

ского анализа состава почвы. Благодаря этому он может точно спланировать, сколько нужно внести удобрений того или иного вида, что позволяет сэкономить. Даже частичное внедрение элементов системы точного земледелия, дает эффект – экономию до 25 процентов ресурсов.

Информационные технологии также важны и в животноводстве. При получении молока в доильных залах с помощью компьютерных технологий можно не только узнать, сколько его дает корова, но и регулировать выдачу комбикорма. На некоторых комплексах каждой корове устанавливается респондер – датчик, который передает на компьютер сведения об активности животного. Ошейник с датчиком вешается на шею животного. Датчик собирает данные об активности коровы, и передает информацию в виде СМС-сообщения на телефон специалиста. Там указывается ее номер, а также рекомендуемое время для осеменения. Про каждую технологию можно говорить много. Но, даже изучив теоретический материал, можно сделать вывод о том, что внедрение информационных технологий в сельское хозяйство может помочь в сравнительно небольшие сроки (зависит от стоимости первоначальных вложений и эффективности внедрения) повысить рентабельность предприятий агропромышленного комплекса.

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## **THE ESSENCE OF THE EFFICIENCY OF ECONOMIC ACTIVITY OF THE ENTERPRISE**

The economic efficiency of an enterprise's economic activity is considered to be one of the most important categories of economic science and a key element of economic practice. It examines the totality of the common, sustainable and significant relationships and relationships in relation to the performance of an enterprise in the market and accordingly the costs incurred by the enterprise in its production.

Efficiency as an economic category enables qualitative and quantitative assessment of economic results. It occupies one of the main positions in all processes of the enterprise activity and its phases: production, distribution, exchange and consumption, expressing itself in the ac-

tivity of any link at all levels, from individual enterprise to the whole industry and economy of the country as a whole.

The content and development of the concept of "efficiency" gradually changes and becomes more complicated in the course of its development. It includes not only the economic parameters that reflect the cost-effectiveness of production due to the ratio of costs and output, but also various relationships with the external environment.

During production there is a deliberate and systematic combination of various production resources (material, labor, technical, technological, organizational) and creation of new types of products. For the economic development of both individual enterprises and the economy of the state as a whole, it is necessary for the production process to be efficient, that is, to occur at optimal costs of production resources, minimal costs and maximum profitability of production.

The concept of "efficiency" is key in the economy, because when making individual and social decisions, it is given special attention.

The important role of the category "efficiency" in economic and organizational science and practice requires special attention from its interpretation and comprehension. Only with a clear understanding of the concept of "efficiency", it can be used and applied in making management decisions, to achieve success in the operating activities of the enterprise.

There are several features of efficiency as an economic category:

- efficiency of economic activity of the enterprise is characterized by a number of financial indicators (profit, profitability), in the analysis of which it is necessary to focus on the long-term prospect of its development;

- in modern economic conditions, evaluating the effectiveness of the enterprise, it should be borne in mind that it should be at least not less than the effectiveness of other market participants;

- given the high level of competition in which companies are forced to operate, it is necessary to introduce a system of performance evaluation and take various measures to improve it.

The essence of efficiency of economic activity of the enterprise can also be considered through the prism of organizational and economic mechanism of ensuring the effectiveness of such activity. In the enterprise performance management system, four groups of indicators (financial, cost, market, management) are traditionally operated, and on the basis of these four groups of analytical indicators reflect trends in the development and performance of the enterprise.

In the course of effective enterprise activity, material and intellectual resources, in particular the category of organizational resources, act

as valuable and most important resources. The corresponding trend is explained by the rapid development of the market environment and given the global experience this type of resources is the key to long-term success due to the formation of competitive advantages.

Also, the availability of strategic resources determines the firm's resilience in a dynamic market environment. In the process of forming and maintaining a high level of economic efficiency of the enterprise, it is necessary to focus not only on the efficiency of the use of resources, but also on the identification of their new elements of competitive advantages. Also, in order to shape the economic efficiency of an enterprise, the principle of anticipating the creation and development of unique types of resource combinations that are inaccessible to competitors over a period of time is essential.

Thus, the efficiency of the enterprise's business activity is the property and ability of the enterprise to formulate and achieve its goals, taking into account the influence of external factors and the use of internal conditions of operation, using all available resources and means, focusing on solving financial, social, environmental and other problems of the enterprise for the established cost/performance ratio.

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## **MANAGEMENT OF RESEARCH WORK AND INNOVATIVE DEVELOPMENT OF THE UNIVERSITY**

The fundamental changes in the socio-economic life necessitate the modernization of the higher education system. In combination with science and culture, the higher education system is the most important factor in creating an innovative economy on a fundamentally new technological basis, a key means of developing human potential and ensuring the formation of an intellectually developed personality.

Features of economic growth of a society are its commitment to science-intensive innovations. Universities play a huge role in shaping the knowledge economy, which requires major changes in the academic environment. The new role of universities is formed, including as a result of a steady tendency to expand the penetration of education in society, accompanying it all stages of human life.