

UDC 631.11-001.76:338.433:006.83

Innovative approaches to formation of quality management system of agricultural enterprise as a way of adaptation to market requirements

T.I. Balanovska, O.P. Gogulya, A.V. Troyan, Z.P. Borezka

National University of Life and Environmental Sciences of Ukraine

Growth in the agricultural sector occurring owing to the process of land concentration, intensification of agricultural production and increase of its export potential are treated as absolutely positive trends that will make Ukraine the leader in the global agro-food area.

Globalization processes in the economy and growth of non-price competition stimulate domestic agricultural companies to seek innovative ways of development, which primarily are related to the problems of improving the quality of manufactured products and adaptation to the international standards. Therefore, improving the mechanism of formation of quality management system at the agricultural enterprises which guarantees organization's ability to produce and deliver high quality products is of primary importance. Development, implementation, certification and maintenance of quality management system is one of the strategic fields of activities of economic agents, which greatly increases their effectiveness, socio-economic efficiency and competitiveness in the market.

Economic and statistical methods which cover qualitative and quantitative aspects were employed in order to investigate the major tendencies of agricultural development in Ukraine and their impact on transition to sustainable development. Information basis of the research are the results of scientific search of the problem solution, materials of state statistical agencies, publications in periodicals, official governmental information, scientific articles and monographs.

Taking into account increasingly competitive market and growing importance of non-price competition it can be stated that an important role in the success of agricultural enterprise is played by manufacturing high quality products and orientation on meeting customer needs. At the same time, international experience proves that customer requirements concern not only quality of the product, but also quality of the enterprise, i.e. its relations with all stakeholders (suppliers, customers and public in general). Compliance of the enterprise with high standards is possible only in the case of development and implementing effective quality management system in accordance with adaptive principles of the international market.