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S. Breus,

Doctor of Economic Sciences, Professor,

Professor of the Department of Management and Marketing, European University, Kyiv, Ukraine

ORCID ID: <https://orcid.org/0000-0003-0624-0219>

M. Denysenko,

Doctor of Economic Sciences, Professor, Habilitated Doctor of Economic Sciences,

Professor of Economic Sciences, Professor of the Department of Management and Entrepreneurship,

Volodymyr Vynnychenko Central Ukrainian State University, Kropyvnytskyi, Ukraine

ORCID ID: <https://orcid.org/0000-0001-8767-9762>

O. Dudnyk,

Postgraduate Student, European University, Kyiv, Ukraine

ORCID ID: <https://orcid.org/0009-0004-5083-8239>

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COMPETITIVENESS OF ENTERPRISES OF THE AGRO-INDUSTRIAL COMPLEX OF UKRAINE AS AN IMPORTANT PREREQUISITE FOR INCREASING THE LEVEL OF ECONOMIC DEVELOPMENT OF THE STATE

С. В. Бреус,

д. е. н., професор, професор кафедри менеджменту та маркетингу, Європейський університет, м. Київ, Україна

М. П. Денисенко,

д. е. н., професор, doktor habilitovanyi nauk ekonomichnykh, profesor nauk ekonomichnykh,

професор кафедри менеджменту та підприємництва, Центральноукраїнський державний університет

імені Володимира Винниченка, м. Кропивницький, Україна

О. В. Дудник,

аспірант, Європейський університет, м. Київ, Україна

КОНКУРЕНТОСПРОМОЖНІСТЬ ПІДПРИЄМСТВ АГРОПРОМИСЛОВОГО КОМПЛЕКСУ УКРАЇНИ ЯК ВАЖЛИВА ПЕРЕДУМОВА ПІДВИЩЕННЯ РІВНЯ ЕКОНОМІЧНОГО РОЗВИТКУ ДЕРЖАВИ

The article examines the main aspects of increasing the level of competitiveness of enterprises of the agro-industrial complex of Ukraine through the prism of increasing the level of the state's economic development.

It was determined that ensuring the competitiveness of agro-industrial enterprises in general involves defining and formulating strategic goals as a starting point for choosing and developing an adequate strategy.

The essence of the strategy in the context of evaluating the effectiveness of innovations in the competitive development of the enterprise, the principles according to which the economic entity that has embarked on the innovative path of development should function, and it was determined that their content can be considered as the principles of the formation of strategies for the competitiveness of enterprises in general and the agro-industrial complex.

It was concluded that the "development" category needs a separate in-depth study in the context of the formation of the strategy of competitiveness of enterprises of the agro-industrial complex. It is proposed to consider this category taking into account the conclusions of J. Schumpeter and D. McClelland, as well as the need to ensure development in order to restore the economy of Ukraine in the post-war and post-war period.

The essence of the strategy is considered and the classification of enterprise development strategies is given, and the development strategy of the enterprises of the agro-industrial complex of Ukraine is proposed, taking into account the possibility of their implementation of active strategies in modern economic conditions, to be considered in connection with innovative strategies in order to realize their innovative potential.

It was concluded that protection against the influence of external and internal threats to the domestic economy is important and relevant at the current stage of the development of Ukraine's economy in order to ensure its recovery in the post-war and post-war period, taking into account the connection between the state of development of the agro-industrial complex of Ukraine and the economic security of the state, and this is generally accumulation efforts at different levels of management and the use of a balanced approach, taking into account the possibility of increasing the level of their competitiveness regarding the justification, formation and implementation of strategies for the development of agro-industrial enterprises.

У статті проведено дослідження основних аспектів підвищення рівня конкурентоспроможності підприємств агропромислового комплексу України через призму підвищення рівня економічного розвитку держави.

Визначено, що забезпечення конкурентоспроможності агропромислових підприємств загалом передбачає визначення та формулювання стратегічних цілей як відправної точки для вибору та розроблення адекватної стратегії.

Розглянуто сутність стратегії у контексті оцінювання ефективності інновацій у конкурентоспроможному розвитку підприємства, принципи, відповідно з якими суб'єкт господарювання, що вступив на інноваційний шлях розвитку має функціонувати й визначено, що за змістом їх можна вважати принципами формування стратегій конкурентоспроможності підприємств загалом та агропромислового комплексу.

Зроблено висновок, що окремого поглибленого дослідження потребує категорія "розвиток" у контексті формування стратегії конкурентоспроможності підприємств агропромислового комплексу. Запропоновано цю категорію розглядати з урахуванням висновків Й. Шумпетера та Д. Макклелланда, а також необхідності забезпечення розвитку задля відновлення економіки України у поствоєнний та післявоєнний період.

Розглянуто сутність стратегії та наведено класифікацію стратегій розвитку підприємства й запропоновано стратегію розвитку підприємств агропромислового комплексу України з урахуванням можливості реалізації ними активних стратегій в сучасних умовах господарювання розглядати у взаємозв'язку з інноваційними стратегіями задля реалізації ними свого інноваційного потенціалу.

Зроблено висновок, що важливим та актуальним на сучасному етапі розвитку економіки України задля забезпечення її відновлення у поствоєнний та післявоєнний період є захист від впливу зовнішніх та внутрішніх загроз вітчизняної економіки з урахуванням зв'язку стану розвитку агропромислового комплексу України з економічною безпекою держави й це загалом акумуляції зусиль на різних рівнях управління й використання виваженого підходу з урахуванням можливості підвищення рівня їх конкурентоспроможності щодо обґрунтування, формування та реалізації стратегій розвитку агропромислових підприємств.

Key words: competitiveness, agro-industrial complex, agro-industrial complex enterprises, development, economic development of the states, strategy, innovations, investments.

Ключові слова: конкурентоспроможність, агропромисловий комплекс, підприємства агропромислового комплексу розвиток, економічний розвиток держави, стратегія, інновації, інвестиції.

GENERAL STATEMENT OF THE PROBLEM AND ITS LINK WITH MAJOR SCIENTIFIC OR PRACTICAL CHALLENGES

In the conditions of the russian-Ukrainian war, the domestic economy in general, and the agro-industrial complex in particular, is under the negative influence of external environmental factors, which is reflected in the level of their competitiveness and requires the implementation of balanced measures adequate to modern conditions to increase its level.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

The main aspects of the study of the country's competitiveness and the role of economic entities of the agro-industrial complex (APC) in this, in particular through the prism of the formation of a strategy to increase their competitiveness, are meaningfully considered in the works of various scientists, in particular such as: Ansoff I., Bubenko P., Holovchuk Yu. O., Honcharuk I. V., Hudz O. I., Husiev V., Illiashenko S. M., Kleban O., Mykytiuk P. P., Pchelianska H. O., Sodoma R., Usty-novska T., Khirivskyi R. R. [1–6]. However,

despite the significant contribution of scientists in this field, issues related to the study of the competitiveness of enterprises of the agro-industrial complex of Ukraine as an important prerequisite for increasing the level of economic development of the state require a more detailed consideration.

FORMULATION OF THE ARTICLE OBJECTIVES (TASK STATEMENT)

The purpose of the article is to study the main aspects of increasing the level of competitiveness of enterprises of the agro-industrial complex of Ukraine through the prism of increasing the level of economic development of the state.

PRESENTATION OF THE MOST IMPORTANT RESEARCH MATERIAL, WITH A FULL JUSTIFICATION OF THE SCIENTIFIC RESULTS OBTAINED

The main goal of the scientific and technological development of the agro-industrial sector of Ukraine is to ensure the competitiveness of Ukrainian products on both foreign and domestic markets, primarily through the creation, disse-

mination and use of achievements of scientific and technical progress [6, p. 190].

Ensuring the competitiveness of the enterprises of the agro-industrial complex of Ukraine in general involves the definition and formulation of strategic goals (as a starting point for choosing and developing an adequate strategy) for the formation of their competitive behavior within the framework of evaluating innovative development. And the activation of innovative development of agro-industrial enterprises should be combined: with the renewal of fixed assets, which should become the main source of increasing production volumes and creating conditions for the production of domestic products at the level of the best world standards; with the preservation of resources, which ultimately leads to a significant reduction in material costs per unit of production; with a social orientation, according to which the people themselves, the quality and safety of their lives must guarantee the implementation of the priorities of innovative development [3; 7].

In the scientific literature, there is no permanent definition of the term "strategy", its description by I. Ansoff as a set of rules for making decisions that guides the organization in its activities is quite relevant [6, p. 185].

The purpose of evaluating the effectiveness of innovations in the competitive development of an enterprise is a comprehensive analysis of the effectiveness of innovations and their impact on the main indicators of the business entity, determination of feasibility and optimal implementation of innovations, timely implementation of innovations, adjustment of innovation projects and support of strategic innovation decisions [7]. The essential difference between innovative enterprises is that the creation of innovations in them is a type of business, while in most organizations it is a function, a part of the general activity of the enterprise, at the same time, the business entity that has entered the innovative path of development must function in accordance with principles (according to their content, they can be considered the principles of forming strategies for the competitiveness of enterprises in general and the agro-industrial complex, in particular [7]), the main ones of which are the following:

- adaptability (consists in striving to maintain a certain balance of external and internal development opportunities: internal motivating motives of the business entity and external ones generated by the market environment);

- dynamism (represents the dynamic alignment of goals and motivating motives (incentives) of the enterprise's activity (including its owners, managers, specialists, employees));

- self-organization (presupposes independent provision of support for functioning conditions, i.e. self-maintenance of resource exchange (informational, material, financial) between elements of the enterprise's production and sales system, as well as between the enterprise and the external environment);

- self-regulation (consists in adjusting the management system of production and sales activities of the enterprise in accordance with changes in operating conditions);

- self-development (presupposes independent provision of conditions for long-term survival and development of the enterprise (in accordance with its mission and accepted motivation of activity) [7; 8, p. 33].

Taking into account the above, the category "development" needs a separate in-depth study in the context of the formation of the strategy of competitiveness of enterprises of the agro-industrial complex. Thus, according to etymology, the category "development" was reflected in the works of prominent philosophers and scientists since ancient times. The concept of development was considered by philosophers, religious and political figures as a worldview category, as an integral component of religious life, art and society as a whole. Anaximander, Empedocles, Hesiot, Heraclitus, Parmenides, Democritus, Plato, Aristotle, Plotinus also emphasized the need for development in the context of philosophical doctrine [13]. Bright representatives of a whole galaxy of scientists are representatives of:

- Renaissance era (B. Teleziy, D. Bruno);
- Western European philosophy (F. Bacon, R. Descartes, G. Leibniz, B. Spinoza);
- German philosophy (I. Kant, G. Hegel, J. Fichte, F. Schelling);
- late mercantilism (T. Man, A. Serra, J.-B. Colbert, A. Montcretien);
- classical political economy (F. Quenet, A.-R.-J. Turgot, A. Smith, D. Ricardo, V. Petit, P. Boisguilbert);
- founders of institutionalism (T. Veblen, U. Mitchell, J. Galbraith, Ya. Tinbergen) [13].

The importance of research by development scientists should be noted separately:

- in the context of accumulation of savings as its important element (A. Lewis, R. Nurkse, V. V. Rostow, P. N. Rosenstein-Rodan, H. Chinery);

- as a result of disharmonious jumps due to the development of investment projects (J. Schumpeter);

- in the context of the role played by the entrepreneur in its provision (D. McClelland) [13].

Taking into account the outlined aspects, in the context of the research issues, it is considered

appropriate to consider this category taking into account the conclusions of J. Schumpeter and D. McClelland, as well as the need to ensure development in order to restore the economy of Ukraine in the post-war and post-war period, taking into account the fact of significant infrastructure destruction and significant losses by Russia during the Great War as a whole.

According to [9], damages and losses of the agricultural sector of Ukraine reached \$80.1 billion, at the same time \$10.3 billion — the amount of damages from the destruction of the Kakhovska dam, partial or complete destruction of storage facilities, fisheries and aquaculture, perennial crops, forced slaughter of livestock, as well as destruction and theft of production resources and products; \$69.8 billion — from the reduction of the harvest — 49% of the total losses. At the same time, as of April 2023, the estimated losses of producers reached \$4.65 billion. 109.6 thousand units of agricultural machinery were destroyed or damaged, more than 4 million tons of destroyed and stolen finished agricultural products were recorded (the total cost of these losses is \$1.87 billion), the infrastructure for storing agricultural products suffered significant losses (total capacity granaries destroyed by the enemy amounted to 8.2 million tons of produced products, another 3.25 million tons of products could be placed in damaged granaries), the cost of restoring destroyed facilities is \$1.33 billion. The agricultural sector was the most affected by the aggressor country in Luhansk, Kherson, Donetsk, Kharkiv, and Zaporizhzhia regions. In just one year of the war, the direct losses of the agricultural industry of Ukraine from the actions of the Russian occupiers reached the mark of 8.7 billion [10].

In view of the above, it is appropriate to note that it is important for domestic agro-industrial complex enterprises to adjust existing strategies in the context of martial law and the post-war recovery of Ukraine's economy, and in some cases, especially in the regions most affected by the aggressor's actions, to carry out their fundamental reconstruction.

In general, the strategy is considered as long-term managerial "rules of the game" aimed at: meeting the needs of consumers better than competitors; strengthening the company's position in the selected market segment due to the growth of the company's image; increasing the level of competitiveness in one's field in terms of assortment and quality, prices and service; achieving a high level of performance of business functions, etc. [4; 14].

Enterprise development strategies can be grouped as follows:

— active strategies. They are based on the quick reaction of the business entity to a change in the market situation, they involve the company taking quick actions, trying to outpace competitors; flexibility of all processes taking place at the enterprise; the possibility of intensive use of all types of labor resources, energy, raw materials and materials, equipment; constant search and introduction of innovations in production, sales and management activities;

— passive strategies. They involve following competitors, revising activities when the need arises, and thus, they are less risky and may even be less costly compared to active strategies [5; 15, p. 156].

In this context, it is advisable to consider the strategy of the development of enterprises of the agro-industrial complex of Ukraine, taking into account the possibility of their implementation of active strategies in modern business conditions, in connection with innovative strategies in order to realize their innovative potential [15, p. 155].

Thus, taking into account the above, it should be noted that development, as a concept, is multidisciplinary and is reflected in all spheres of life of society from ancient times to the present day and requires a detailed and thorough study at all stages of the functioning of the economy and in order to use the main principles, in which his idea is most clearly manifested. In particular, this is relevant for domestic enterprises of the agro-industrial complex of Ukraine, the restoration of which can contribute to the reproduction of the economy of Ukraine on an innovative basis as a result of active use of existing potential and intensive investment [16] in this sector with active use of all possible sources of financial resources. One of the aspects of choosing a strategy and substantiating the instructions and the program for their implementation is the effective use of the influence of individual factors [1, p. 69] to increase the competitiveness of enterprises.

CONCLUSIONS

Taking into account the above, it should be stated that protection from the influence of external factors is important and relevant at the current stage of the development of the economy of Ukraine in order to ensure its recovery in the post-war and post-war period (taking into account the significant damage caused to the domestic economy as a result of the actions of the aggressor country [9—10]) and internal threats to the domestic economy, taking into account the connection between the state of development of the agro-industrial complex of Ukraine and the economic security of the state [12; 15]. In general,

this requires the development of adequate measures that would contribute to ensuring the transition of the state and its regions to sustainable development and the fastest possible recovery of the economy of Ukraine in the post-war period to ensure the upward trend of the state's economic growth, taking into account the possibility of finding ways to increase the level of one's own competitiveness, taking into account the role and importance innovations [15; 17], which requires the accumulation of efforts at different levels of management and the use of a balanced approach to the justification, formation and implementation of strategies for the development of enterprises of the agro-industrial complex, taking into account the possibility of increasing the level of their competitiveness.

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