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METHODOLOGICAL ASPECTS OF ASSESSING THE EFFECTIVENESS OF THE DEVELOPMENT OF AGRICULTURAL ENTREPRENEURSHIP IN THE CONTEXT OF EUROPEAN INTEGRATION

Assessment of effectiveness of organizational and economic development of agricultural entrepreneurship is a complex multi-faceted process that requires the use of comprehensive methodological tools. The task of adapting and improving existing practices of assessing the effectiveness of functioning and substantiating the prospects for the development of agricultural entrepreneurship becomes extremely priority in the context of European integration processes that require the agricultural sector to comply with high standards of efficiency, product quality and environmental friendliness of production.

The vast majority of researchers build a methodology for assessing the effectiveness of functioning and development of the sphere of agricultural entrepreneurship on a multifactorial, indicative basis using a wide range of modern methods of economic research.

In modern economic science, several methodological approaches to assessing the organizational and economic development of agricultural enterprises have been formed:

System approach - considers the enterprise as a complex system of interconnected elements and evaluates development from the position of changing system characteristics. According to the studies of Mesel-Veselyak V.Ya. and Fedorov M. M., a systemic approach allows us to identify synergistic effects from the interaction of various components of agricultural entrepreneurship [1].

Process approach - focuses on a comprehensive assessment of business processes that algorithmically form the practice of agricultural entrepreneurship, with the identification of certain shortcomings, their elimination and further improvement. According to Kropyvka M.F., this approach is especially relevant for the analysis of organizational changes in agricultural entrepreneurship [2].

Resource approach – is based on assessing the efficiency of using available resources (land, labor, material and technical, financial). Marmul L. O. and Levaeva L. Yu. emphasize the importance of this approach for agricultural enterprises, taking into account their high resource intensity [3].

Result-oriented approach – involves assessing development by final performance indicators. As noted by a number of authors, for agricultural entrepreneurship, comprehensive consideration of economic, social and environmental performance is important.

Integral approach – combines various aspects of assessment and involves the formation of generalizing indicators. According to Kucher L., Heldak M., this approach makes it possible to most fully and objectively assess the level of development of agricultural entrepreneurship and its readiness to implement modern innovative projects [4].

The system of indicators for assessing the organizational and economic development of agricultural entrepreneurship includes: indicators of economic efficiency of production, indicators of financial condition, investment and innovation indicators, indicators of production potential, indicators of organizational structure, indicators of integration processes, indicators of production organization, indicators of organizational culture and quality of management, indicators of digitalization, indicators of employment and remuneration, indicators of social development, indicators of quality of working life, indicators of environmental friendliness of production, indicators of resource conservation, indicators of compliance with environmental standards.

Dynamic study of the situation developing in the market, marketing opportunities of agricultural entrepreneurship entities is becoming relevant. Methodological aspects of assessing the current state and effectiveness of the development of agricultural entrepreneurship in the context of European integration require the use of systemic, comprehensive, dynamic, situational and functional approaches.

According to academicians Gadzalo Ya.M. and Luzan Yu.Ya., the effective development of integration processes of the agrarian sector of the economy of Ukraine to the conditions, rules and requirements of the EU requires not only a corresponding updated state policy, but also the activation of effective mechanisms of scientific cooperation in the sectoral components of agricultural science - joint research, implementation of scientific programs, organization of training [5].

The main advantage of the system method for studying modern economic processes is the analysis of an economic phenomenon as a holistic formation, in which any change in its individual components leads to a change in the entire system.

The peculiarity of the study of complex systems, to which the sphere of agrarian entrepreneurship with its branch structure, infrastructure components and logistics should rightfully be attributed, is that they have emergence - the objective presence of properties that are not equal to the simple sum of the properties of individual elements of this system.

The specificity of the functioning of agrarian entrepreneurship entities in the conditions of a full-scale war, under the influence of global geopolitical and socio-economic challenges and in the dynamics of integration processes before joining the EU requires an improved, structured and algorithmized system of methodological support for the corresponding scientific search.

Therefore, the algorithm for studying the state and effectiveness of the organizational and economic development of agrarian entrepreneurship in the conditions of European integration will be presented as follows (Fig. 1).

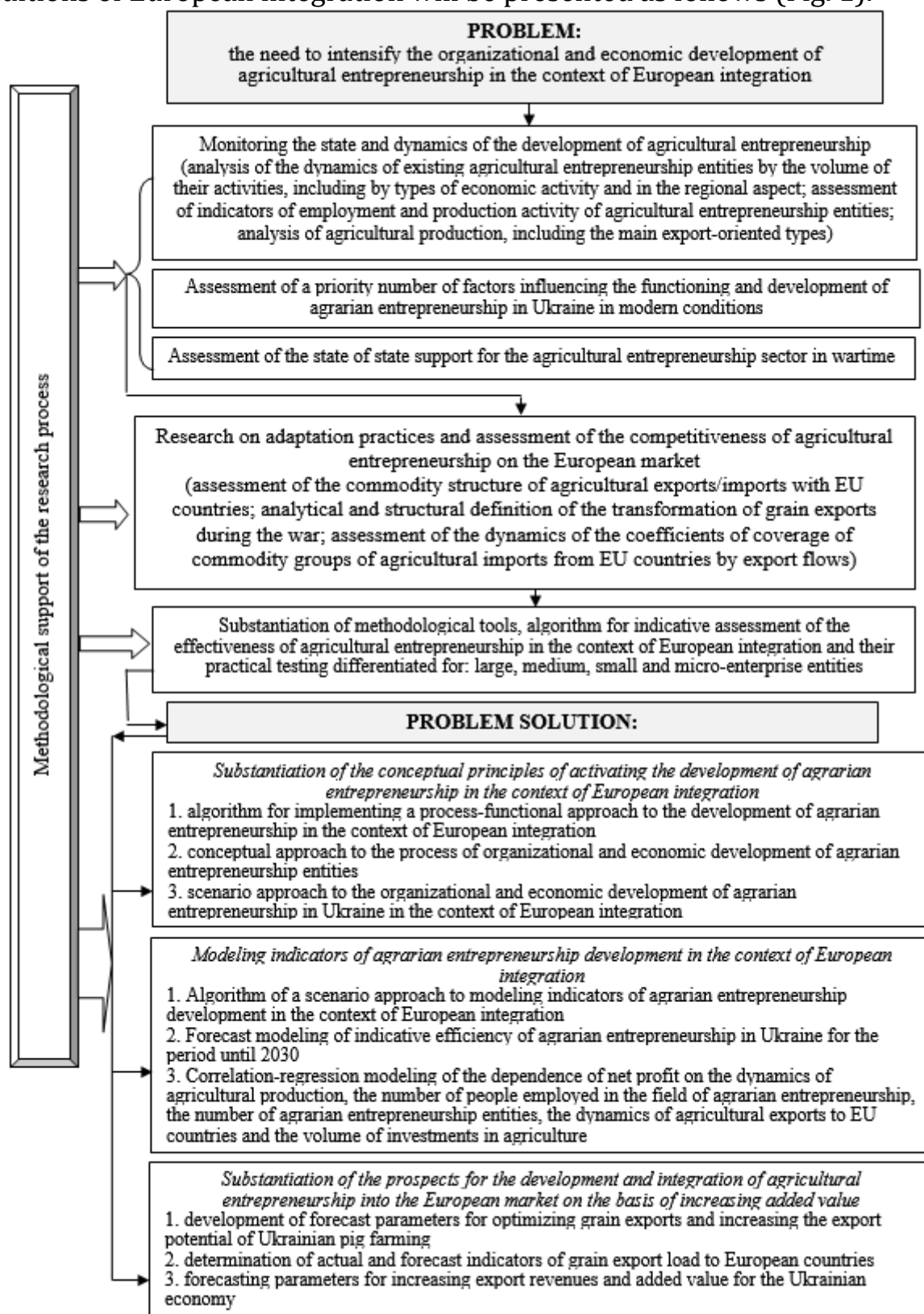


Fig. 1. Algorithm for studying the state and developing prospects for activating the organizational and economic development of agricultural entrepreneurship in the context of European integration

Source: systematized and summarized by the author.

At the same time, each stage of the study should be carried out using a certain set of economic methods.

It should be noted that the study of the essence, state, trends and results of the functioning of a certain object of study should be carried out from the perspective of considering the relationship and mutual influence of individual elements, components, influencing factors without separating their properties from the properties and dynamics of the holistic system.

The integrity of the system implies that all its elements, regardless of their level of development and properties, should serve the common goal of the functioning of the object of study, contribute to its stabilization and gradual development. Thus, the current state of the functioning of the sphere of agrarian entrepreneurship is characterized by a real possibility of activating development, during which the emergence of higher-quality connections, caused by deep quantitative changes, occurs.

Therefore, the analysis and improvement of any studied system is impossible without using the categories of a synergistic approach, which explain the provision of greater efficiency of the holistic system than the possible sums of effects from the improvement of its individual elements.

The goals and objectives of substantiating and improving the system of methodological support for the study of these processes are to form a logically and scientifically substantiated combination of existing and improved methods and methodological approaches that allow for a comprehensive assessment of the phenomenon under study - its current state, trends in functioning and justification of development prospects. The use of a synergistic approach to the study of the selected object involves a qualitatively new interpretation of its methodological support.

Modern economic realities, which are rapidly transforming and changing in conditions of instability, economic and geopolitical challenges of today, require the use of a wide range of non-traditional (market) methods: the method of paired comparisons based on multidimensional scaling, functional-cost analysis (analysis of threats and opportunities), marketing methods, methods for assessing the risks of the production-financial and socio-political situation, forecasting, which will comprehensively allow assessing the effectiveness of the functioning and development of agricultural entrepreneurship in the conditions of European integration.

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