

FEATURES OF FORMING A RESOURCE POTENTIAL OF AGRARIAN ENTERPRISES IN THE CONDITIONS OF INFORMATION SOCIETY

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In terms of formation of an information society, which is characterized by instability of macro- and microeconomic factors, one of the primary tasks is a formation and assessment of current perspective opportunities of an enterprise, i.e. its resource potential.

The conditions of information society require making optimal managerial decisions concerning the determination of a volume of production, choice of target product markets that envisages an effective use of all resources of the enterprise, their optimal structure, on which depends a financial condition of the enterprise. In this connection, issues of formation of the enterprises' resource potential in order to improve competitiveness of agriculture and national economy as a whole are raising importance.

A problem of formation and effective use of resource potential of agricultural enterprises was studied by such famous economists as Andriichuk V.H., Buhutskyi O.A., Haidutskyi P.I., Krysalnyi O.V., Lukinov I.I., Mesel-Veseliak V.Ya., Nelep V.N., Paskhaver B.Y., Sabluk P.T., Stelmashchuk A.M., Trehobchuk V.M. and others.

However, taking into consideration the existent theoretical and practical developments, the problems of effective formation of resource potential in terms of information society are still relevant.

A term "resource potential" of agrarian enterprise in the research is considered as a tandem of concepts of "resources" and "potential". In a wide sense a resource is all that without much special expenses can

be used in the interests of a system for its improvement. In turn, a potential is considered as a characteristic of a state of an enterprise within a spatial-temporal period that indicates an existence of determined conditions for the full employment of resources available for achieving a planned result and keeping a purpose nature of activities.

The resource potential is a complex system of production resources, which are interconnected and interdependent. The use in the process of planning and reproduction of such system peculiarities of the resource potential as interchangeability of its elements and balanced optimal correlation among them open the door for establishment of an economic system that is distinguished by maximum productivity. Therefore, the resource potential is considered as a multilevel structure that is characterized by an aggregate of various resources available for using of a determined kind, each element of which is a compound system of interdependent and interacting parts, which have a relative independence and multifunctionality.

One of the components of the system of resource potential is a land. It extensively influences on the production process, is it's the most important component, base for harmonious combination of other production resources. Thus in the research conducted a structural-dynamic analysis of land under cultivation of Chernihiv region, which showed that during the period of 2011-2015 the main part of it is taken by cereal and pulse crops.

The analysis of logistical support of agricultural enterprises shows that in the agriculture of Chernihiv region such a system of capital assets is formed that indicates an insufficient share of active part of fixed production assets, which does not correspond to modern technical and technological requirements of production.

The efficiency of material resources is also not high that to some extent is explained by its direct dependence on the correlation of prices for resources for agricultural production and prices for agricultural products. In our research, the most important component of the resource potential is a labour potential. The basis of its formation in the agricultural sector is a population of working age. A number of such a category of population for 2011-2015 in Chernihiv region has decreased from 482,4 thousand people to 427,1 thousand people or by 14,2%. The basis for employed population decline was a contraction of enterprises and organizations' demand for labour force over the sharp drop in production.

It is determined that the features of formation of the resource potential in terms of information society are mostly reducing to the determination of the role of information in its formation and use. An increase of the role of information factor is becoming the overall world tendency, which on the one hand contributes to the improving qualitative characteristics of the population resource potential, amplifies the effects of organizational and technical as well as innovative and technological factors, on the other – causes a

deepening of differentiation of social levels and qualification of population in different regions depending on their covering by computerization and informatization.

The resource potential and information society are very important economic categories. Their close causal relationship manifests itself by various directions of influence. So, the influence of information society formation on the formation of resource potential of agricultural enterprises is also many-sided and ambiguous enough, thus the main directions of impact of the information society on the agricultural enterprises' resource potential formation are determined in the research.

The conducted research of the assessment of efficiency of the agricultural enterprises' resource potential formation gives grounds to confirm about significant untapped reserves of increase in output of production and increase of its quality and, as a consequence, its competitiveness in internal and external markets.

It is determined that the categories of resource potential and information society serve today as basic premises of effective economic development and operation of agricultural enterprises. Moreover, there is an extraordinary close relation between them, which is expressed in mutual influences of information society – on features of formation (preservation, reproduction, accumulation or vice versa loss) of the resource potential of enterprises, and of resource potential – on specifics of formation and development of agroindustrial complex of the country.