

Innovative nature and risks in the management of rural territories development

Plotnikova M.F.

Candidate of Economic Sciences, Associate Professor,
Senior Lecturer at Department of Innovative Entrepreneurship and Investment Activities
Zhytomyr National Agroecological University

The article is devoted to the assessment of the systemic nature of rural development. It also demonstrates the multifunctionality of rural areas, the principles of its formation and management. It is illustrated by the asymmetries and imbalances of the rural development as well as existing mechanisms of agricultural policy as the tools to overcome them. Defined risk and reserves management of innovative development of rural areas from the perspective of ideological, historical, ideological, economic and socio-environmental approaches. Investigated the experience of small and medium-sized farms and livelihoods in rural areas as managers of ecosystems.

Further socio-economic growth and innovative nature of human development, including in rural areas, is primarily linked to the local economies and fundamentally

new level of consciousness personality for their lives and the environment. The basic criteria of territorial development are the growth of quantitative and qualitative characteristics of the environment that is accompanied by an increase in the power and potential of the territory. One of the areas of rural development, which ensures their targeted growth, is to implement the concept «Patrimonial estate» that allows to solve a number of socio-demographic, ecological, economic and technological problems. Similar experience of the implementation is modular and that, which can be extended within the country. An additional effect from implementation of innovative-investment activity of the settlers steadily allows solving of issues of food and economic security at both the regional and national levels.