

Список використаних джерел:

1. Захаркін О. О. Фактори формування вартості в контексті вартісноорієнтованого підходу управління підприємством. *Бізнес Інформ*. 2014. №7. С. 208-214.
2. Про оцінку майна, майнових прав та професійну оціночну діяльність в Україні: Закон України від 12.07.2001 р. №2658. URL: <http://surl.li/gxvkt>
3. Загальні засади оцінки майна і майнових прав: Національний Стандарт №1 від 10 вер. 2003 р. №1440 URL: <http://surl.li/gxvkr>

УДК 631.332.1***Korzh M.***

*Doctor of economic sciences, professor
Professor Department of World Economics
State University of Trade and Economics*

Krasnoshchok V.
Zaporozhye National University

FEATURES OF INNOVATIVE ACTIVITIES IN AGRICULTURAL ENTERPRISES

In the course of the research it was found out that innovative activity, in the broad sense of the word, is an activity for the creation, development, dissemination and use of innovation. The organization of innovative activity is considered as the process of forming a system of ensuring interaction between its subjects and rationalization of innovation processes. The innovative development of the agro-industrial complex is a complex problem in which significant influence is played by the state. The transition of business systems to innovative type of development is due to objective reasons: the overcrowding of the global market for goods and compounds, to find a place where you can only form your own market niche for a qualitatively new product; the ability of an innovative type to create significant competitive advantages, which is an integral part of an entity's competitiveness and economic sustainability in an uncertain and volatile market environment; the global tendency to individualize the needs, and therefore - consumer characteristics of the product; the desire of multinational corporations to monopolize markets, which requires smaller entities to operate an innovative market behavior strategy to ensure sustainability.

An important direction of the strategies of innovative development of agribusiness entities is the organizational support of this type of activity, an important component of which is the promotion and protection of an intellectual product, the content of which in a broad sense is to protect and stimulate the development of intellectual potential [1]: legal protection of intellectual property; development of the patent system; improvement of the new knowledge management system; empowerment of employees in decision-making in the sphere of development and implementation of innovations, etc.

At the present stage in the agro-industrial complex distinguish a number of factors that limit the development of innovative processes: reducing the volume of state support for agriculture, reducing funding for research at the expense of budgets of different levels, low level of professional training of personnel of agricultural entities, agricultural susceptibility to innovation and low level of innovation activity. The content of investment support for the innovative development of agricultural enterprises is investment support for different innovative assets in different forms, which gives rise to the constantly increasing production of innovative agricultural products, the greater the increase in the production of innovative agricultural products per unit of investment in innovative assets, the higher the efficiency of investment support of investment enterprises.

The innovation process can be seen as a set of sequential actions that result in innovation evolving from an idea to a specific product and spreading through the practical use of the latter.

It is customary to distinguish external and internal factors that determine the development of different forms of agroindustrial complex. External factors include: pricing for industrial and agricultural products, the level of tax burden, conditions for granting loans for the development of production, the degree of protection of the domestic agricultural market of agricultural products, the level of income of the population.

An innovation process can be seen as a set of sequential actions that result in innovation evolving from an idea to a specific product (a need that is determined by marketing research) and spread through the practical use of the latter.

Therefore, the organization of innovation activities in the agro-industrial complex is impossible without the participation of the state as an objectively necessary coordinator and regulator of innovation processes. In terms of market relations, the state should provide an opportunity to

regulate the impact on the innovation process in the agro-industrial complex by providing science-based pricing, financial policy, stimulating the activity and provision of investment services, targeted state financing, choosing the main areas of investment and investment, drawing up indicators of solvency capital. As a result of the research we have identified the main strategic directions of innovative development of agribusiness entities: providing legal regulation of innovative development and protecting the interests of its participants, providing direct support for the creation and education of innovations, identifying and implementing priority development, developing effective forms of partnership and cooperation, forming organizational -economic structures, training of personnel for the sphere of innovative activity for agroindustrial complex, priority development of material and technical base of agroindustrial complex, development of international cooperation in the field of innovation.

Refereces:

1. Datsii, O. I. (2019). *Development of innovative activity in agroindustrial production. Actual problems of public administration. Kharkiv: View of KRI NAPA «Master», 1 (33), 318–325 [in Ukrainian].*
2. Gurochkina, V. V. (2019). *Innovation potential of the enterprise: the essence and the system of protection. Economics: realities of time. Scientific Journal, 5 (21), 51–57 [in Ukrainian].*
3. Nikiforov, A. E. (2020). *Innovative activity: theory and practice of public administration. K. : KNEU[in Ukrainian].*

УДК 339.7:330.341.1:330

Кузнєцова М.А.

*кандидат економічних наук, доцент,
науковий співробітник ДУ «Інститут ринку і економіко-
екологічних досліджень НАН України»*

ІННОВАЦІЙНИЙ РОЗВИТОК ЯК ЗАПОРУКА ВІДНОВЛЕННЯ ЕКОНОМІКИ УКРАЇНИ У ПОВОЄННИЙ ПЕРІОД

Сьогодні перед нашою країною постає складна проблема відновлення економіки у післявоєнний період. На наш погляд, можливість вирішення поставлених завдань базується на реалізації примату інноваційності, що має охоплювати всі сфери суспільного розвитку, що відповідає загальносвітовим тенденціям. Імплементация принципів інноваційного вектора розвитку для відродження