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RESOURCE PROVISION OF INNOVATIVE ACTIVITIES OF AGRICULTURAL ENTERPRISES

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Successful innovative activity is a key factor in the development of the agricultural sector. The main task of innovation is to increase the efficiency of the use of resources and increase their potential, which allows enterprises to earn more profit and remain competitive. Studying the problems of innovative activity is a subject of research in economic science since in modern conditions innovation is an important element of the development of agricultural enterprises. The strategy of innovative development is aimed at increasing resource potential and creating conditions for scientific, technical, and innovative activities [1].

Innovations are not only new ideas, but also new methods of production, new products, and services that meet market requirements and satisfy consumer needs [5]. But to successfully implement innovations, proper resource provision is necessary.

Agricultural enterprises, like any other economic entities, need resources to ensure their innovative activities [3]. Innovations can become a key factor in the company's competitiveness, which will allow it to take a stronger position in the market and increase its profits. At the same time, providing resources for innovative activities is an important task for agricultural enterprises, as they often have limited budgets and access to resources.

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The main resource necessary for the innovative activity of agrarian enterprises is financing. Innovations can require significant costs, including costs for research and development of new technologies, for the purchase of new equipment and for personnel training [4]. In order to ensure the necessary expenses for innovation, enterprises can receive loans from banks or other financial institutions, attract investments, and also attract funds from government programs.

Another important resource is human resources. Innovative activity requires the availability of qualified personnel who are able to develop and implement new ideas and technologies. In addition, it is necessary that personnel have access to training and professional development, as innovations are constantly changing and developing.

No less important resources are technologies and technical equipment. To implement innovative projects, it is necessary to have access to modern equipment and software. Agricultural enterprises can use various technical equipment, such as tractors, combines, planters and other machines, to increase productivity and improve the quality of products.

In addition, an important resource is an access to information and data [4]. Innovation requires the collection and analysis of data that enables the development and implementation of new technologies and approaches. Agricultural enterprises can collect and analyze data about farming, soil composition, weather conditions, and other factors that affect the production of products.

It is important to note that resource provision for innovative activity is a multifaceted and complex process. All these different resources must be available and coordinated for successful innovation.

It is also important to take into account the instability of the market and the change in demand for innovative products, which may require additional efforts and resources from the enterprise.

In modern economic conditions, the formation of a market for innovations requires the expenditure of various resources, such as energy, time, and finances, for the transition from one level of quality to another. The transition from innovations to innovations also requires the expenditure of resources. Commercialization of innovations opens a new market niche in the capital market and stimulates the formation of the market for innovations.

Innovation is a process of constant renewal in all spheres of entrepreneurship, which includes not only technical and technological resources but also any changes that improve the activity of agricultural enterprises [2]. In general, resource provision of innovative activity is a key factor for the company's success in today's competitive environment. The provision of appropriate resources allows the enterprise to effectively develop and introduce new products and services, which contributes to its development and strengthening of market positions.

Therefore, resource provision is a key factor in the successful innovative activity of agricultural enterprises. Providing financing, qualified human resources, modern technical equipment, and access to information and data allows enterprises to develop and implement new technologies, increase productivity and product quality, as well as increase their profits. Successful innovative activity helps agricultural enterprises to remain competitive and highly productive, which is important for the stable development of the agricultural industry.

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