

DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY

EVALUATION OF INFORMATION POTENTIAL OF HIGH-TECH PRODUCT IN THE AGRARIAN SPHERE

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The information component in the context of the activities of the National Academy of Agrarian Sciences of Ukraine and its structural subdivisions is not only an instrument for promoting innovations in the agro-sphere but also a self-sufficient market-oriented science-intensive product. The importance of information potential is due to the urgency of tasks of NAAS. The information potential of agrarian science and regional scientific institutions is rather high but modern methods of communication with potential consumers of high-tech products are not fully involved. This is evidenced by the fact that the profile of a typical producer in the agro-spheres is not differentiated. The profile of potential consumers of high-tech products is made up of specialized enterprises and farms and private households.

Both categories of producers require scientific advising and information support for their activities. Since the main object of the integration of the scientific product is the production sphere, and the actualization of the scientific needs of the adjacent spheres of production is paid less attention, it is proposed to pay more attention to the establishment of communications with this segment of the market. Taking into account the specifics of agrarian production to promote innovation in this area, it is necessary to use such means of communication that would maximally bring information to the potential consumer. From this perspective, the most priority for the formation of communicative channels with agricultural producers is exhibitions, personal sales, sales promotion and advertising in the media.