

## **STRATEGIC GUIDELINES FOR IMPROVING THE COMPETITIVENESS OF AGRICULTURAL PRODUCTS: PROSPECTS AND CHALLENGES**

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Agricultural production is an important sector of the economy in many countries, providing the population with food and other resources. However, increasing competition and changes in the economic environment require continuous improvement of the competitiveness of agricultural products.

One of the key aspects of increasing the competitiveness of agricultural products is the development of innovative technologies. The use of the most advanced technologies, such as agricultural drones, plant monitoring, and smart integrated management systems, can improve productivity and quality of production, reduce costs, and increase production efficiency.

Another key aspect is the development of marketing strategies and improving marketing competence. The competition in the food market is very strong, so effective marketing strategies that allow you to sell products at a higher price and increase sales are very important. To achieve this goal, it is necessary to understand the needs and expectations of customers, as well as to develop new products and change packaging and brands.

Another important aspect is the development of green energy and environmentally friendly production. Green energy is one of the key trends in the modern economy, and the environmentally friendly production link allows to reduce the environmental impact and gain a competitive advantage. To achieve these goals, it is necessary to use energy-efficient technologies, reduce the use of harmful substances and ensure the use of renewable energy sources.

However, along with the prospects from the development of these strategic guidelines, there are also challenges associated with the lack of land resources, the instability of the political and economic situation in the country, complex environmental issues, and other factors. Therefore, success

in this area requires a comprehensive and systematic approach that involves planning, coordinating and implementing measures aimed at ensuring the sustainable development of the agricultural sector.

More challenges and obstacles for the agricultural sector are expected to emerge in the future, so it is important to prepare for them in advance and develop effective strategies to ensure the sustainable development of the industry and increase its competitiveness.

One of the main strategies to improve the competitiveness of agricultural products is to increase the productivity of land and plants. To do so, it is necessary to improve plant cultivation and protection technologies, use new hybrid varieties and genetically modified crops, and conduct rational land use. In addition, it is necessary to ensure proper storage and processing of agricultural products, which will increase their quality and added value.

Another important strategy is to use environmentally friendly technologies and reduce the environmental impact of production. This can be done by using organic technologies for growing and protecting plants, reducing the use of chemical fertilizers and pesticides, installing water and air purification systems at enterprises, using renewable energy sources, and other measures aimed at reducing the negative impact on the environment.

Other important strategic guidelines are the development of international cooperation and professional development of specialists in the field of agricultural production. The development of international cooperation will provide access to new technologies and markets, attract foreign investors, and increase exports of agricultural products. Professional development of specialists in the field of agricultural production will help to improve the technologies of growing and processing products, apply innovative methods and develop new products, which will contribute to the growth of the industry's efficiency.

Thus, the key strategic guidelines for increasing the competitiveness of agricultural products are the use of the latest technologies, the development of effective marketing strategies, the development of green energy and an environmentally friendly production chain. However, in order to achieve these goals, it is necessary to address challenges and obstacles, such as lack of funding and investment in innovative technologies and green energy solutions, ineffective regulatory mechanisms, and others. Therefore, it is important to cooperate with entrepreneurs in the agricultural sector and provide adequate support for the successful development of this industry, which is key to food security and agricultural production. This is the only way to ensure a balanced development of society, economy and nature.

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UDC: 330.341

## 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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