

# CONCEPTUAL BASES OF THE STRATEGY OF INNOVATIVE DEVELOPMENT OF AGRARIAN SECTOR ENTERPRISES

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**Introduction.** In the modern conditions of market economy, the formation and implementation of the strategy of harmonious innovative development of enterprises is the main priority of strategic management. Successful innovation activity of business entities and scientifically grounded and rationally formed set of resource potential on an innovative basis can provide efficient and most effective agrarian and industrial output.

**Purpose.** The purpose of the article is to justify the strategic aspects of innovative development of enterprises of agrarian and industrial output, as well as conceptual principles of formation and implementation of the strategy of their harmonious innovation development.

**Methods** of theoretical analysis and synthesis of the test material, and methods of social and qualitative research are used in the article.

**Results.** A characteristic feature of the current stage of the functioning of agrarian and industrial enterprises is the development of fundamentally new models of strategic development, based on the harmonious combination of current production activity and the potential for future economic growth on an innovative basis. Approaches to classify the essence and content of the concept "strategy" are considered in order to choose

the correct strategic innovation development of the enterprises.

The choice of a specific strategy for innovation development is determined by the influence of the combination of factors of the external and internal environment of the business activity, the priority directions of the state innovation policy, the actual state of development of scientific and technical and personnel potential in the national economy, etc. The main components of the strategy of innovative development of agricultural enterprises are goals, tasks, policy elements, directions, innovation development strategy, current potential of the enterprise (resource, productive, innovative).

The concept of formation and implementation of the strategy of innovative development of enterprises of agrarian sphere is offered. It leads to the choice of the optimal variant of development of business entities on an innovative basis, taking into account their resource capabilities, directions of implementation of long-term innovation policy in a favorable investment and innovation environment.

**Conclusion.** The development and implementation of the strategy of innovation development is the basis for the formation of competitive advantages and a stable financial and economic state of the enterprises of agrarian and industrial production.