

SPECIFIC FEATURES AND PREREQUISITES OF THE INNOVATIVE REVIVAL OF UKRAINE AGRICULTURE

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In today's realities, the problem of ensuring the revival of the agricultural sector of the national economy in general and its agricultural sector in particular, which is due to strong integration and globalization trends in the global economic space and the steady strengthening of competition on the world market of agricultural products, remains a very urgent problem for our state. After all, the implementation of innovations is the key to ensuring the high quality of products and their competitiveness in the international market. At the same time, the ability of a business entity to develop on an innovative basis is determined by the presence and power of its innovative potential.

We note that in the agricultural economy of Ukraine until now there is an extremely low general perception of the introduction of innovations. It is explained, for the most part, by the following main reasons [3, p. 7; 7, p. 53]: insufficient awareness by the top management of most enterprises of the importance of their leading role in ensuring innovation processes; the increased degree of risk and responsibility of managers at all levels for decision-making; low technical and technological level of production and insufficient resource base; lack of highly qualified specialists capable of objectively perceiving and effectively implementing innovations; resistance to changes and active opposition to innovations by ordinary employees of enterprises; insufficient level of attraction of investment resources for full financing of innovative projects, etc.

The low level of innovation and investment activity in agricultural production is due to the influence of both internal and external factors, in particular [1, p. 12; 2, p. 35]: insufficient adaptability of the management mechanism of the process of advanced reproduction of production on an

innovative basis to market conditions; lack of own and borrowed funds for full financing of capital investments related to the development and implementation of innovations; peculiarities of the introduction of innovations due to the specifics of agricultural production; low competitiveness of many business entities in the industry, etc.

In agricultural production, innovative processes have pronounced characteristic features, in particular, due to [1, p. 12-13; 4, p. 249; 7, p. 51-52]: availability of a wide range of products; significant differences in the application of innovative production technologies; mostly by the improving nature of the introduced innovations; significant differentiation of individual regions of the country according to agro-technological conditions of production; the powerful influence of natural and climatic factors; pronounced seasonality of production, especially in the field of crop production; the specifics of product storage and logistics; the lack of a mechanism for effective interaction of agricultural producers with scientific and innovative organizations and institutions, which worsens the process of transfer of modern technologies and hinders the diffusion of innovations, etc.

At the same time, in the fields of plant and animal breeding, which are the main ones in agriculture, innovations are connected, first of all, with the need to increase the yield of crops and the productivity of animals, as well as with the constant preservation of the ecological balance in the surrounding natural environment, which is achieved due to the creation on the innovative basis of effective forms and methods of applying modern agricultural technologies and the formation of the appropriate technical infrastructure [5].

The long-term experience of leading agricultural enterprises of Ukraine shows that the most popular are innovations that involve the creation of new or improvement of existing technologies for the production of agricultural products. In second place are innovations in the introduction of new varieties and hybrids of crops, as well as crosses and lines of poultry and animal breeds. And the least widespread are innovations related to the deep processing of products and the introduction of new technology, more advanced mechanisms, and equipment. At the same time, studies prove that the absolute majority of enterprises that master technological innovations on an intensive basis achieve a significant improvement in production and economic indicators of management [5].

Therefore, in order to generally improve the level of innovative development of Ukraine and ensure the maximum possible use of the innovative potential of agricultural commodity producers, it is necessary to implement comprehensive measures aimed at [3, p. 7; 6, p. 102]: formation

of a modern innovation-oriented structure of the national economy; improvement of the regulatory and legal framework for the development of the innovative sphere of Ukraine; improvement of the mechanism of protection of intellectual property rights and procedures for patent protection of innovations; purposeful training, retraining, advanced training of personnel for agriculture; establishing a preferential tax regime for the implementation and implementation of R&D results; promoting the transfer of innovative technologies from various spheres of the economy; formation of the market for innovative products and creation of conditions for its development; state support for the innovative development of territories; ensuring the coherence of all participants in the innovation process; creation of favorable conditions for the most effective cooperation of the scientific and entrepreneurial sectors in the field of innovative activity on the basis of technopolises, technoparks; raising the general level of innovative culture of society, etc.

Therefore, only the systematic and comprehensive implementation of the measures outlined above will create favorable conditions for the rapid revival of the country's scientific and technical potential, ensuring the successful development of innovative activities of agricultural enterprises, and their rapid adaptation to today's market realities. It will also ensure competitiveness in both the domestic and world markets and, as a result, will contribute to the fastest possible revival of the national economy in the post-war period.

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THE APPLICATION OF ORGANIZATIONAL CULTURE MODELS IN PUBLIC AUTHORITIES

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In the conditions of global transformations characterized by a high degree of uncertainty, organizations are forced to adapt to the new situation and create acceptable rules of functioning. Organizational culture is becoming one of the mechanisms for managing this process, and this, in turn, requires that its main components be in line with the latest trends in management, flexibility, and adaptability.

Today, many global transformations are taking place, to which organizations have to adapt by choosing the optimal behavior strategy. That is why it is important to study and analyze models and types of organizational culture, as they contribute to the development of organizations. Many researchers have contributed to this issue, and their approaches differ significantly, thus allowing us to identify the leading trends in the development of modern organizations.

Bob Harrison proposed a European model of organizational culture, which reflects an orientation to key resources that are valuable to the organization and allow it to achieve its goals. He identified four types of