**Averchev O. V., Avercheva N. O. Analysis of the economic efficiency of rice production under the conditions of the Black Sea Steppe of Ukraine**

Increasing crop production in Ukraine has strategic value for enhancing the national economy. Raising the level of the production efficiency is the most important task that should be solved for the country’s food security. The study on the efficiency of rice production based on the results of the activities of the rice farms in Kherson region showed that the commercial cost price of one c for the period of 3 years increased from 208.09 to 295.29 UAH/c – by 41.3 %. The price of 1 c of rice has also increased twofold – from 235.19 to 471.27 UAH/c. Thus, the increase in profit is conditioned by the excess of the price growth rate comparing to the cost price of 1 c. In 2012, the enterprises made 27.10 UAH of profit calculated for 1 c, whereas in 2014 – 175.98 UAH, that is almost 6.5 times more.

The calculation of the economic efficiency of rice production done considering the prices of the current year showed that it is necessary to increase the yields for increasing profits and profitability of production.

The cost price of 1 c of the grown products increased from 171.32 to 334.51 UAH or by 95.3 %. It proves that the additional costs have led to the production growth but the recoupment of the costs based on the yield increase has not been achieved.

The analysis of the sale price and the full cost price of 1 c of rice in the districts of the region shows significant fluctuations of the given indexes (Table 1). The price changes from 263.01 UAH/c in Hola Prystan district to 670.30 in Kherson. In Skadovsk district, the agricultural enterprises have also sold rice for a higher price – 467.84 UAH. Kherson enterprises have reached the highest level of the full cost price of their products – 411.84 UAH/c. The cost price of 1 c of rice varies from 200.91 to 411.84 UAH/c in the districts.

The profitability level of rice production varies considerably in the districts. For instance, in Kalanchak district it was 32.7 %, and in Skadovsk district – 71.7%.

In Kherson region, nine agricultural enterprises are engaged in rice production. Rice production is efficient and economically expedient for the enterprises growing rice.

**Key words:** analysis, rice, production, sale, economy, efficiency, yield, cost price, profitability level, profit, Kherson region.

**Vermiienko T.G. Financial provision of innovative development of agricultural enterprises**

Under modern conditions of economy of Ukraine the possibility of financial support of innovative processes, including innovative renewal of technologies in agricultural production, is limited. Therefore, the use of world practice methods of financing innovative activities and their adaptation to the conditions of the Ukrainian economy acquire extraordinary significance. It becomes necessary to search for effective tools of financial support of innovation and fundamentally new sources, forms and methods of financing new technologies.

The article investigates the current state of the financial providing of innovative development of agricultural enterprises and shows that innovation requires significant investment and has a high degree of risk that requires special support, as pure market mechanisms are unable to ensure the flow of necessary resources to implement large-scale promising innovation projects, especially in the social sphere. It also considers the sources of financing of innovation activity and determines that for the past 15 years companies’ own funds have been the main source of financing. The study identifies certain problems of financial provision of the agricultural sector, the main ones being lack of capital, high cost of credit resources, granting tax incentives to companies, government support in the form of direct funding.

The paper substantiates and outlines the main directions of improvement of financial provision of innovative development of agricultural enterprises, such as fixing in the Tax code of Ukraine the order and size of provision of tax privileges to innovative projects; introducing a long-term state strategic planning of investment activities with the inclusion of state programs of development; establishing a special procedure of stimulation of innovative activity of enterprises.

**Key words:** innovation activity, innovation processes, budgetary financing, agriculture.

**Granovska L.M., Oliinyk I.S. Forming ecological and investment potential of the agricultural sector of Ukrainian economy**

The problem of investments into the agricultural sector is of paramount importance for any region. Active investment operations in the sector are conducive to introducing innovative technologies, which will certainly influence positively both the ecology and the economy of the country.

Only large investments can ensure resource base renewal, higher efficiency of economic activity, competitive agricultural production, promotion of domestic products on world markets as well as the achievement of economic, ecological and social benefits due to the branch transformation.

According to statistics, in 2014 the investments into the economy dropped substantially compared to 2013. Thus, capital investments in agriculture amounted to 18785.7 million UAH, which is 8.6% of the total investments. At the same time the investments into industry in 2014 amounted to 86242 million UAH (39.3% of the total investments), into construction – 36056.7 million UAH (16.4% of the total capital investments). Such low investments testify to the low interest of foreign investors and the state in investing in agriculture.

The main causes holding back investments into the Ukrainian agricultural sector are:

• excessive government regulation;

• constant changes in standard regulations and law;

• no economic freedom for business in agriculture;

• low investment attractiveness;

• poor infrastructure.

The main tasks for improving and attracting investments are:

• new agricultural policy to stimulate and support investments into the agricultural sector;

• establishing attractive investment climate in the country;

• directing investments into ecology-oriented innovations;

• creating conditions for improving domestic products competitiveness on the world market.

**Key words:** agricultural sector, agricultural enterprises, investments, natural resources, environment.

**Granovska L. M., Morozov A.V., Morozova O.S. Land management as one of the methods of managing irrigated agricultural lands**

Ukraine is among the countries where irrigated lands have played and will play an important role in ensuring the country's food security. It is explained by the fact that much of its territory is within the zone of insufficient moisture and irregular precipitation, and therefore sustainable agriculture in these regions is possible only under irrigation.

The main objectives of this paper are: to identify the current conditions of using irrigated lands in Ukraine and Kherson region; to substantiate the necessity to restore and develop the reclamation complex of the country; to ensure an increase in the productivity of irrigated lands while improving their ecological conditions by applying the method of land management.

Under the current conditions of the development of irrigation in Kherson region, characterized by a significant reduction in the irrigation areas, it is particularly important to study the changes in the condition of irrigated lands after irrigation has ceased and make managerial decisions for their future use.

One of the major methods of managing irrigated lands at the regional and local levels is land management.

Land management affects all the aspects of agricultural activity, from creating new territories, arranging the existing lands, land use, and to arranging territories of irrigated areas, designed for production processes (irrigation, cultivation, growing and harvesting, etc.).

It means that land management is an integral part of the economic mechanism of the agro-industrial complex of the country. Therefore, the importance of forecasting, planning and designing the territory has increased, and thus the importance is also ascribed to land management in the overall process of managing irrigated lands. So, land management actions are important for managing irrigated lands at the level of administrative districts as a basic unit of regional land management. In order to make managerial decisions and implement them, it is important to develop the scheme of the district land management and the projects of land management of local village councils as the areas of implementing land and economic interests of village and town councils.

Organization of land management of irrigated lands is a complex system of measures that allows solving the problems of legal, social, economic, technological, organizational, environmental and territorial lands in the system of land relations.

In this regard, the transition should be carried out on careful ecological and economic grounds, without causing damage to agricultural enterprises. The basic condition for this transition must be not only the requirement of obligatory preservation of soil fertility, improvement of the environmental situation, but also sustainable development of agricultural economics.

**Keywords:** irrigation, research methods, land management, management of irrigated lands.

**Dymov O.M. Еconomic efficiency of oilseed crop production in Кherson region**

The paper focuses on the investigation of tendencies and determining the influence of basic factors on the economic efficiency of oilseed crop production on the regional level and finding the ways of its enhancing.

In his research, the author used the following methods: monographic, rows of dynamics, abstract and logical, factorial analysis, statistical groups, graphic, comparative analysis.

The questions of dynamics of basic oilseed crop production and change in the structure of sowing areas in Kherson region in 1990-2015 have been considered. The situation with the application of mineral and organic fertilizers is characterized. The factors of influence that determine the economic efficiency of oil crop production, in particular a specific weight of these crops in the total sowing area, yield, production costs per one ha of harvested area, per one centner of products, and sales price are considered. The efficiency of sunflower, soybean and rape production in the region is analyzed. Research results allow making a conclusion that the ways of enhancing the efficiency of oil crop production must includerenovation of the material and technical base; introduction of new varieties and hybrids; application of mineral and organic fertilizers at scientifically substantiated rates; improvement of crop growing technologies and observance of all technological requirements for a decrease in production expenses. Tabl.: 4. Figs.: 2. Refs.: 16.

**Key words:** efficiency, rape, sunflower, soybean, dynamics of production, structure of crops, fertilizer application, production expenses, profitability.

**Kuzkina T.V., Bunin A.O. Specific features of marketing in the banking sphere**

The article considers basic tendencies and features of the development of bank marketing under modern conditions, and identifies basic kinds and instruments of marketing of relations. It investigates the functioning of bank management in the crisis and post-crisis state of economy, realization of the outlined tasks by high-quality bank marketing and the degree of the use of basic marketing instruments in the bank sphere, prospects for their development and application. Bank marketing has a lot in common with marketing in other industries of activity, especially in the field of services. At the same time, marketing instruments and methods used by banks are rather specific. The features of bank marketing are conditioned by properties of services provided by a bank, and by a special character of the market of these services. Realizing marketing methods and techniques, a bank must take into account the features of the modern banking system and state control and supervision. Specific features of marketing in the bank sphere are conditioned not only by that it favors the commercialization of bank work and provides the effective use of money resources, but also by the features of money turnover which comes forward as the object of all banking activity. Bank marketing contacts with new forms of settlements, by a maximal measure considers the character of economic activity of the clients of the bank, location of their partners, their financial position and other factors that affect the speed of money circulation. Marketing in the bank sphere aims at the study of the market of credit resources, analysis of the financial state of clients and prediction of possibilities of attracting deposits, changes in the activity of the bank. Marketing heads for providing conditions that are instrumental in bringing in new clients, expanding the sphere of bank services.

**Keywords:** bank marketing, bank sphere, marketing instruments, financial crisis, strategy of a bank, segmentation, marketing of events, functions of bank marketing, principles, clients, commercial banks.

**Kuzkina T.V., Timofeiev I.K.** **Forming an effective marketing strategy of an enterprise**

The article considers the formation of marketing strategy of an enterprise, its place in the general strategy of enterprise development. It shows the specifics of marketing strategy development, its classification, basic aspects of going to foreign markets by domestic enterprises, and application of the proper mechanism of introduction of marketing strategy. The development and estimation of marketing strategy efficiency underlies the basis of realization of the strategic marketing planning. Efficiency of marketing strategy comes forward as a necessary condition of its forming. Its implementation is related to such most important practical and scientific tasks as an increase in the efficiency of enterprise performance, providing their competitiveness, grounding marketing strategy efficiency. Successful strategies are worked out and realized in the process of creation and innovation, with the use of all abilities, experience and talent at an enterprise. Successful strategies follow the awareness of purpose and duty, which is impossible to impose or express by words, but which comes out of the vision in and outside the enterprise. In order to choose an optimum marketing strategy, it is necessary, above all things, to determine the mission and aims of the activity, because in essence the strategy is a number of actions for achieving the aims. The main purpose of marketing strategy consists in coordinating marketing goals of the enterprise with its possibilities, the requirements of consumers, using weak positions of competitors and competitive edges. Further, it is necessary to carry out the analysis of internal and external environment, to carry out the assessment of alternative strategies. The analysis of the portfolio of subdivisions of an enterprise is a finishing stage of choosing the strategy.

**Keywords:** marketing strategy, basic strategy, strategic planning, strategy of segmentation, market segment, strategy of diversification, strategy of internationalization.

**Naumik-Gladka К.G., Ptashchenko O.V.** **Management of entrepreneurship activity under the conditions of information technology growth**

The main trends in information technology development are examined in the article. It is determined that an increase in IT-business means increasing the services of consulting firms associated with the optimization of business processes exactly in IT companies. In its turn, diagnostics of management processes of a company in the field of IT is timely when planning IT company’s activity, implementing new corporate information systems, affecting the IT-departments and when assessing the current state of the object of management.

The authors examined the interaction of development and management of business activity under the conditions of information technology application. It is determined that the code that IT company creates is its backbone factor and basic element. Thus, the company engaged in software development (software company), the employees, their competence and personal qualities determine the viability and market efficiency. The success of IT-companies in the market also depends on the marketing component, which is provided by project managers (PM) and sales managers. Their knowledge and experience is the object of management of knowledge management system.

Analysis of the practice of IT companies showed that the failure of IT projects is caused by the following factors: the lack of specialized professionals experienced in managing IT projects; complications due to incompatible technology or faulty equipment; complete lack of understanding of the implementation of the IT project by the staff responsible for the planning. As a result, the article identified three groups of reasons why IT projects fail.

Suggestions for the improvement of business management using information technology are presented. It is concluded that Extreme Programming reduces risks, improves the capacity to respond to changing goals and to increase productivity of a workflow throughout the entire life cycle of the system and add interest to create software products in teams.

**Keywords:** entrepreneurship, management, IT technology, IT project, IT company.

**Orudzheva T.M.**, **Ryabenko G.M.** **State support of agricultural producers**

State financial support is essential in the system of financial support of agricultural production.

State support of domestic producers should be aimed at ensuring expanded reproduction of production; creating favorable social conditions of rural residents and improving the welfare of their families; formation of the prerequisites for the preservation and development of rural areas; meeting the needs of the population of Ukraine in high-quality and affordable foods; expanding the export potential of the country.

The objectives of EU agricultural policy are the support and development of agriculture, protection of domestic producers and assured supply to the population of foodstuffs at affordable prices, as well as infrastructure development. The most important principle of state support of agricultural producers is government intervention that provides income to farmers and guarantees them a standard of living and contributes to improving the efficiency of agricultural production and productivity, takes into account the interests of consumers of food products.

Almost a third of the value of production by rural commodity producers of the EU is formed at the expense of budget subsidies.

A major role in the mechanism of state regulation of agriculture in the EU is played by a price support that provides the stability of income and price balance.

To maintain the guaranteed level of prices (above world prices) quotas that determine the amount of production are used; regulation violation deprives the farmer of subsidies.

In the state influence on the development of the agricultural sector of economy in foreign countries an important role is given to agricultural credit.

At the same time, the current state of financial policy of Ukraine regarding the regulation of the rate of development of agricultural production does not provide adequate access of agricultural producers to the international market of agricultural production due to its insufficient quality and safety, as well as through a complex mechanism of export relations with foreign countries.

Thus, domestic agricultural producers have all possibilities of increasing livestock production and ensuring a high level of competitiveness, based on international experience of the leading countries of the world.

**Keywords:** agricultural commodity production, livestock production, government support of the industry, financial support, budgetary subsidies, agricultural policy of the EU.

**Podakov E.S. Current problems and comparing value added tax payment in Ukraine and the European Union**

The main objectives of this study are analysis of the main problems and comparison of value added taxation in Ukraine and the European Union, the development of directions of improvement of taxation, indirect taxes in terms of European integration of Ukraine.

The article analyzes the current problems of indirect taxation in the country and makes a comparison of payment of VAT in Ukraine and the European Union. In Ukraine, the Value Added Tax (VAT) is the main source of budget revenues (in 2015 VAT was 29% of all revenues of the consolidated budget). Despite the fact that VAT is a consumption tax, in business costs it plays even a greater role than the single social contribution. Because of its importance, complexity of VAT administration causes much criticism. However, despite its "problematic nature" in Ukraine, this tax has no alternatives, especially in the light of our European aspirations. Collecting VAT is a requirement for all member countries.

The paper investigated that the special VAT regime is today the only kind of state support, and is carried out automatically without state intervention, which eliminates a corruption component and is essential to simplify tax administration in agriculture, reduces the complexity and cost of tax administration.

It is also important to note that support for farmers in Europe is around 450 euros / ha, while in Ukraine it is almost 10 times less (including direct and indirect support). Therefore, in view of the existing situation in the financial market and, taking into account natural and climatic conditions for agriculture, the revocation of this type of support to agricultural producers in Ukraine is absolutely unacceptable; it will reduce the competitiveness of the agricultural business, lead to a loss of working capital of enterprises and the need to attract credit funds to cover the losses that would increase the cost of production.

**Keywords:** value added tax, indirect tax, tax rate, tax breaks, tax administration, special tax treatment.

**Prystemskyi O.S. Аnalysis of macroeconomic factors influencing the financial security of the development of agriculture**

The article reviews and analyzes the impact of macroeconomic factors on the financial security of agricultural development. It shows that the foundation of financial security in the development of agriculture is evolution trends that determine the opportunities and threats, determining an effective mechanism that may provide improved performance not only of agriculture but also of the national economy, ensuring food security of Ukraine.

The study considers the most significant macroeconomic factors of financial safety of agricultural development among which special attention is paid to the state of the banking system, the overall level of inflation, the stability of the national currency, the insurance market, trends in upland security, the international reserves and general dynamics of GDP.

It specifies the criteria for assessing the impact of macroeconomic factors on the financial security of agricultural development. The analysis of indicators of financial security of agricultural development made it possible to conclude that the state of the financial security of agriculture has deteriorated significantly together with the economic climate.

There is a decrease in such indicators as the ratio of financial stability and autonomy factor, and the ratio of equity and outside capital has grown, confirming the reduction in financial security of agricultural development.

**Keywords:** banking system, inflation, insurance market, financial security, gross domestic product, national economy.

**Samaіchuk S.I.** **The economic efficiency of crop production in agricultural enterprises of the Kherson region**

The article analyzes the level of development and economic efficiency of crop production in the agricultural enterprises of the Kherson region. The analysis of the dynamics of profitability of major crop products indicates an unstable trend in production efficiency. It was established that the change in profitability was the result of the influence of costs and selling prices of certain products. Costs analysis has shown a steady increase that occurred due to the increased cost of material and energy resources. The cost of seeds and planting material, fertilizers, petroleum products and electricity increased most significantly.

The growth of competitive crop production and increase of its efficiency can be achieved through increased crop yields, improved structure of sown area and seeds, increased soil fertility, prevention of erosion, increased fertilization, especially organic, strengthened material and technical base of production, introduction of new technologies, improved product quality, reduced production costs, elimination of disparities in prices, etc.

**Keywords:** gross production, agricultural enterprises, crop area, profitability, crop production, cost of production, productivity, sales price.

**Siletska N.V., Berehova V.V. Theoretical substantiation and generalization of current approaches to the essence of innovation strategy of agricultural enterprises**

The current state of crisis in the innovation sphere of agricultural production is caused by lack of innovation strategy, where innovative development is a continuous process of improvement of a company’s performance through innovations implemented in all areas of its economic and administrative activity. The choice of a particular innovation strategy is determined by such factors as conditions and factors of innovation and investment environment, scope of activity, range and variety of production, ability to monitor scientific and technical information on the market of innovations, the level of scientific and technical and technological potential, etc.

Theoretical study and systematization of current scientific interpretations of the key concept of innovation strategy points to its complexity and contradictory nature of the content of this economic category. Under current conditions of high variability of external innovation and investment environment, this concept should be considered comprehensively and systemically. Therefore, the article examines theoretical aspects of innovation strategy. It summarizes the views of leading foreign and domestic scientists on the essence of the concept, and, based on the scientific approaches considered, identifies the key features common in scientific literature. The study specifies the place of innovation strategy in the system of enterprise strategies under modern conditions of economic activity, and reveals its important role for enterprises. It proves that due to its primary importance, innovation strategy is to be developed at the highest level, since it is a prerequisite for effective long-term development of domestic agricultural companies under current market conditions.

**Key words**: strategy, innovation strategy, innovative potential of enterprises, innovation activities, enterprise development.

**Stratichuk N.V.** **Planning of adaptive environmentally sound agricultural irrigation**

The article states that the determination of the value of irrigation water is a major economic factor in the planning of safe irrigation. Hence, the need to pay for water usage in agriculture is undeniable. The payment for irrigation water is expressed as a function, besides the economic index K is entered. Due to the graphic construction of the action of such an index, the connection between the economic result for the output of the macro system of irrigated agriculture and its parameters is determined. Index К structurally built in the economic management mechanism produces a stimulating function. In addition, formulas that describe this process are presented in the article.

Analyzing the possibilities of structural construction of the economic index K, we must first recognize that in a particular economic aspect this mechanism can be referred to categories that form monetary income of agents of the productive process in the macro system of irrigated agriculture, encouraging efficient use of irrigation water.

The agents of the productive process are: agricultural enterprises with an inner farm irrigation network on a certain area of lands and irrigated massive in the area of one of the irrigation systems which are required to pay the cost of the services provided and irrigation water used; water management bodies that for the money received from agricultural enterprises provide irrigation water in the place of it distribution in the inter-farm water supply network. It is taken into account that payment for water is simultaneously a charge for an enterprise and a source of profit for water management bodies.

**Key words:** irrigated agriculture, cost of irrigation water, water ecosafety.

**Furdychko O.І., Shkuratov O.І. Analysis and management of environmental safety in the agricultural sector of Ukraine**

The article substantiates the methodological approaches to the assessment of environmental safety in the agricultural sector including a list of basic criteria and indicators of environmental safety, method of valuation in accordance with the threshold values determined, the algorithm for calculating the integral index that allow making reasoned managerial decisions on the prevention of environmental threats in this area. The level of environmental safety in the agricultural sector of Ukraine and its regions has been analyzed by the proposed method. Zoning of the territory of Ukraine for the following levels of environmental safety in the agricultural sector was implemented based on analysis: stable, unsatisfactory, critical, crisis, and dangerous. It has been found that by the integrated index Ukraine (with an index of 0.55) and most of its regions have a poor level of environmental safety in the agricultural sector, six regions – crisis, and only the Transcarpathian region (with an index of 0.76) is in the area of sustainable environmental safety. Taking into account the level of environmental safety in the agricultural sector of Ukraine, the paper reveals the essence of control in this area.

The important necessity of accepting the ecological contradiction determines the issue of theoretical and methodological substantiation of  providing  effective management of the ecological safety in the agricultural sector. The management of the ecological safety envisages administrative activity on the resolution of ecological conflicts on different hierarchical levels of the ecosystem.

**Keywords:** environmental safety, agricultural sector, level, analysis, methodological approaches, integral index, management.