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Катан Л.И. Экономическая сущность кредитного союза как особой формы сельскохозяйственной кредитной кооперации / **Л.И. Катан, В.В. Косюга, Е.В. Добровольская** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 6–10.

Приведены исторические этапы возникновения кредитной кооперации. Изучен опыт работы сельских кредитных кооперативов в разных государствах мира, что позволило сделать определенные обобщения. Самые лучшие достижения в этом направлении могут быть использованы в Украине, где кредитная кооперация только начинает возрождаться. Подтверждено, что одной из наиболее серьезных проблем в деятельности кредитных союзов является привлечение и поддержание необходимого уровня капитала, обеспечение его последовательного увеличения. Проведен анализ факторов создания кредитных союзов в Украине.

Ключевые слова: кредитное общество, кредитные кооперативы, финансово-кредитная кооперация, кооперативные банки

Демчук Н.І. Мировой финансовый кризис: финансовые потоки в развивающиеся страны / **Н.І. Демчук, О.П. Павленко** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 11–14. В статье рассмотрены основные аспекты и последствия мирового финансового кризиса. Представлен анализ движения финансовых потоков и их влияние на стабилизацию экономики развивающихся стран. Выявлено влияние финансового кризиса на банковский сектор Украины и зарубежных стран.

Ключевые слова: мировой финансовый кризис, финансовые потоки, финансовая интеграция, новый экономический порядок, двойной кризис, кризис глобального капитализма.

Хаянок Т.М. Эффективность использования социальной и экологической ответственности в управлении агропредприятием / **Т.М. Хаянок** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 15–21.

Исследованы научно-теоретические основы эффективности использования социальной и экологической ответственности в управлении, предусматривающие внедрение концепции устойчивого развития в деятельность аграрных предприятий. Обобщая характер становления концепции устойчивого развития в мире и в Украине, систематизированы автором исторические этапы развития социальной и экологической ответственности

в управлении предприятиями. Определены возможности получения и повышения эффективности деятельности агропредприятий от внедрения в управление социальной и экологической ответственности.

Ключевые слова: социальная ответственность, экология, эффективность, концепция устойчивого развития, управление аграрным предприятием.

Захарченко Ю.В. Система прогнозирования изменений во времени количественных показателей запасов / **Ю.В. Захарченко** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 22–24.

Рассмотрен процесс формирования значений, которые прогнозируют состояние балансовых показателей между запасами и их расходом. Раскрыта проблема учета динамической составляющей в изменении соотношения между запасами и их расходами в одноименной системе. Недостатком такой системы является ограниченность в одновременном изменении нескольких категорий запасов.

Ключевые слова: система управления запасами, расход запасов, спрос, условия хранения, функция Хевисайда, передаточная функция, одноименная система.

Назаркевич О.Б. Производство органической продукции малыми сельхозпредприятиями в контексте требований концепции устойчивого развития / **О.Б. Назаркевич** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 25–28.

Отражена важность внедрения в сельском хозяйстве системы органического земледелия, поскольку интенсивное ведение земледелия ведет к нарушению биологического равновесия в природе. Рассмотрено современное состояние производства экологически чистой сельскохозяйственной продукции в Украине. Раскрыты экологические, социальные и экономические преимущества внедрения производства органической продукции.

Предложен план действий на ближайшую перспективу для дальнейшей экологизации сельскохозяйственного производства.

Ключевые слова: органическое производство, органическое земледелие, малое аграрное предпринимательство, фермерское хозяйство, устойчивое развитие, сертификация, стандарты, экологически чистая продукция, эрозия почв.

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Карасьов О.П. Социально-экономические отношения как объект государственного регулирования в аграрном секторе экономики / **О.П. Карасьов** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 29–32.

Рассмотрено современное состояние социально-экономического развития в стране. Очерчены цели аграрной политики, которая направлена на регулирование социально-экономических отношений в аграрном секторе согласно Закону Украины “Об основных принципах государственной аграрной политики на период до 2015 года”. Определены главные механизмы и инструменты регулирования социально-экономических отношений.

Ключевые слова: социально-экономическое развитие, государственное регулирование, аграрная политика, цели государственной аграрной политики, механизмы и инструменты регулирования, социальная сфера, социальные потребности, государственная поддержка.

Ильченко Т.В. Использование стратегий инновационного регионального маркетинга как фактор развития продовольственных рынков / **Т.В. Ильченко** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 33–35.

Проанализирован характер инновационных и инвестиционных процессов в регионе. Обоснована необходимость активизации инновационной деятельности на продовольственных рынках. Рассмотрены основные стратегии инновационного регионального маркетинга, которые учитывают прошлый опыт, закономерности современного этапа функционирования продовольственного комплекса и тенденции его развития на перспективу.

Ключевые слова: инвестиции, инновации, инновационное развитие, стратегия, маркетинг, менеджер, продовольственный комплекс.

Зеленчук И.Б. Система маркетингового менеджмента молокоперерабатывающего предприятия как фактор повышения конкурентоспособности / **Зеленчук И.Б.** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 36–41.

Рассмотрено содержание понятия маркетинговый менеджмент и исследованы основные его процессы: анализ, планирование, реализация и контроль за осуществлением мероприятий, направленных на установление и поддержание взаимовыгодных связей с целевым рынком для достижения определенных целей молокоперерабатывающего предприятия. Доказано, что наиболее эффективно

система маркетингового менеджмента работает на больших молокоперерабатывающих предприятиях, которые имеют маркетинговую службу.

Ключевые слова: молокоперерабатывающее предприятие, принципы управления, менеджмент, маркетинговая стратегия, маркетинговое управление, маркетинговая служба, рынок молокопродукции.

Паршин Ю.И. Концептуальные аспекты стратегического обеспечения устойчивого развития национальной экономики / **Ю.И. Паршин** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 42–46.

Предложена концептуальная схема стратегического обеспечения устойчивого развития национальной экономики, которая представлена в сочетании теоретико-методологического и организационно-экономического обеспечения. Указана существенная методологическая особенность, которая заключается в концептуальном определении национальной экономики как многомерной экономической системы, по результатам исследований которой должны быть установлены экономические взаимосвязи. Концептуальные положения стратегического обеспечения устойчивого развития национальной экономики построены на основании трехмерной модели, то есть устойчивое развитие рассматривается с учетом трех основных концептуальных аспектов: экономической, социальной и экологической составляющих.

Ключевые слова: концепция, стратегическое обеспечение, устойчивое экономическое развитие, национальная экономика.

Безус Р.М. Диагностика ресурсного потенциала органического агропроизводства / **Р.М. Безус, А.В. Бойко** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 47–52.

Рассмотрены виды ресурсов, которые составляют ресурсный потенциал предприятий по производству органической продукции. Акцентировано внимание на таких специфических ресурсах, как земельные, биологические и природно-климатические, то есть характерных, прежде всего, для органического агропроизводства. Приведена схема оценки и предложен подход к оценке уровня ресурсного потенциала предприятия по производству органической продукции на основе составляющих показателей фактического уровня ресурсного потенциала.

Ключевые слова: ресурсы, ресурсный потенциал, органическое агропроизводство, диагностика, устойчивость, аграрный сектор, экономика Украины.

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Приходько И.П. Концептуальные аспекты государственной аграрной стратегии и политики / **И.П. Приходько** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 53–56.

Проанализированы приоритетные принципы реализации государственной аграрной стратегии, политики и контролируемых показателей ее достижения, целью которых является формирование сбалансированного рыночного экономического механизма АПК, охватывающего все сферы, позволяющего создать основу для планомерного роста производства и сбыта, повышения продуктивности труда и конкурентоспособности отечественной агропромышленной продукции.

Ключевые слова: аграрная стратегия, агропромышленное производство, инновационно-инвестиционная деятельность, конкурентоспособность, рыночный механизм АПК, продовольственная безопасность.

Бербенец Е.В. Возможные риски подписания соглашения об ассоциации с углубленной зоной свободной торговли Украина–ЕС / **Е.В. Бербенец** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 57–60.

Рассмотрена необходимость внедрения углубленной и всеобъемлющей зоны свободной торговли между Украиной и Европейским Союзом. Обосновано, почему именно с Европейским Союзом. Определены вызовы, возможные риски и пути их преодоления, а также выделены преимущества и возможности для украинского агробизнеса. Обсуждаются возможные риски и преимущества для потребителя и в целом для экономики страны.

Ключевые слова: Соглашение, адаптация законодательства, импорт, экспорт, дискриминация, торговля, рынок реализации, зона свободной торговли, Европейский Союз.

Пастушенко А.И. Особенности управления прибылью аграрных предприятий в современных условиях / **А.И. Пастушенко** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 61–64.

Рассматриваются основные направления совершенствования формирования, использования и управления прибылью аграрных предприятий в современных условиях. Определена проблематика функционирования организационно-экономического механизма предприятий и намечены пути ее решения. Обоснована важность прибыли, как основного индикатора эффективности деятельности предприятия. Выделены основные объекты управления прибылью предприятия в про-

цессе его формирования, распределения и использования. Раскрыты пути управления прибылью.

Ключевые слова: издержки, расчет себестоимости, управления прибылью, прибыль, планирование, формирование и распределение прибыли предприятия, повышение прибыли.

Багорка М.О. Формирование маркетинговой стратегии развития экологически направленных инноваций в аграрном производстве / **М.О. Багорка** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 65–68.

Утверждается, что сельское хозяйство относится к наиболее влиятельным на окружающую среду секторам экономики Украины. Именно поэтому экологизация аграрного сектора на инновационной основе должна рассматриваться как неотъемлемая составляющая его развития. Необходимость экологизации маркетинга вытекает из основных тенденций негативных изменений состояния окружающей среды. Внедрение экологического маркетинга даст возможность обеспечить надлежащее качество продукции и сохранить окружающую среду.

Ключевые слова: маркетинговая стратегия, инновации, экологизация аграрного производства, экологический маркетинг, агропродовольственная продукция.

Гудым Е.Н. Современные тенденции развития и функционирования процессов транснационализации в Украине / **Е.Н. Гудым** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 69–72.

Утверждается, что транснационализация экономики является одним из наиболее влиятельных процессов современности, который обеспечивает увеличение масштабов и эффективности производства, совершенствование механизмов аккумуляции капиталов и развития ресурсов, унифицирует экономическое пространство. Активное участие субъектов предпринимательской деятельности в процессе транснационализации позволит сформировать дополнительные источники развития, обеспечит продуктивность отраслей и повысит конкурентоспособность национальной экономики.

Ключевые слова: транснационализация экономики, прямые иностранные инвестиции, интеграция, глобализация, международное производство, ресурсы, патенты, капитал.

Черная Н.А. Использование кривых Лоренца для оценки равномерности распределения сельскохозяйственных земель в эко- агропро-

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изводстве / **Н.А. Черная** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 73–76. Рассмотрены особенности распределения сельскохозяйственных земель между отечественными аграрными предприятиями. Оценена степень концентрации земель, которые им принадлежат. Рекомендуются для анализа равномерности распределения сельскохозяйственных земель использовать кривые Лоренца и другие агротехнологические ресурсы. Сформулированы методологические аспекты применения кривых Лоренца для практического использования в аграрном производстве.

Ключевые слова: устойчивое развитие, экологизация, сельскохозяйственные земли, аграрные предприятия, методы статистического анализа, информационные технологии, кумулятивные частоты, кривые Лоренца.

Тищенко М.П. Генезис и трансформация концепции устойчивого развития / **М.П. Тищенко** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 77–82.

Обсуждается модель устойчивого развития, построенная на концепции устойчивого экономического развития, признана мировым сообществом как доминантная идеология развития человеческой цивилизации в XXI в. Всё ещё остается недостаточно обоснованным вопрос, может ли эта теоретическая концепция стать практической моделью национального экономического развития уже сегодня. В статье рассмотрены теоретические и практические аспекты формирования концепции устойчивого развития. Исследована возможность измерения сдвигов устойчивого экономического развития и практические меры по внедрению концепции.

Ключевые слова: устойчивое экономическое развитие, экологическое сознание, стратегия, региональный анализ устойчивого развития

Дубинина М.В. Управление информационной системой учета финансовых результатов деятельности аграрных предприятий / **М.В. Дубинина, Л.Н. Вышенская** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 83–85.

Рассмотрены сущность финансовых результатов и их значение для аграрных предприятий. Определены показатели, которые характеризуют эффективность деятельности предприятия. Исследованы особенности управления информационной системой учета. Отмечено важное значение управления финансовыми результатами с

целью принятия эффективных управленческих решений.

Ключевые слова: финансовые результаты, информационная система финансовых результатов, прибыль, убыток, доходы, расходы, учетная политика.

Нехай А. Соглашение о свободной торговле между Украиной и ЕС: возможные последствия для производителей сельскохозяйственной продукции / **А. Нехай, Т. Фелдман, С. Хьюбертус Гай** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 86–93.

Украина и ЕС подписали глубокое и всеобъемлющее соглашение о свободной торговле (ССТ) в 2014 году, которое расширяет возможности для развития и делает серьезные вызовы как для ЕС, так и для Украины, влияет на всю экономику, другие сферы жизни. В материале смоделировано и количественно оценено потенциальное воздействие ССТ на сельскохозяйственное производство и доходы фермеров в ЕС и Украине. С этой целью адаптирована и применена динамическая модель частичного равновесия AGLINK-COSIMO. Анализ сосредоточен на двусторонних торговых позициях, не принимая во внимание влияния других стран. Механизм моделирования ССТ между Украиной и ЕС заключается в ликвидации импортных тарифов на основные сельскохозяйственные товары. Результаты моделирования показывают положительные изменения в доходах сельскохозяйственных производителей: 393 млн € (+2,6 %) в Украине и 860 млн € (+0,4 %) в странах ЕС. ССТ дает выгоды для сельского хозяйства обоих торговых партнеров. Однако доходы от ССТ распределены неравномерно и существенно варьируют среди производителей различных товаров. Отметим, что украинские сельхозпроизводители должны быть готовы столкнуться с трудностями, связанными с необходимостью перехода на качественные и санитарные нормы ЕС.

Ключевые слова: мировой рынок, сельскохозяйственный сектор, переходный период, тарифы, модель торговли.

Дуброва Н.П. Государственная политика в сфере инновационного развития Украины / **Н.П. Дуброва, Л.С. Крючко** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 94–97.

Рассматривается проблема функционирования эффективной инновационной политики государства в аграрной сфере. Указывается, что без последовательной инновационной политики государства в аграрном секторе национальной экономики дальнейшее развитие

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этой стратегической отрасли Украины невозможно. Подчеркивается важность формирования региональной инновационно-инвестиционной политики, соответствующее её финансирование из местного бюджета и других внебюджетных источников. Предлагается использовать средства венчурных фондов для финансирования инноваций.

Ключевые слова: аграрный сектор, государственная поддержка, инвестиции, инновации, инновационная политика государства, финансирование инноваций, венчурный капитал, экологичность инновационной политики.

Чернецкая О.В. Особенности информационного обеспечения процесса управления финансовыми результатами в системе природного агропроизводства / **О.В. Чернецкая** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 98–101.

Определены особенности, влияющие на информационное обеспечение процесса управления предприятия в контексте формирования финансовых результатов в условиях сбалансированного природного агропроизводства. Приведены преимущества природного агропроизводства и соответствующие требования относительно информационного обеспечения системы управления на предприятии. Проанализированы состав, проблемные аспекты внешних и внутренних источников информации системы управления на предприятии при природном агропроизводстве.

Ключевые слова: природное агропроизводство, экономическая эффективность, финансовый результат, информационное обеспечение.

Микитин Т.М. Эффективность выращивания энергетических культур на Полесье / **Т.М. Микитин** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 102–105.

Представлен анализ использования сельскохозяйственных земель в Украине, в частности на Полесье. Установлено, что значительная часть сельскохозяйственных земель не задействована для выращивания культур. Характеризуются естественные условия Полесья страны. Утверждается, что переувлажненные низкопродуктивные земли полесского региона постепенно залесняются. Приведены расчеты эффективности выращивания энергетической ивы на Полесье.

Ключевые слова: биоэнергетика, биомасса, энергетическая ива, использование сельскохозяйственных земель, Полесье, эффективность выращивания энергетической ивы.

Хосе Мария Касадо Райгон. Анализ затруднений, с которыми сталкивается Украина на пути интеграции в ЕС / **Хосе Мария Касадо Райгон** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 106–108.

Представлен общий обзор двусторонних отношений между Украиной и ЕС. Особое внимание уделяется недавно подписанному Соглашению об Ассоциации (АА), которое включает углубленное и всеобъемлющее соглашение о свободной торговле (DCFTA). Детально обсуждаются наиболее важные аспекты этого документа, особенностисоглашения, а также трудности, с которыми придется столкнуться Украине на пути интеграции в ЕС.

Ключевые слова: билатеральные связи, соглашение, ассоциация, свободная торговля, интеграция.

Чистякова В.Ф. Использование локальных экономико-математических моделей в агроэкологии / **В.Ф. Чистякова, И.Г. Герасимова** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 109–113.

Утверждается, что одним из основных путей преодоления экологического кризиса в нашей стране должна явиться интеграция интересов экологии и экономики во всех секторах аграрного производства, а также в аграрном образовании. Процесс непрерывного экологического образования становится чрезвычайно важным. Эколого-образовательная тематика должна включаться во все учебные программы. Связующей дисциплиной может выступить системология. Математическое моделирование, один из инструментов системного анализа, позволит в ряде случаев избежать трудоемких и дорогих натуральных экспериментов. Предлагается разработка компьютерной технологии планирования земледелия на орошаемых землях в среде электронной таблицы Excel.

Ключевые слова: агроэкология, экологический профессионализм агрария, экологизация образования, системный подход, системный анализ, математическое моделирование, локальные модели оптимального землепользования.

Халатур С.М. Механизм адаптации агропромышленного комплекса Украины в условиях глобальной продовольственной проблемы / **С.М. Халатур** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 114–116.

Рассматриваются место и значение агропромышленного комплекса и его адаптация в экономике Украины как в контексте внешней

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торговли, так и в смысле обеспечения пищевых потребностей своего населения, особенно на фоне глобального продовольственной проблемы. Обсуждается ряд причин, которые сдерживают развитие отечественного АПК и снижают его конкурентоспособность на мировом рынке. Именно поэтому существует потребность в разработке научно обоснованного механизма адаптации этого национального сектора в условиях глобальной продовольственной проблемы.

Ключевые слова: продовольственный фонд, механизм адаптации, агропромышленный комплекс, SWOT-анализ, продовольственная безопасность, ВТО.

Бровко Л.И. Использование компьютерных технологий в финансовом планировании / **Л.И. Бровко** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 117–121.

Рассмотрены особенности применения современных компьютерных технологий, которые способствовали бы повышению эффективности и результативности процесса финансового планирования на предприятиях; дается определение основных понятий. Приведены сравнительная характеристика программных продуктов, преимущества и недостатки, а также описаны факторы, указывающие на необходимость применения автоматизированных систем планирования в сельскохозяйственных предприятиях.

Ключевые слова: финансовое планирование, разработка финансового плана, автоматизация, программные продукты, управленческое решение.

Никитченко А.В. Поддержка информационной безопасности процессинга платежных карт / **А.В. Никитченко** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 122–124.

Рассмотрена роль банковских учреждений в обеспечении динамичного развития экономики, во внедрении современных банковских технологий и инструментов. Определены проблемы надежного и эффективного процессинга платежных карт, противодействия случаям фрода, кардинга, скимминга и т.д. Предложены методы и программные средства для оперативного определения точек компрометации и скомпрометированных платежных карт с целью предотвращения случаев мошенничества в сфере банковского обслуживания и организации борьбы с его проявлениями.

Ключевые слова: платёжная карта, микро-процессорная карта, эквайринг, транзакция, фрод, кардинг, Excel, код CVV, точка компрометации, скомпрометированная карта.

Дидур К.М. Пути повышения эффективности системы управления персоналом в аграрных предприятиях / **К.М. Дидур** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 125–129.

Проанализирован термин “управление персоналом”. Рассмотрены функции, задачи системы управления персоналом предприятия, предложены направления повышения ее эффективности. Определены принципы, которых должны придерживаться руководители аграрных предприятий, чтобы управление было максимально эффективным. Выделен ряд мероприятий, с помощью которых государство может принять участие в разработке эффективной системы управления персоналом.

Ключевые слова: аграрное предприятие, влияние государства, система управления персоналом, эффективность управления.

Павленко О.С. Социально-экономические тенденции развития нутриеводства / **О.С. Павленко** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 130–134.

Раскрыто исторический аспект развития нутриеводства. Проанализированы производство области по видам продукции, мировой опыт и особенности данного вида аграрного бизнеса. Рассмотрены основные качественные характеристики продукции и влияние ее на организм человека, основные преимущества и проблемы дальнейшего развития нутриеводческих предприятий.

Ключевые слова: нутриеводство, исторический опыт, производство мясной продукции, пушнина, интеграция, рыночная инфраструктура, социально-экономическое развитие.

Микулина М.А. Развитие финансового планирования в аграрной сфере / **М.А. Микулина** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 135–138.

Рассмотрены вопросы финансового управления деятельностью сельскохозяйственных предприятий с использованием финансового планирования. Определены его виды, составляющие разделы, основные методы и значение для предприятий аграрной сферы. При составлении стратегических финансовых планов целесообразно использовать общегосударственные программы развития аграрного сектора экономики на период до 2020 года. Подчеркнута важность косвенной финансовой поддержки сельхозпредприятий путем создания льготной системы налогообложения, кредитования и страхования.

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Ключевые слова: сельскохозяйственные предприятия, финансовое управление, финансовое планирование, государственная финансовая поддержка.

Галаган Т.И. Эколого-экономическая оценка рекультивации нарушенных земель степного Приднепровья / **Т.И. Галаган** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 139–143.

Обосновываются некоторые теоретико-методологические разработки эколого-экономической оценки рекультивации нарушенных земель степного Приднепровья. Утверждается, что в любом случае рекультивация нарушенных земель должна быть направлена на локализацию и нейтрализацию вредных воздействий на окружающую среду, на создание условий для восстановления экономической продуктивности нарушенных земель. Приведены методологические разработки по определению убытка от потерь почвы; цены гумусового слоя; стоимости почвы от полученного чистого дохода с рекультивированного гектара земли.

Ключевые слова: техногенный ландшафт, рекультивация нарушенных земель, цена земли, затраты, чистый доход.

Ковшун Н.Е. Управление интерактивными маркетинговыми коммуникациями агрохолдингов Украины / **Н.Е. Ковшун, А.О. Радько** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 144–149.

Показано, что в условиях новых возможностей выхода на Европейский рынок важное значение приобретает система продвижения продукции. Среди ее составляющих – интерактивные маркетинговые коммуникации, которые являются незаменимыми при внешнеэкономической деятельности. Для совершенствования управления ими необходимо осуществлять диагностику используемых ресурсов. Проведен анализ сайтов агрохолдингов Украины по критерию привлекательности для потенциального покупателя. Предложенная модель позволяет проводить практическую диагностику состояния конкурентоспособности агропроизводителей в рыночной среде.

Ключевые слова: маркетинг, интерактивные средства коммуникаций, Интернет-маркетинг, вейометрический ранг, электронный ресурс, эффективность маркетинговых коммуникаций в Интернете, корпоративный сайт, агрохолдинг.

Дубинина М.В. Концептуальная основа проведения инвентаризации товарно-матери-

альных ценностей аграрных предприятий / **М.В. Дубинина, М.О. Багрина** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 150–152.

Рассмотрены основные теоретические аспекты проведения инвентаризации товарно-материальных ценностей и определены главные особенности ее в аграрных предприятиях. Установлен четкий алгоритм проведения инвентаризации товарно-материальных ценностей, что будет способствовать эффективному осуществлению контроля за их наличием и движением, а также позитивному влиянию на ведение хозяйственной деятельности аграрных предприятий.

Ключевые слова: внутренний контроль, этапы проведения инвентаризации, инвентаризация, инвентаризационная опись, запасы, план счетов, сравнительная ведомость, товарно-материальные ценности.

Кобець А.С. Институциональные основы инновационного менеджмента сбалансированного природного аграрного производства / **А.С. Кобець, Ю.И. Грицан, Л.И. Катан** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 153–156.

Обоснованы необходимость имплементации концепции сбалансированного развития аграрной сферы, ее взаимосвязь с формированием движения природного агропроизводства в Украине и внедрение инструментариев инновационного менеджмента. Показано, что для эффективного функционирования новых инновационных институтов необходимым рычагом является совершенствование нормативно-правовой базы. К основным задачам аграрной политики относятся применение инструментариев инвестиционного менеджмента, создание новых инновационных структур и принятие институциональных решений в сфере трансформации государственного управления и финансирования.

Ключевые слова: инновационный менеджмент, устойчивое развитие, природное аграрное производство, инновационный центр аграрных технологий, бизнес-инкубатор.

Бондарчук Н.В. Направления государственной поддержки в сфере природного агропроизводства / **Н.В. Бондарчук** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 157–161.

Освещена роль государственного стимулирования в сфере природного агропроизводства. Акцентируется внимание на необходимо-

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сти разработки целевой программы с целью устойчивого сельского развития и экологического агропроизводства. Выделены основные подходы к реализации мер государственной поддержки природного аграрного производства, которые предложено использовать при разработке институциональной среды для развития сельских территорий и природного производства.

Ключевые слова: государственная поддержка, природное агропроизводство, природная сельскохозяйственная продукция, меры государственной поддержки, аграрная сфера, целевые программы развития.

Сыченко В.В. Механизмы реализации государственно-частного партнерства в сфере малого и среднего бизнеса / **В.В. Сыченко, В.В. Марениченко** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 162–165.

Определена сущность государственно-частного партнерства как одного из ключевых механизмов реализации политики модернизации экономики Украины. Проведен широкий анализ основного институционально-правового обеспечения государственно-частного партнерства. Исследованы основные задачи органов государственной власти в развитии взаимодействия с малым и средним бизнесом. Проанализированы основные функции, которые может выполнять государственно-частное партнерство в Украине, охарактеризованы основные барьеры, которые ограничивают его развитие. Проанализированы примеры успешного применения механизмов государственно-частного партнерства в развитых странах.

Ключевые слова: государственно-частное партнерство, малый и средний бизнес, механизмы, экономическая зона.

Шпортюк Н.Л. Предпосылки эволюционного формирования концепций менеджмента устойчивого развития / **Н.Л. Шпортюк** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 166–171.

Освещены особенности исторического развития концепций ученых развитых стран Европы и США относительно такого инструмента управления производственными и социальными процессами в хозяйственной сфере жизни общества, как менеджмент. Акцентировано внимание на необходимость экстраполяции достижений зарубежной науки по исследуемой тематике в научные разработки отечественных ученых.

Ключевые слова: устойчивое развитие, теория менеджмента, принципы научного управления хозяйством, школы научного управления хозяйством, институциональные сферы менеджмента.

Васильева Л.Н. Кластеризация как инструмент модернизации региональной экономики / **Л.Н. Васильева** // Вісник Дніпропетровського державного аграрно-економічного університету. – 2015. – № 1(35). – С. 172–175.

Определено, что совершенствование организационно-экономического механизма восстановления и развития агропромышленного производства должна основываться на кластерном (или комплексном) подходе к проблеме развития отрасли. Сформулирован ряд актуальных концептуальных положений, которые целесообразно учитывать при разработке модели агропромышленного кластера, в которую входят секторы ключевой, производства сырья и продвижения агропродукции.

Ключевые слова: агропромышленный комплекс, инновационная экономическая система, кластер, кооперация, стратегия.

ABSTRACTS. REFERENCES. KEYWORDS

The economic essence of the credit union as a special form of agricultural credit cooperatives (p. 6–10)

L. Katan, V. Kosyuga, E. Dobrovolskaya

The historical stages of the formation of credit cooperatives were explored. Authors studied the international experience of agricultural credit cooperatives, which allowed making certain generalizations and proposing ways to stimulate their activity in Ukraine, where the credit cooperatives are only beginning to recover. Confirmed that one of the most serious problems in the activities of credit unions is attraction and maintenance of the required level of capital in order to ensure its consistent growth. The analysis of exogenous and endogenous factors, which are influencing on the establishment of credit unions in Ukraine, was conducted.

Author proved the necessity of improvement of the regulatory framework, expansion of market share, increase of the credit union's capital. Not clearly defined status of credit unions leads to many economic and legal issues of cooperative societies and creates problems in their work. Thus, in the current legislation, the notion "co-operative societies" does not exist, and in the Law of Ukraine "About credit unions" they (credit unions) are defined as "financial institutions", while in the tax law "credit unions" are attributed to the non-profit organizations.

Keywords: credit society, credit cooperatives, financial and credit cooperatives, co-operative banks.

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The global financial crisis: financial flows to developing countries (p. 11–14)

N. Demchuk, O. Pavlenko

The impact of the crisis on developing countries will vary depending on their direct and indirect trade links to crisis affected countries, the structure of trade, the share of remittances and private financial flows from crisis affected countries, and the extent to which their fiscal and trade balance allow governments to respond.

This background note discusses a number of critical questions for those interested in development. What does the global turmoil mean for financial resources to developing countries? What are the channels through which the crisis spreads to developing countries and how are they feeling the effects? What evidence is already available? And what does this mean for the upcoming Doha conference on Finance for Development and G20 crisis meeting?

The remainder of the note is structured as follows. The second section examines how the current financial crisis affects development finance resource flows to developing countries. The third section describes the evidence so far on the effects of the financial turmoil on flows and indicators of development finance resources, and includes a summary table on the potential effects of the financial crisis on developing country financial resources. Finally, the fourth section presents policy implications.

Increased financial integration of developing countries can increase economic growth rates, but may also potentially increase the speed and the number of channels through which financial crises in general, and the current financial turmoil in the specific case, may propagate across the developing world. Indeed, crossborder capital flows between developed and developing countries are sensitive to macroeconomic and financial conditions not only in developing economies but also in mature markets, and the transmission of shocks through these financial channels is much quicker than through real channels. For example, a shock in income growth in a developed country may have a gradual impact on a developing country through trade channels, but could have a much quicker effect on economic activity of that country through correlations in stock market fluctuations.

Trade and development finance are important sources of external finance for developing countries. Export credit is short term finance that enables trade to take place. Recently, developing country firms have funded themselves

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in developed countries by issuing bonds and arranging loans which means that the financial crisis affects such firms. These effects are also felt through the lack of export credits as these are important for countries heavily dependent on exports.

Keywords: global financial crisis, financial flow, financial integration, new world economic order, double crisis, crisis of global capitalism.

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Efficiency of social and environmental responsibility in management agribusiness (p. 15–21)

T. Hayanok

Scientific and theoretical principles of effective use of social and environmental responsibility in management, involving the implementation of sustainable development activities in agricultural enterprises. Summarizing the character formation of the concept of sustainable development in the world and in Ukraine, the author systematized historical stages of social and environmental responsibility in the management of enterprises. Defined and increasing opportunities for economic, social and environmental efficiency of agro from the introduction and use in the management of sustainable (sustainable) development. The factors which necessitated the introduction of policies of social and environmental responsibility in the activities of Ukrainian agricultural enterprises that need improving institutional and organizational foundations of business and regulation mechanisms for the implementation of sustainable development. Author substantiated efficiency of social and environmental responsibility in the management of agricultural enterprise that provides the experience and practice of socially-oriented foreign and domestic companies, as well as the characteristics and importance of management on the basis of sustainable development for economic benefits, the formation of public awareness and the conservation and restoration of ecosystems the planet.

Keywords: social responsibility, ecology, efficiency, concept of sustainable development, management of agricultural enterprise.

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System change prediction time quantitative parameters of supply (p. 22–24)

YU. Zaharchenko

The article deals with the problem of forecasting of balance between supplies of agricultural products, their consumption and corresponding task to evaluate target indicators. The issue of competitive advantages for agricultural enterprises dealing with growth of sales of cereals, made according to ecology-oriented technologies, is described. It is shown that the problem is complicated by multiple factors concerning environmental and agricultural impact. Attention is drawn to the fact that natural constraints influencing the cycles of end product (cereals) production rate, make it especially important to manage supplies considering factors of demand and storage conditions. Research activities in the field of agricultural production efficiency are focused on analysis of various stages of the end product technology and factors, actively effecting agricultural and economical processes. Meanwhile traditional approaches usually fail to take into account the dynamic component of cereals consumption variation. Thus, the article shows the solution of the problem to consider the dynamic component in variation of the ratio between supplies and consumption in the single-product system of cereals production. It is proven that attainable equilibrated state between balance performances allows to develop the system for supply management and forecast. Attention is also drawn to the system's constraints in case when several supply categories vary simultaneously.

Keywords: inventory management system, decrease in inventories, demand, storage conditions, the Heaviside function, the transfer function, one nomenclature system.

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Organic production of small agricultural enterprises in the context of the concept of sustainable development (p. 25–28)

O. Nazarkevich

The article shows the importance of the introduction of agriculture organic farming systems. As the intensive farming leads to disruption of the biological balance of nature. The violation of the biological stability of nature causes negative consequences first of all to the humans. The article deals with the concept of "organic products" and "organic farming". It also discusses the current state of production of environmentally friendly agricultural products in Ukraine. The article substantiates the need for production of organic products to improve health and preservation of the natural environment. Disclosed are environmental, social and economic benefits of the introduction of organic production.

The article characterizes problems that hinder the production of organic products in Ukraine. The main challenges to introducing of organic production in small farms are institutional and legal, financial and economic. The main institutional and legal barriers are imperfections in the legislation. Among the financial and economic barriers to the development of organic production in Ukraine is the lack of state support for small businesses.

It emphasizes the importance of maintaining the main wealth of Ukraine – fertile black soil layers. Since almost 80 % of arable land in Ukraine has lost fertility due to excessive use, it is now degraded soils. The state should place the preservation and the partial restoration of the fertile topsoil on small farms, and private farms.

Focused on the importance of the newly adopted organic farming Law of Ukraine "About production and the circulation of organic agricultural products and raw materials". It has available information on the development of organic farming in the European Union and the United States, the problem of introducing it in Ukraine and an action plan for the near future for further greening of agricultural production.

Keywords: organic production, organic farming, small agricultural entrepreneurship, farming, sustainable development, certification, standards, environmentally friendly products, soil erosion.

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Social and economic relations as object of state regulation in agrarian sector of economy (p. 29–32)

O. Karas'ov

At the present stage of formation of socially focused economy of the European type in Ukraine a special urgency the problem of social and economic development of rural territories gets. Proceeding from the analysis of consequences of economic development and requirements of a society and development of social sphere, it is necessary to estimate objectively economy possibilities on manufacture of a necessary and additional product and to put real problems on reception of incomes and increase of a standard of life, the decision of problems of employment and population social protection, correctly to define parities between consumption and accumulation which will cause further economic growth of

manufacture. Today the state agrarian policy is directed on achievement of such strategic targets: warranting of food safety of the state; transformation of agrarian sector on highly effective, competitive in the internal and external markets economy sector; Peasantry preservation as carrier of the Ukrainian identity, culture and spirituality of the nations; complex development of rural territories and the decision of social problems on village. For achievement of the purposes of the state agrarian policy such problems are defined: development of ground relations; formation of the favorable economic environment for effective activity of subjects of agrarian sector; development of the markets of production of agriculture and the foodstuffs; improvement of system of state regulation, and also effective association of a nation-wide and regional policy in agrarian sector; complex development of rural territories, increase of social protection and a standard of life of countrymen. High level of social and economic development of village is the basic condition of food and raw maintenance of the country, its economic independence. Maintenance of complex, multipurpose development of rural territories should be state regulation main objective social and economic relations in agrarian sector.

Keywords: social and economic development, state regulation, an agrarian policy, the purposes of the state agrarian policy, mechanisms and regulation tools, social sphere, social requirements, the state support

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Use of innovative regional marketing strategies as faktor of development of food markets (p. 33–35)

T. Ilchenko

In the article is reflected a problem of relation to the use of innovative regional marketing strategies as a factor of development of food markets. For this purpose, an analysis of research and publications relating to the development of innovative strategies for the development of regional food markets.

It is marked, that the question of development of methodology of research of innovative process, as a way of developing the competitiveness of the food market in the region, has not been sufficiently elucidated. It behaves to the number of difficult, because it is based on a multicriterion estimation of a number of factors and tendencies that have different orientation. Therefore the aim of the article are an analysis and development of strategy of innovative development of regional food markets.

The necessity of activation of innovative activity is reasonable on food markets. It is marked that the most Ukrainian managers begin to react and operate only in that case, when problems that needs to be decided arose up already. Thus, we have identified five strategies for innovative regional marketing that will help take the food complex advantageous strategic position in the cross-industry sector, enhance its competitiveness. They will take into account past experience, the patterns of modern phase of the food industry and its trends for the future.

Keywords: investments, innovations, innovative development, strategy, marketing, manager, food complex.

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System of marketing management as a factor of the milk processing enterprise competitiveness (p. 36–41)

I. Zelenchuk

Increased competition among dairy processing enterprises for scarce raw materials, for markets, for customers makes businesses need in choosing attractive for the development of types of dairy products, market segments and the formation of a set of competitive marketing strategies to achieve defined objectives. In modern terms of market functioning to achieve the goals dairy plants using the system of marketing management.

Marketing management – the process of analysis, planning, implementation and monitoring of the implementation of measures aimed at establishing and maintaining mutually beneficial relationships with the target market to achieve certain objectives. Allocate the following basic stages of marketing management that constitute a logical sequence of actions to achieve enterprise goals: analysis of market opportunities; selection of target markets; positioning the product in the market; determining the marketing strategy of the company; development of the marketing mix; planning marketing programs; implementation of measures of marketing; monitoring and analyzing marketing business activity.

Marketing management is a critical functional component of the overall management system of dairy enterprises, and has a focus on achieving harmonization of internal economic opportunities subject to the requirements of the external environment to achieve a profitable level of operations. Given the current economic and social realities, the most rational management system milk processing enterprise is to create a marketing service that will perform the functions of analysis, strategy development and construction of control over the implementation of measures aimed at achieving the objectives of the dairy enterprise.

Keywords: milk processing enterprises, principles of management, marketing management, marketing strategy, marketing management, marketing services, market dairy.

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Conceptual aspects of the strategic providing of steady development of national economy (p. 42–46)

Yu. Parshin

Currently society ran into contradictions between the growing requirements of world association from one side and impossibility of biosphere to provide these requirements with the other side. It has been proven that the landmarks exactly on the steady economic development providing of national economy must be accepted. The realization of these landmarks requires the development of conceptual, theoretical, methodological and applied aspects of the strategic providing of steady development of the national economy. The substantial methodological feature which consists of conceptual determination of national economy as a multidimensional economic system has been marked. The economic relationships during researches of multidimensional economic system must be set. The account of hierarchicalness of national economy by the forming of the strategic providing has been foreseen. The regions are components of the national economy.

The conceptual chart of strategic providing of steady development of the national economy has been offered. The strategic providing of steady development of the national economy in combination with theoretical, methodological, organizational-economic providing has been presented. The aggregate of scientific approaches, methods and models is the theoretical and methodological providing. This theoretical and methodological providing are the basis of scientific ground of strategic decisions. The organizational-economic providing as an aggregate of the organizational-economic mechanism and the providing strategy of steady economic development has been presented.

The conceptual positions of the strategic providing of steady development of the national economy on the basis of three-dimensional model, which allowed to research the processes of providing of steady development taking into account three basic conceptual aspects: economic, social and ecological constituents have been built. It has been set that the processes of providing of steady development on the general principle of the joint balanced functioning economic, social and ecological component are based.

The economic component of conception specifies on the optimum use of limited resources at the introduction of innovative technologies.

The social aspect of the conception of strategic providing of steady development to the man is oriented and directed on the providing of stability of the social and cultural systems. The general purpose of this aspect of the conception consists of the increase of the living standart.

The ecological component of the conception of strategic providing of steady development on integrity providing of the biological and physical natural systems is oriented.

Principles of conceptual positions of the strategic providing of steady development from the positions of innovative orientation of the real economy sector, the rational use of nature and principles of social responsibility policy of modern business have been formed.

The basic forming stages of providing strategy of steady development of the national economy have been offered. There are the analysis of development of general components of national economy – regions with the exposure of system disproportions; formulation of strategic aims; estimation of possible consequences; choice of optimum strategy.

The logical sequence of operations at the forming of strategic decisions on providing of steady development of national economy taking into account regional clusters has been developed.

Keywords: conception, steady development, national economy, system, balanced functioning, strategy.

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Diagnosis of resource potential in organic farming (p. 47–52)

R. Bezus, A. Boyko

The article considers the types of resources that are part of the resource potential of the companies producing organic products. In the article it was considered the specific resources that are inherent above all to the organic agricultural production as land, biological, and climatic resources. Authors propose an assessment scheme of resource potential enterprises for the production of organic products. It was proposed an approach to assessing the level of enterprise resource potential of organic production based on component indicators actual level of resource potential. Results of the study of the characteristics and key features of organic production of agricultural products in Ukraine, issues and resources for transition from traditional to organic land gives grounds for concluding that the changing the structure of the available production resources can improve the efficiency of the producers of organic products and, eventually, fully realize their potentials. Given the characteristics of the main economic resources in agriculture in Ukraine can be concluded that such changes require an improvement the business planning, innovation, increasing the motivation of participants of production, changes in crop varieties and breeds of livestock.

Keywords: resources, resource potential, organic farming, organic agricultural production, diagnostics, resilience, agriculture, the economy of Ukraine.

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Conceptual aspects of public policy and agricultural policy (p. 53–56)

I. Prihod'ko

This article analyzes the principles of priority implementation of the state agrarian strategies, policies and monitorable indicators of achieving that aim to achieve a balanced market economic mechanism of AIC, covering all areas, allows you to create a basis for the planned growth of production and sales, improve productivity and competitiveness of domestic agricultural products.

Obviously, one of the most serious threats to destabilize current agricultural production, it is decapitalization over the last two decades, which caused the de-industrialization of the agricultural sector. Availability of the latest types of agriculture equipment is 20 to 60 %. So now matter how much effort spent on the reproduction of the technical and technological potential of the agricultural enterprises and foster innovation and investment activity of economic entities.

Another significant threat to market agricultural development is the presence of a predominant share of unprofitable enterprises. As a result, enterprises are not able to conduct prompt production at its own expense, there are contradic-

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tions between production and capital. The larger farms produce the products, the more increasing unprofitability and become dependent on creditors and control structures. This requires the adoption of urgent measures for the restructuring of debt and the release of the current holdings of debt. Otherwise, no progress can not be expected.

Another important and poorly solved problem holding back the accelerated development of agriculture, is imperfect, backwardness, conservatism and fragmentation of existing legislation. It not only stimulates the production efficiency and entrepreneurial activity of rural producers, but also hampers the development of the agrarian economy, discriminates market operates.

Keywords: agricultural strategy, agribusiness, innovation and investment, competitiveness, market mechanism agribusiness, food security.

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Possible risks of the association and enhanced free trade area agreement between Ukraine and EU (p. 57–60)

O. Berbenets'

The article discusses the need for the introduction of a deep and comprehensive free trade area between Ukraine and the European Union, justified why the European Union, identified challenges and potential risks and ways to overcome them, and will highlight the benefits and opportunities for Ukrainian agribusiness. Considered the possible risks and benefits for Ukrainian consumers and the whole economy of the country. Ukraine opens up access to the European market, which today produces one-fifth of world production; the group of states that have the great-

est impact on the regulation of economic and financial activity in the world; to technology and financial tools that can help make the Ukrainian products competitive.

Why with the EU? Because the EU is now the second largest trading partner of Ukraine after the CIS. In addition, more than three-quarters of all direct foreign investment since independence it has received from the EU, while from Russia – only 7 %. That's the European Union – the main source of foreign direct investment into the country. And let's not forget that the EU has traditionally been higher ratings in terms of life, life expectancy of citizens, pensions and welfare. The European Union has great developments common standards, such as the quality of food, health, social protection, environment, road safety, conditions for business development opportunities for young people. Most importantly, these standards are actually implemented, not just declared.

Keywords: Agreement, the adaptation of legislation, import, export, discrimination, trade, market implementation, free trade zone, European Union.

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The features of profit management of agrarian enterprises modern conditions (p. 61–64)

A. Pastusenko

The article deals with key issues for improving the formation, use and profit management of agricultural enterprises in the modern world. Defined the problems of functioning of Mechanisms for organizational and economic of agricultural enterprises and ways of solving it. Article the importance of profit as the main indicator of the efficiency of the company.

The basic objects of profit management company in the process of formation, distribution and use. Reveals ways to profit management.

In the article research the features of functioning of financial resources of enterprises are considered in control system by an enterprise. Theoretical and practical meaningfulness of problem of management financial resources, it insufficient study depending on concrete operating of economy conditions, requires the search

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of new possibilities of activation of processes of financing of the extended recreation of capital of subjects of management. In the process of study of this problem, the special accent was put for development of conception of forming and effective use of financial resources of enterprises, directed on the increase of their competitiveness and financial firmness.

Theoretical essence of the definition of farm profitability at the current stage of economic science is solved. Parameters profitability of agricultural enterprises are characterized. The ways of improving financial results of the activity are suggested.

Keywords: profit, planning, cost, cost calculation, management of profit, development and distribution of profits, increase profits.

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The formation of marketing strategy of environmentally friendly innovations in the agrarian production (p. 65–68)

M. Bagorka

It becomes firmly established that agriculture behaves to the most influential on an environment sectors of economy of Ukraine. The innovative model of development of agriculture puts for a purpose the increase of competitiveness of agrarian enterprises in a production and to sale-marketing to the sphere due to introduction of the newest technologies, types of products and management methods. Therefore the environmentally friendly methods of the agrarian sector of the economy of Ukraine on the innovative ba-

sis should be considered as an integral part its development.

For the choice of marketing strategy it is necessary to learn influence of factors mikro- and macroenvironment of enterprise, which it is developed for. In their traditional consideration does not take into account the factor of environment. In an order completer to represent the specific of agrarian enterprises, it is necessary to take into account an environment as factor of influence on development of strategy of enterprise.

For functioning of agrarian production marketing strategy is major functional strategy, chain which unites industry with an external environment and examines a marketing function as fundamental basis of his activity.

The necessity for environmentally friendly marketing results from basic tendencies of negative changes of ecological marketing will provide necessary quality of products and the preservation of the environment.

Keywords: marketing strategy, innovations, environmentally friendly agrarian production, ecological marketing, agroproducts.

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Modern tendencies of development and functioning of transnationalization processes in the Ukraine (p. 69–72)

E. Gudym

Transnationalization of economics is one of the most important modern process. It provides increasing the value and efficient of production,

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improvement of mechanism capital accumulation and development of recourses, unify of economic area. Hence, the active collaboration in transnationalization process will allow making additional sources of development, to provide productivity of branches and to increase competitiveness of national economics.

Beginnings and development transnational corporations (TNC) directly are connected with their foreign invest activity. International moving of business capital, especially direct foreign invests; they had done the basis for foundation of the branches' world system and international TNC's production.

The main aim of our research is studying of modern tendencies of development and functioning transnationalization processes in the Ukraine.

National economic system, developing activity of transnationalization, have the main purpose to decide two strategically problems: including the capital what is necessary to develop and realize the own expansion policy in the foreign markets. The dynamic of direct foreign invests testifies about unique Ukrainian transnationalization processes. Now days TNC are one the most important Ukrainian investors and the mechanism of direct foreign invests allows making global expansion.

Structure and intensive of invests illustrate that the digest part of foreign investors orients to get the fast profit. TNC make their activity in the foreign country using branch companies and branch departments.

Keywords: transnationalization of economics, direct private invests, integration, globalization, international production, recourses, patents, capital.

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Use for evaluation Lorenz curve uniform distribution of agricultural lands for eco- agro-production (p. 73–76)

N. Chorna

The present state of the agricultural ecological production and distribution of agricultural land. Articulated the need for effective greening of agricultural production, which involves the use of complex organizational and economic measures and management decisions aimed at creating a sustainable agricultural ecosystems. Noted that an important factor of farming in Ukraine a significant degree of concentration of land area in agricultural enterprises. Among the main criteria of economic efficiency in the agricultural sector should be environmental and economic performance and requirements, which include the activation of economic incentive mechanisms of land protection activity, introduction of methods and techniques for efficient and environmentally sound use of land resources. Noted the need to reduce the degradation of soils for reducing their use of chemicals in the ground, excessive plowing, improper irrigation, erosion. The priority areas of improving the agro-economic transformation of the AIC should be regarded as a scientifically based optimization of the ratio between the major components of agricultural landscapes (arable land, permanent crops, hayfields, pastures), taking into account the specialization, concentration and distribution of branches. Compliance with the rules of crop rotation will allow for the natural reproduction of the soil. Aspects of the application of the Lorenz curve for the statistical processing of the uniform distribution of agricultural land, and examples of its use in practice, an example of distribution of agricultural land between agricultural enterprises in Ukraine.

Keywords: state development, greening, farmland, farms, methods of statistical analysis, information technology, cumulative shares, the Lorenz curve.

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Genesis and the transformation of the sustainable development concept (p. 77–82)

M. Tychshenko

Sustainable development model based on the concept of sustainable economic development, which is recognized by the international community as the dominant ideology of human civilization in XXI century but, is not justified question whether this theoretical concept to become practical model of national economic development today. The article examines the theoretical and practical aspects of the sustainable development concept. The possibility of measuring the progress of sustainable economic development and practical measures to implement the concept. The change occurring in today's world happen much faster than even a few decades ago. Economic development based on the new guidelines taking into account the concern for natural resources and conservation of the natural environment departs considerably from the hitherto approach to economic development, where safeguarding welfare was associated with the fastest speed of economic growth. Today's desirable economic development model assessing satisfaction of human need takes into account the real level of such needs, rather than consumers desires, equality of access to natural resources and preservation of the environment for future generations. New challenges underlying the pursuit of sustainable development necessitate a decisive transformation in almost all areas of human activity on Earth. The issue raised in this paper is now very timely and important from the view-point of economic research into transformation of the sustainable development concept and the application of the finding to specific solutions in the economy.

Keywords: sustainable economic development, ecology thinking, strategy, region analysis o sustainable development.

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Management information system for accounting of the financial performance of agricultural enterprises (p. 83–85)

M. Dubinina, L. Vyshenska

The article considers the nature of the financial results and importance for agricultural enterprises. Determined that present stage of development of the enterprises the financial performance is a key indicator, which is interested to all users of accounting information.

Determined that one of the main scientific and practical problems, which is especially important in modern society, is the true definition of the financial results of the company activity. Because the quality of management decisions concerning the financial results depends on the information, which is generated in the accounting system. Observed with the development of market relations are put new requirements to improving the quality of not only external, but also internal users for process of accounting the information about financial performance.

Revealed that informational accounting system of financial results is a necessary and important part of the functioning of the every enterprise. The providing of qualitative information about performance that meets all requirements, is the main condition of making managerial decision of the enterprises.

The necessity of forming the high-quality informational base about the results of company operations is directly related with the reorientation of accounting on the providing the timely, accurate, complete and unbiased information about the financial condition and results of activity. The practical implementation of the proposed measures will contribute to improving the effectiveness of management decisions.

Keywords: financial performance, information system financial performance, profits, losses, income, expenses, accounting policies.

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A free trade agreement between Ukraine and the EU: possible outcomes for agricultural producers (p. 86–93)

O. Nekhay, T. Fellmann, S. Hubertus Gay

Ukraine and the EU signed deep and comprehensive free trade agreement (FTA) in 2014. Such a FTA can be expected to comprise opportunities as well as challenges for both the EU and Ukraine and impact on whole economy of both. This paper provides a model-based quantitative assessment of the potential impacts of a FTA on agricultural commodity markets and farmers revenues in the EU and Ukraine. For the quantitative analysis the dynamic, partial equilibrium model AGLINK-COSIMO has been adapted and applied. The analysis focuses on the bilateral trade positions and not on the effect on other countries. The simulation of a FTA between the EU and Ukraine was done through the elimination of import tariffs for main agricultural commodities. Results of the simulation indicate a positive change in producer revenue of 393 million € (+2,6 %) in Ukraine and of 860 million € (+0,4 %) in the EU. Thus, this FTA entails benefits for the agricultural sectors of both trading partners. However, gains from a FTA are not distributed homogeneously and vary significantly among commodities. It is also pointed out that Ukrainian agricultural producers should be prepared to meet the challenges involved in the necessity to comply with the quality and sanitary standards of the EU.

Keywords: world market, agricultural sector, transition period, tariffs, trade model.

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The state policy in sphere of the innovation development of Ukraine (p. 94–97)

N. Dubrova, L. Kriuchko

The problems of efficiency innovation functioning in state agrarian policy are examined in the article. It is pointed the impossibility of further development of this strategic field for Ukraine without consecutive innovation state policy in agrarian sphere.

The innovation activity is examined as a form of investment in economics. This activity is put into practice with aim of scientific and technological advance implementation in industrial and social spheres. Investments give great impulse to develop innovation and innovation processes. Innovation activity in agrarian sphere is defined by scientific and technological advance, its pace, social and economic results.

The state innovation policy in Ukraine represents the range of legal, political, economic, social, information, educational, organizational and others actions. These actions are carried out by state and local authority for realization of aims and principles in innovation development.

The main factors that decrease innovation activity in Ukraine are: lack of own funds; large costs of innovations; insufficient financial support of state; high economic risk.

The importance of innovation and investment regional policy forming and its financing from local budget and others extrabudgetary sources are emphasized. It is proposed to use assets of venture funds to finance innovation.

Keywords: agrarian sector, state support, investment, innovation, state innovation policy, financing of innovation, venture capital, ecological compatibility of innovation policy.

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Features information support for the management of financial results in the natural agricultural production (p. 98–101)

O. Chernetskaya

Determined the relevance of information system development financial results that will improve the efficiency of the financial management of the entity. The peculiarities affecting the information support of enterprise management in the context of financial performance under natural agricultural production. Shows the benefits of natural agricultural production and related requirements for the provision of information management in the enterprise. In particular, stressed the importance of marketing natural products in Ukraine, the formation of producers marketing strategies for promoting natural products to potential customers and outlines possible ways of development of its sales channels in the agro-food market, which positively reflected in increasing economic efficiency of natural agricultural production. The attention to methodological support operation management model for the financial result, which is based channels for information, methods and procedures grouping and processing, primarily - financial. The basic stages of formation of an information security management financial result. Analyzed the composition and problematic aspects of internal and external sources of information management in the enterprise in terms of natural agricultural production. As defined direction for further research to develop tools for the financial result.

Keywords: natural agricultural production, economic efficiency, financial performance, information.

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The efficiency of energy plants in Polissia Region (p. 102–105)

T. Mikitin

The 21st century dawned as the the beginning of intensive use of renewable energy sources. Bioenergy promotes the sustainable and rational use of natural resources in the world.

Long-term comparisons of variable lands of Polissia Region in Ukraine have been made. The analysis of land use in Rivne region has been established. Many agricultural lands, particularly in Polissia region, have been used for growing energy crops. The characteristic features of natural conditions of Polissia Region of Ukraine have been given.

The wetlands are generally not used in Polissia region and gradually become forests. A process of growing willow for energy has been started in Polissia region because the natural conditions are the most favourable there.

The characteristic features of growing willow for biomass have been investigated. The technology of growing willow for energy has been introduced. The experimental plantations of energy willow gave a high yield of biomass. The efficiency of energy willow growing has been calculated.

Keywords: bioenergy, biomass, energy crops, sown area of agricultural land, Polissia, efficiency of energy crop willow.

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Analyse of the difficulties that met Ukraine in the way of integration to the EU (p. 106–108)

José-Maria Casado Raigón

In the current paper a general qualitative review of the bilateral relations between the EU and Ukraine is provided. The special focus is given to a recently signed Association Agreement (AA) including Deep and Comprehensive Free Trade Agreement (DCFTA). The discussion of the most important points of the DCFTA is given. As a conclusion the author states difficulties that met Ukraine in the way of integration to the EU as a result of country's geographical situation in between the EU and Russia.

Keywords: bilateral relations, association, agreement, free trade, integration.

The use of local economy-mathematical models in agroecology (p. 109–113)

V. Chystiakova, I. Gerasimova

One of basic ways of overcoming of ecological crisis in our country, there is integration of a few

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parts, namely, interests of ecology and economy in all spheres of agrarian production, and also in agrarian education. Especially important is a process of continuous ecological education. Ecological component must be in all educational disciplines. As connective discipline can be systemology. A mathematical modeling is one of system analysis instrument, that allows in most of cases to avoid intensive labour and expensive model experiments.

The substantial factor of achievement balanced agrarian system is the optimal use of the landed resources. To attain the terms of balance of natural and managed by a man ecosystems, it is possible by correlation extensively and intensively using areas and natural environment complexes. It is possible to name creation of local models of optimal landfarming the instruments of this direction with the purpose of providing ecologically safed, economically balanced cooperation of agrarian production and environment. Development of computer technology of planning in agriculture is offered on irrigable land in Excel.

Keywords: agroecology, ecological professionalism, ecologization of education, approach of the systems, system analysis, mathematical modelling, local models of optimal landfarming.

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Adaptation mechanism of agro-industrial complex of Ukraine in the global food problem (p. 114–116)

S. Halatur

In the article it is described the mutual influence and connection of the global problems in today's world economy. It is characterized the global food problem as a manifestation of the crisis state of the modern economic relations. It is systematized the methodical approaches to the study of food crises. It is analyzed the state of food security in the global development of the world economic relations. It is investigated the instruments of supranational regulation of the world agrarian sector. It is grounded the food resources as a development factor of the "new agro-food" countries. It is revealed the prospective areas of food policy of the "new agro-food" countries.

Keywords: food fund, adaptation mechanism, agro-industrial complex, SWOT-analysis, food safety, WTO, globalisation process, statesupport.

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Using computer technology in the financial planning (p. 117–121)

L. Brovko

The article discusses the features of the application of modern computer technology that would contribute to the effectiveness and efficiency of the financial planning for businesses. There is also given the definition of basic concepts. There are comparative characteristics of software products, advantages and disadvantages,

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and describes the factors that point to the need of using the automated systems of planning for agricultural enterprises.

Financial planning is one of the main forms of general planning, which includes the development and study of targets that characterize the development of economy in the coming period; economic standards, which can be expected in the planned period.

The development of financial plan is a troublesome process and connected with many calculations. Even if the company produces a small product range, the financial planning process is time consuming, not to mention the usage of complex mathematical models and formulas.

In Ukraine there are a number of software packages that are able to make easier the process of financial planning. A good program makes life easier saves valuable time and allows you to focus on planning and analysis.

Each software package has its own strengths and weaknesses, and the final decision to buy it will largely base on user's preferences and the needs and available financial resources in the enterprise. A program represented on the market varies on the price and its features, but obey the simple rule: you get what pay for.

Keywords: financial planning, developing of financial plan, automation, software products, management decision.

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Information security support of payment cards processing (p. 122–124)

O. Nyckytchenko

The impact of banking system on the economy is increasing. Financial institutions and banks

directly participate in the capital activities, produce and support a large number of financial products, including payment cards. Security issue is the priority for banks. The emergence of chip cards radically changed the situation of card fraud. However, the presence of magnetic stripe cards is still great, the old types of fraud continue to exist and develop. Analysis of statistical monitoring confirms the continuation in Ukraine: consistently high level of ATM fraud (skimming attacks); significant reduction in the time interval of copying information from card etc.

In cases of fraud attacks the task is to detect compromised "common points of purchase" (CPP) and compromised payment cards. The task is to identify transactions in this CPP, to prevent use of the information read from the card. Also there is an inverse situation where fraud on the card takes place (transaction are not made by the client) and it is necessary to identify CPP. To solve this problem one have initial data on transactions from database in .xls format. Comparing data it is possible to find the crossing point, which likely will be the compromised CPP. A simple way to solve this problem - compare two corresponding Excel-spreadsheets. The problem is solved by means of VBA. The spreadsheet contains two Excel-tables to be compared to find the intersection TID, MID, AID codes. After analyzing the data of comparable tables program macro identifies compromised CPP. It allows to detect skimming attacks, to block payment cards that have been compromised and to prevent material damage, threats and inconvenience to customers.

The work shows that IT protection against fraud in the banking sector can and should be enhanced.

Keywords: payment card, chip card, acquiring, transaction, fraud, carding, Excel, card verification value (CVV), common point of purchase, compromised card.

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Ways to improve the effectiveness of human resource management in agricultural enterprises (p. 125–129)

K. Didur

The article presents an analysis of the category "management personnel of the enterprise", from

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the point of view of different scientists. Determined that the personnel management – a function within the company, which is set and the management and leadership of the people who work in the company, as well as dealing with issues related to compensation, management, organizational development, security, well-being, motivation, management and training. Highlighted the main purpose of personnel management. Identified the main principles to be followed by the heads of agricultural enterprises to maximize the effectiveness of their activities. The main directions of improving the efficiency of the personnel management system of the agricultural enterprises: improvement of the management structure, the automation of jobs, the development strategy of the organization, the development of information systems, the development of decision-making system, the transition from the planning system on the principle of “top-down” to “counter” planning, renewal the practice of conducting workshops for young professionals. Proposed measures by which the state can take part in the development of effective personnel management system.

Keywords: agricultural enterprise, influence of government, personnel management system, efficiency of management.

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Socio-economic trends of nutria farming (p. 130–134)

O. Pavlenko

The article deals with the historical aspect of nutria farming, analyzed by manufacturing industry products, international experience and characteristics of this type of agricultural business, the basic qualitative characteristics of products and its impact on the human body, the main advantages and problems of further development nutria's enterprises. Reflects the main elements of the socio-economic system of the industry, defined the resource potential of the genesis of the region, including a diversified production structure and social preconditions for the development of agro-industrial complex of the country. The problems of development of the meat and fur nutria's enterprises, identified positive aspects and risks of this type of business, are proposals to increase competitiveness. The analysis of the historical development and innovation processes, which are aimed at improving the production, storage, processing and sales. The main impediments to innovation activity are underdeveloped innovation and information infrastructure, lack of qualified personnel, lack of financial resources. In the current situation, problems of socio-economic development nutria's enterprises are relevant and increasing the efficiency of the industry makes it possible to accelerate the development of livestock and the provision of alternative high-quality products.

Keywords: nutria farming, historical experience, the production of meat products, fur farming, integration, market infrastructure, socio-economic development.

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Financial planning development in agriculture (p. 135–138)

M. Mikiylyna

The issue under review is financial management of agricultural enterprises activity applying financial planning. Kinds and units of financial plan are distinguished. Financial planning definition is given for the enterprises of agrarian sphere that allows showing strategic targets as specific financial indicators and vectors of their achievement. Main methods of financial planning are revised. The author singled out and characterized balance regulatory, calculative-analytical and modeling methods. It is pointed out that optimization of plan decision lies in plan calculations variants by using maximum income criteria to the monetary unit of the invested assets. It is suggested to state regulatory efficiency investment ratio at 35% that is defined by the regulatory monetary evaluation of agricultural areas and allows to renew material-technical basis and to provide efficient, from ecological-economical point of view, agricultural enterprises land resources. It is proved that when working out strategic financial plans, it is reasonable to use general national programs of agrarian economy sector development for the period till 2020. Plan indicators and financing expenses actual condition are analyzed according to the state budget special fund in 2013 by the Ministry of Agrarian Policy and Food Production of Ukraine. The importance of indirect financial support of agricultural enterprises by creating preferential fiscal system, credits and insurance is highlighted. It is concluded that financial planning activation is essential and reasonable for agricultural enterprises.

Keywords: agricultural enterprises, financial management, financial planning, state financial support.

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Ecological-economic evaluation of reclamation disturbed land of steppe Dnieper (p. 139–143)

T. Galagan

To achieve its vital needs of the people are doomed to extract from the earth's mineral resources open pit mining method. In the destroyed soil and reduces the amount of agricultural land. Appear thosenogen landscapes that are dramatically reducing the sanitary conditions of the area. Such as those nogen neoplasms should be rehabilitated and returned for further use in a particular sector of the economy. For this purpose it is necessary to carry out ecological and economic eye-GCC all works related to the implementation of this complex process.

Settle some theoretical and methodological development of ecological-economic assessment of revegetation steppe Dnieper. It is argued that, in any case, reclamation of disturbed lands should be aimed at localstion and neutralizing the harmful effects on the environment and to create conditions for economic recovery in the productivity of disturbed lands.

It is proved that the removal of agricultural land for mining of Zumano significant losses for the local population. The main ones are: the losses of soil as the main means of production losses from foregone profit due to insufficient CEU soil for restoration of former agricultural potential and losses from reimbursement of lost agricultural potential. Some methodologies-shape development by definition: losses of soil; humus; the cost of soil from net income from recultivating hectares of land.

Shown industries for future use, overburden, where mo is an important achievement of economically feasible and environmentally safe level of impact per unit area of remediated land.

Keywords: technogenic landscape, revegetation of disturbed lands, the land price, costs, net income.

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Administrating of interactive marketing communications of agricultural holding of Ukraine (p. 144–149)

N. Kovshun, A. Radko

System of promotion is very important in new opportunities on the European market. Among of its components - interactive marketing communications. They are irreplaceable at international trade. However, interactive marketing communications management does not have the proper use in practice. The effectiveness of online marketing largely depends on the level and quality of representation in the virtual economy. This creates the need to determine the factors and parameters that determine the effectiveness of marketing communication in the Internet. Diagnosis of these factors is advisable to using expert opinion.

In the article author analyzed the websites of agricultural holdings of Ukraine and established their competitiveness in the international market. The resources are estimated by certain groups of indicators, taking into account the impact on vebometrychnyy rank. Results of diagnostic were compared with outcomes sites holdings of Ukraine for attractiveness to investors. Further studies need to deepen by taking into account the importance of factors and rationale distress communications between the assessment of competitiveness and market position of the sites. The proposed model is a practical tool for diagnosing the state of competitiveness of agricultural producers in the market environment.

Keywords: marketing, interactive communications, online marketing, electronic resource, webometrics rank, web-site, method of Internet marketing communication estimation, corporate website, agricultural holding.

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The conceptual basis of the inventorying of inventories of agricultural enterprises (p. 150–152)

M. Dubinina, M. Bagrina

Reviewed the main theoretical aspects of inventorying of inventories and identified key features her in agricultural enterprises. Defined algorithm inventorying of inventories, which will contribute to the effective implementation of control over inventories, and efficient conduct of economic activity of agricultural enterprises. The authors devote considerable attention to the theoretical aspects of the concept of "inventorying of inventories" and its main characteristics. The main problem that occurs in the article there is a necessary separation process inventorying of inventories on the necessary steps that are crucial in ensuring the reliability of accounting data and its reflection in the financial statements of agricultural enterprises. Inventorying of inventories is difficult and time-consuming process that must be carried out only on the basis of systematic monitoring of accounting processes. Through the inventorying of inventories process and its division into stages, identifies errors that are present when completing primary documents. A significant effect on errors has periodicity, and timeliness of inventorying of inventories as well as the definition of irresponsibility materially responsible persons or other employees. In accor-

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dance with the current legislation of the inventoring of inventories is the primary tool the objectivity of the members of the commission and the reliability of the data.

Keywords: internal control, stages of inventoring, inventoring, inventory, inventories, chart of accounts, comparable roll, commodity-material assets.

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Institutional foundations of innovation management of sustainable natural agricultural production (p. 153–156)

A. Kobets, Y. Gritsan, L. Katan

In this article, authors grounded the necessity of implementation of the concept of balanced development of the agrarian sector, and its relationship with the formation of natural movement of agricultural production in Ukraine, and the need for introduction of the innovative management toolkits was discussed.

The economic essence of institutional foundations of the innovative management of natural agricultural production, as an integrated system of innovative development instruments (legal, economic, financial, administrative, organizational, educational, advocacy, etc.) that are related by common goals and principles, and provided with corresponding innovative institutions and resources, was determined.

For more effective functioning of the new innovative institutions, the obligatory measure is proven to be the improvement of the regulatory framework. Namely, at the institutional level, it is expedient to amend the draft of Concept of "State Program on Sustainable Rural Development of Ukraine for the period up to 2025", by adding to the fifth section the educational aspect – "Creation of agricultural innovation-oriented educational space", which is based on the implementation of innovative development model "Agricultural Education–Agricultural Science–Agricultural Business". In addition, creation of the modern innovation infrastructure in rural schools

(in the form of innovation centers of agricultural technologies, student business incubators, centers of natural farming, etc.).

Under conditions of a systemic crisis, given the importance of the development of natural agricultural production and food security of Ukraine, the main objectives of agricultural policy should be the implementation of toolkits of investment management, the creation of new innovative structures, and adoption relevant and effective decisions in the field of institutional transformation of public administration and finance.

Keywords: innovation management, sustainable development, natural agricultural production, agricultural technology innovation center, business incubator.

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Directions of state support in natural agricultural production (p. 157–161)

N. Bondarchuk

Our agriculture sector is crucial in providing food, so the issue of environmental safety are of paramount importance. Given the prospects of establishing natural production of agricultural products in Ukraine, unfortunately, insufficiently developed regulatory framework governing the main question on the natural production of state and regional levels, accreditation of authorized certification of organic production and certification inspection process organic production and

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turnover of organic products; provide statistical accounting of natural operators of agricultural products on developing national rules of natural production based on international requirements and standards.

The purpose of this article is to outline the main directions of state support in the field of natural ahrovyrobnyststva and determine ways to improve programs in the field of sustainable rural development and ecological agricultural production.

A characteristic feature of the natural agricultural production is the availability of strictly regulated terms and conditions of the production process, compliance with which is determined by the result of certification and periodic inspection of production. Subject to standards of natural products production gets right to position in the market under the brand name "organic".

State regulation of agricultural markets - a system of economic, financial, legal, institutional and social measures taken by the state to ensure the effective and sustainable development of the food market and full coverage of the population with quality food at reasonable market prices.

State support for agricultural production in Ukraine Natural budget includes funding for programs and activities, preferential taxation, partial compensation of interest rates for loans from commercial banks writing off bad debts to the budget and social funds.

State support can manifest as through the use of direct and indirect instruments and mechanisms of influence. The main challenges faced by the country are: the adoption of the legal framework for the formation of the organic sector in Ukraine with the requirements of international legal acts; development and approval of national strategy applications of organic production, regulatory and legal acts on organic production rules; establishment of a national system of certification of natural production; financial support for organic production operators; introduction of a system of state supervision and control at all stages of organic production, as well as state supervision (control) the activities of certification; dissemination of information about organic production, organic products, system security and control, particularly in the media and others.

Mentions the need to develop and adopt their own "State program of development of natural production" as environmentally, socially and economically feasible direction of production activity.

To run the program it is necessary to develop measures in the following areas: legislative and regulatory support of organic production; development and implementation of incentives and financial support for organic production; provide scientific and advisory support for organic production; ensure the development of agricultural

production; ensure the improvement of management at the regional and state level.

There is an urgent need for the development and adoption of legal documents on the regulation of manufacturers of natural products today in Ukraine. These legal documents include the "State Program of development of organic production".

Keywords. government support, the natural agricultural production, natural agricultural products, government support measures, agrarian sphere, target development programs.

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Mechanisms of realization of state-private partnership in the sphere of small and medium business (p. 162–165)

V. Sychenko, V. Marenichenko

The essence of public-private partnerships, as one of the key mechanisms for implementing policies to modernize the economy of Ukraine, is determined. Extensive analysis of the main institutional and legal support public-private partnerships is conducted. The basic tasks of public authorities in the development of cooperation with small and medium-sized businesses are investigated. The basic functions that can perform public-private partnership in Ukraine are analyzed. The basic barriers that limit the development of public-private partnership in Ukraine are characterized. The successful application

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of mechanisms of public-private partnerships in developed countries is analyzed. Attention is focused on the creation of free economic zones as one of the areas of small and medium-sized businesses and the formation of partnerships between government and business. Modern free economic zones, operating in Ukraine, are investigated. Promising directions and mechanisms of development of public-private partnership in Ukraine are formed.

Keywords: public-private partnerships, small and medium business, mechanisms, economic zone.

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Evolution conceptualization management sustainable development (p. 166–171)

N. Schportiuk

The article deals with the historical development of scientific concepts developed countries of Europe and the United States on such management tool production and social processes in the economic sphere of society as management.

Attention is paid to the need for extrapolation achievements of foreign science on this subject in the research and development of domestic scientists for Management Development.

In developing policy and in its implementation in every sector of economic life to ensure a harmonious combination between the economy and the environment.

This approach to the challenges of economic development requires the use of relevant experience gained both in Ukraine and in the civilized world that has long been used theory of management of business processes, recognizes the absolute value management business.

The purpose of this paper is to study the characteristics of the historical development of the concepts of management in developed countries as preconditions formation theory sustainable (sustainable development). To make this goal required due to aspiration towards joining the European Union, because countries that community management concepts that have evolved over time, embodied in the management of production and social processes in the economic sphere of society.

Needs scientific management of business processes in the developed world contributed to the emergence of scientifically based theories of regulation with a tool such as management. As a result, there were relevant theory, including the concept of sustainable development, which are logically and historically conditioned consistent. These theories have been implemented to life in industrial processes in developed countries, should be reflected in Ukrainian science and help solve the problem of building the economy and democratic constitutional state.

Keywords: steady development, management theory, scientific management principles of management, scientific management school management, institutional management areas

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Clustering as a tool of modernization of the regional economy (p. 172–175)

L. Vasilieva

The essential mechanism in enhancing the sustainable development of the agricultural sector and food security of the country is the organization and creation of industrial clusters. Improving organizational-economic mechanism of recovery and development of agricultural production should be based on the cluster (or integrated) approach to the problem of development of the

industry. Creating agro-industrial cluster provides a high level of processing of agricultural raw materials, ensure the output growth of the market, ready to sell products, to balance the development of related sectors of the agricultural sector. Formation of industrial structures aimed at improving the competitiveness of enterprises through the integration, the development of industrial cooperation and the creation of innovative economic systems – agribusiness clusters. The model developed agro-industrial cluster includes a key sector, the sector of primary production sector and the promotion of agricultural products allows to build an effective chain of a business process based on the end user. To ensure the viability of the cluster to allocate financial, scientific, personnel and service the unit, the content and scope of the interaction with the cluster to determine the plans.

Keywords: agribusiness, innovative economic system, cluster, cooperation, strategy.

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