions of agribusiness in Ukraine with the modern market processes of the global space. At the national level, it is necessary to complete and stabilize the institutional model of development-regulation in the relevant subsystems.

The conceptual vision of organizational and institutional imperatives for improving the policy of regulating the agrarian sector of the Ukrainian economy is aimed at continuing agrarian reform on the basis of a comprehensive change in the institutional field of economic interactions in the system of “production–distribution–consumption”.

The prospects for further scientific research are related to the development of a methodology for assessing the effectiveness of the state agrarian policy.

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