

MODERN ASPECTS OF MANAGEMENT OF ENTREPRENEURIAL ACTIVITY OF AGRICULTURAL PRODUCERS IN THE GLOBALIZED MARKET

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Entrepreneurship in the agrarian sector of the economy is important for the development of domestic commodity production, intensification of competition, increase of employment of rural population. Agriculture is one of the priority sectors of the Ukrainian economy but the financial and economic condition of agricultural producers tends to deteriorate. This leads to the search for tools that would ensure the development of entrepreneurship and the improvement of the business activity of organizational formations.

The purpose of the article is to formulate proposals for creating favourable conditions for the development of entrepreneurship in Ukraine, in particular, in the agrarian sector of the economy, and increase the competitiveness of agricultural producers.

The dynamic development of agriculture in Ukraine and the improvement of the quality of life in rural areas depend to a large extent on entrepreneurial activity and the initiative of the inhabitants of rural areas, owners, and leaders of organizational formations.

We support the opinion of specialists that only a quantitative increase in enterprises, with the actual level of their business perfection, is not enough. This will not ensure the necessary increase of the competitiveness of the domestic economy.

The development of entrepreneurship involves rationalization of the economy, a complete realization of human potential.

There needs to be a clear awareness and adequate response to new challenges and threats that are reorientating to a rich global market and the likely consequences of the fourth industrial revolution.

In a globalized market, entrepreneurship in the agrarian sector is characterized by a number of specific features associated with the nature of agricultural production. Many researchers, the category "entrepreneurship in the agrarian sector" is identified with the category "agribusiness".

The key factors that hamper the development of small- and medium-sized businesses are: the imperfection of the legislative framework; limited access to financial resources; insufficient level of professional knowledge and experience of persons engaged in entrepreneurial activity.

The development of entrepreneurial activity in Ukraine, first and foremost, depends on the nature of the environment. In the agrarian sector with the aim of forming a comprehensive system of business management, we consider the main areas of research:

1. In-depth analysis and assessment of the weak and strong sides of organizational formation for the purpose of compliance with existing opportunities and threats to the environment in order to develop a socially-oriented strategy for the development, optimization of managerial decisions regarding the formation of a strategic set;

2. Development of a mechanism for managing market priorities on the basis of balancing supply and demand for agricultural products;

3. Search for ways of effective use of resource potential, forecasting of the life

cycle of products, expansion of financial possibilities of production activity;

4. Complex analysis of production and economic activity of the enterprise in order to determine the development prospects.