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In Article rassmotreny Theoretical and praktycheskye the formative aspects of strategies and mechanisms Introduction tehnolohycheskyh ynnovatsyy, osuschestvlen MONITORING of existing problems and approaches to predlozheny avtorskye s decision in Sveti realities of the Economic sovremennoho space.

Technological innovations, Introduction ynnovatsyy, country-tags tehnolohycheskoho development, Mechanisms osvoenyia ynnovatsyy.

In paper the theoretical and practical aspects of strategies and mechanisms for the implementation of technological innovation, revealed the existing problems and proposed approaches to the copyright of their decision in light of the realities of modern economic space.

Technological innovation, innovation, strategy, technological development, innovation development mechanisms.

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STRATEGIC DIRECTIONS OF AHROINNOVATSIYNOHO

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The article analyzes the state of innovation activity agricultural enterprises and revealed the problems. Systematized classification types of investments. Revealed a number of factors influence the development of innovative agricultural enterprises. The mechanism ahroinnovatsiynoho of agricultural enterprises.

Agriculture, innovation, innovative activity mechanism ahroinnovatsiynoho development.

Formulation of the problem. In the current market economy, Ukraine is constantly on stage to overcome potential crisis situations that lead to problems related to the stability and sustainability of business entities. Most businesses agrarian sector is in a constant state of survival. During the period of the reforms agricultural production has

declined considerably. Special decline experienced animal, as there is not cost-effective to produce. Number of cattle in all categories of farms for the period from 1990 to 2014 decreased by 6.4 times (24,623.4 thousand. Goal in 1990 to 3884.0 thousand goal in 2014).

Have declined pace of investment in agriculture both from the State and foreign. Fixed assets in worn by almost 85%. Factor disposal of fixed assets exceeds Renewal rate 4 times. Also in the village there is high unemployment, migration, mortality, reduction of labor capacity and fertility. Such a condition causes the degradation of agricultural

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sector and does not allow to correctly identify the strategic direction of the company, worsens the efficiency of investment policy, complicating the accumulation of equity, thus reducing the efficiency of not only individual enterprises, but the entire state economy.

Overcoming the crisis and solve the existing problems is possible if the transition to an innovative model of economic development in general, and particularly agrarian economy as main trends of the modern world. Applying innovative products (new technologies, new or improved products, etc ..), businesses maintain a competitive advantage and will be able to occupy a monopoly position in the market. In addition, it will reduce production costs and receive additional income.

Thus, stable economic growth of the industry agriculture and overcoming the crisis depends on the level of ahroinnovatsiynoho businesses and innovation activity of the state.

Analysis of recent research.The study various aspects of development of innovative enterprises in the agricultural sector devoted to the works of domestic and foreign scholars, including: Antoniuk LL, Williams VR, Koyuda VA, K. Prahalad, Shepherd VG, Shevchenko A., J. Schumpeter and others [1-11].

Despite significant achievements and developments of scientists, innovative development in the agricultural sector remains poorly understood and therefore requires further basic research.

The purpose of research: identifying the existing problems of the innovation process and innovation areas of agricultural enterprises.

Results.The requirements of today suggest that the innovative activity of the enterprise - the basis of its strategic and development perspective. Innovative development in Agriculture (hereinafter ahroinnovatsiynyy development) - a systematic use of scientific inputs in technological, organizational, economic and management activities to ensure a high level of competitiveness of agricultural products in domestic and foreign markets and sustainable economic growth of the industry. Unlike other economic activities innovation processes in agriculture have their own specifics. They are diverse technological,

organizational, branch and regional features. Only in agriculture other than economic; social and environmental; technical, technological and industrial allocate more and breeding and genetic types of innovation (Table. 1) [7]. Each with its own structure and content, its driving forces and risks.

1. Classification of investments in agriculture.

| Product innovations | content of |
|---|---|
| Selection and genetic | New varieties and hybrids with. / G. plants; new breeds and types of animals; withdrawal and the establishment of plants and animals that are resistant to adverse environmental conditions, diseases and pests |
| Technical and technological and industrial | Biologization and greening agriculture; the use of new techniques and technologies in livestock and crop production, New resource-saving production technology and food storage |
| Organizational, administrative and economic | The development of cooperatives and the formation of integrated structures in agriculture; New forms of those. maintenance and provision of resources; new forms of work organization; marketing innovation; forms and mechanisms of innovative development |
| Social and environmental | Formation of scientific and technical personnel to ensure the agricultural sector; improve working conditions and health issues, greening the environment, working conditions and recreation |

The uniqueness of the innovation process in agriculture is the interaction of industrial means of production and living organisms (plants and animals). VR Williams wrote: "plants trebuyut for svoeho the prosperity nepreryvnoy nalychnosty Or bespreryvnoho tributary of four groups of factors - of light, heat, water and pytatelnyh substances while continuously terms simultaneous and sovместnoy nalychnosty vseh of four factors in optymalnyh Quantity at bezuslovnoy ravnotsennosty and independence s" [2].

Therefore, innovation management in agriculture needs to take into account not only economic and social laws, and the laws of nature, of equivalence, indispensability and the totality of life factors, law minimum, optimum and maximum. The effect of these laws involves the inability to replace a particular factor or his maximize the optimal or minimal use it. Such manipulation can lead to irreversible processes and outcomes. So Timiryazev claimed "Nowhere, быт Can, us at some Another activity is not required vzveshyvat stolko raznoobraznyh uslovyi success, Nigde not required such mnohostoronnyh svedenyy, Nigde passion tochkoй of view not unilaterally Can cause for such failures, How to zemledelyi "[6].

Innovation Research showed that ahroinnovatsiynny development is influenced by various factors. One of these factors contribute to the development of innovative enterprises, and other rather hinders it. A

number of scientists dealing with the development of innovative enterprises [1, 4, 9], divided into four groups of factors: feasibility; organization and management; political and legal; social and psychological. According to some scientists, a classification is not complete and needs to add a group of financial and credit factors and vocational training.

However, the requirements of the modern world, the ongoing crisis in the country require managers and entrepreneurs constantly "keep abreast", have a reliable and effective information. So we share the opinion of scientists [10, 11], who believe that the main requirement of effective development of innovative enterprises is information support innovation. After analyzing the existing approaches to classification of factors influencing the development of innovative enterprises, taking into account the modern requirements of global and domestic economy, and especially agricultural production we have proposed the following classification of factors influencing the innovation and development of agricultural enterprises (Fig. 1). Thus analysis features. 1 shows that the innovative development of farms affects a large number of different factors differing origins and spheres of influence.

The challenge for every business entity is the maximum gain of the factors that contribute to enhance its innovation and efficiency of development, such as the leveling influence destymulyuyuchyh factors.

The complexity of agricultural production, it features require the use of different methods and approaches concerning the management of the innovation process involves the use of various types of innovation, attracting investors and strengthening the state's role in stimulating innovation. It should also be noted that agricultural production are characterized by a high level of risk and innovation processes. The main ones are [3, 5]: risk financing innovative projects; the risk of low demand for innovative products; risk time gap between production costs and output, or use of an innovative product and economic benefits from the use and / or sale.

Assessment and analysis of innovation of domestic enterprises of the agricultural sector showed that their innovation process has a very low level of activity at a high scientific potential. Most innovative products used in processing plants, poultry farms and greenhouses organizations.

Most enterprises use outdated equipment, agricultural crops and animals, primitive technologies and methods. Such management is inefficient, high cost of production and labor consuming.

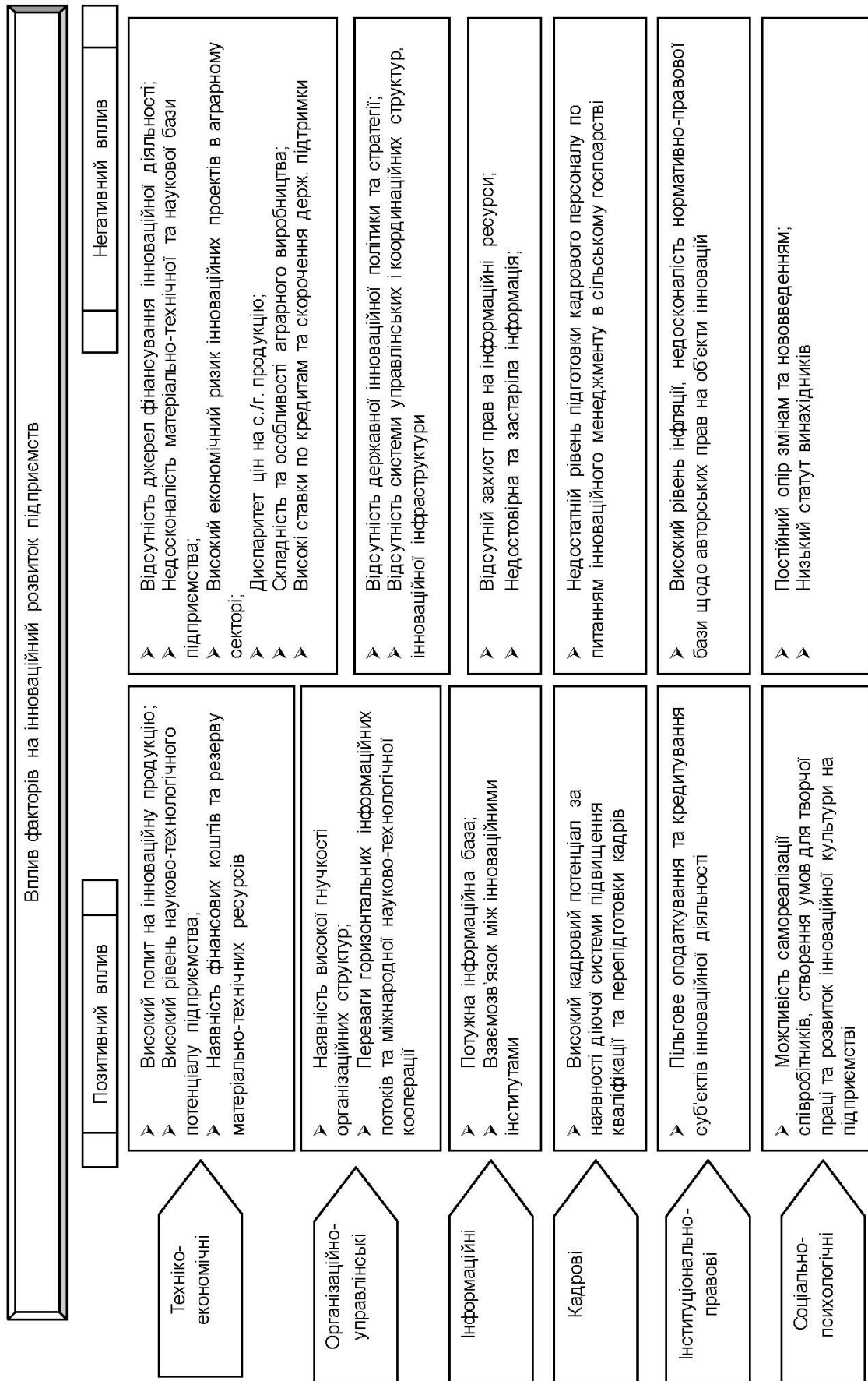


Fig. 1. Impact factors on ahroinnovatsiynny development.

This is due to the difficult financial situation of agricultural enterprises, reduction of budget funding sources, inflated credit rates, imperfection and lack of government innovation programs and policies. Lack of funds business owners poses the problem of choosing priorities.

Over the past few years, the share of unprofitable enterprises is increasing from 34.9% in 2011 to almost 50% in 2015, while other companies have low levels of profitability. Innovative products in their use of no more than 10% of all agricultural enterprises.

However, the requirements of the modern economy and the economy of developed countries require the production of ecological products, energy efficiency, resource conservation and use of the latest technology. The main factor in the analysis of enterprise efficiency, competitiveness and market position is an innovative activity. Today there is a direct correlation: the higher the rate of innovation in the enterprises, so it is promising [8].

To ensure the expanded reproduction conditions of production and financial stability of the enterprises of the agricultural sector requires a comprehensive approach and mechanism innovation development and innovation of enterprises (Fig. 2).

The mechanism innovation and development of agricultural enterprises is to use an integrated approach to the development of innovative enterprises. The mechanism innovation and development has two levels: macro and micro level. At the macro level is double the relationship of the state with research institutions, the economy and consumers. The feature is that customers can be: the state needs and Economics (requirements of national and international), and performer only science (research institutions, inventors and others.). At the micro - enterprise is the primary entity that uses innovative products in its operations and implements manufactured innovative products to improve its efficiency and financial sustainability. At the enterprise level, taking into account their needs, customers' needs, requirements of modern economy and state (greening, biologization etc.) Can use existing innovative products or be a customer. Enterprise innovation plans carefully, weighing all the internal and external factors influence calculates the efficiency of innovative products. Detects and insures the risks and make effective management decisions. Thus, given differentiation, complexity and characteristics of agricultural production are the following strategic directions of innovative development of agricultural enterprises:

- using an integrated approach (using a variety of methods and approaches of innovative process that involves the use of various types of innovation);

- improving legal and methodological support innovation and innovation development;
- increasing the share of high-tech exports, participation in international projects of innovation and scientific and technical cooperation;
- lower rates on loans;
- improving coordination between the government agencies that regulate innovation;
- development of public-private partnership in the innovation sphere;

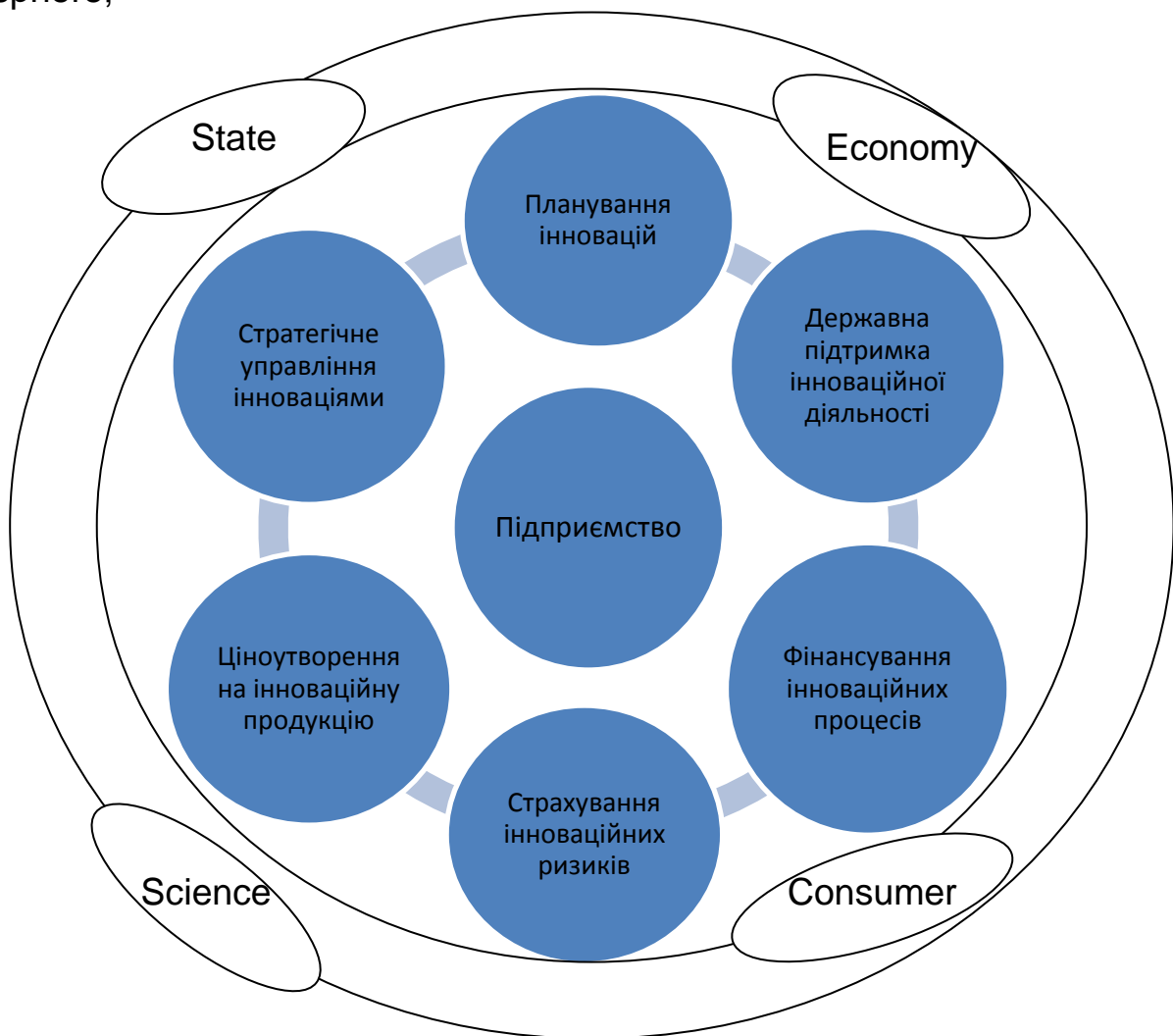


Fig. 2.

- attract investors;
- market development of innovations, knowledge-intensive goods and services;
- creating new industries, sectors of advanced technological structures, intensive technological upgrade basic sectors of the economy;

- improve the quality and accessibility of education and training of scientific personnel;
- incentives (direct and indirect methods) innovation in the enterprises;
- support patent licensing activities inventors and companies;
- forming a system of earmarked funding priorities of scientific and technological development;
- increase the level of funding innovation sector to ensure achievement of strategic national priorities;
- formation of innovation clusters.

Conclusion. Thus, the assessment of the situation in the agricultural sector showed a low level of innovative activity of enterprises and a large number of problems. Solving them requires Consideration of agricultural production and the factors influencing the innovation development process that requires a comprehensive approach, reinforced role of the state in stimulating innovation. All this will build a socio-economic system that will create jobs, increase the number of social product and affect the performance of energy efficiency, resource conservation and greening production.

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In Article proanalyzyrovano STATUS ynnovatsyonnoy activity sel'skohozyaystvennykh enterprises and vyivavleny suschestvuyuschye problems. Systematyzirovany klassyfykatsyonnyye Types investment. Been detected a number of factors Effect on Development

ynnovatsyonnoe selkohozyaystvennyh enterprises. Proposals ahroynnovatsyonnoho mechanism of development of agricultural sector enterprises.

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Agriculture, innovation, innovative activity, mechanism ahroinnovation development.

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INNOVATIVE DEVELOPMENT OF BASIC GOODS KAPITALUAHRARNYH

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The current state and prospects of development of logistics in Ukraine. Based on research into the problems of supply - the main means of agricultural production, particularly their active ingredient scientifically– reasonable suggestions for improving logistics of agricultural enterprises. The necessity of financial leasing as the most effective measures of state support of agricultural producers and agricultural machinery factories. Investigation of private farms

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showed that they operate in conditions of underdeveloped material base, especially the lack of technology, which would correspond to their size - tractors and a corresponding loop machines.

Fixed assets, indexing, logistical support, regulatory requirements, financial leasing, depreciation, agricultural machinery.

Formulation of the problem. As the world practice, most countries conduct reasonable policy of state regulation of agriculture and state support of agricultural producers. Prudence, reasonableness and effectiveness of regulatory policy depends on the reliability and scale