

Evaluation and image management of agricultural enterprises

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The word "image" comes from the Latin imago, related to the Latin word imitari, meaning "to imitate". The image can be considered in broad and narrow sense. In a broad sense it means a combination of natural and specially constructed object properties, and in a narrow - is deliberately formed image of the object which gave additional value and made it possible to produce the impressions of object relationship to it and its evaluation that are necessary to its creator.

The main parts of the image are responsibility, speed, efficiency.

It is expedient for agricultural enterprises identified these target audiences: consumers, business partners, investors, financial institutions, government agencies, staff management.

To assess the image we select PE "ACE Ukraina" which located in the village of Sloboda Burinskiy district of Sumy region. The agricultural enterprise has diversified specialization.

Using the methods of N. Anderson, which is based on the principle of integration of information we have assessed image SP "ACE Ukraine." For a complete and professional evaluation of image was invited 7 experts.

Algorithm for image evaluation of agricultural enterprises:

- 1) evaluation of product image;
- 2) evaluating the image consumers;
- 3) evaluating the internal image of the company;
- 4) evaluation of the image of the head;
- 5) evaluation of staff image;
- 6) evaluating the visual image of the company;
- 7) evaluating the social image of the company;
- 8) evaluating business company image;
- 9) rating assessment of influence of information to public opinion through the media;
- 10) comprehensive assessment of company image.

According to our calculations PE "ACE Ukraina" fulfills the conditions to maintain the image for 39%. This is negative for the economy and of further prosperity of the company.

Because PE "ACE Ukraina" is currently at the stage of "stability" so the management should pay attention to such measures as strengthening the image and maintain the traditions introduced in enterprise (team), constant communication with customers and partners, the introduction of new technologies, social activity.