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**INNOVATIVE AND ECOLOGICAL  
TRANSFORMATION OF THE AGRARIAN  
SECTOR OF THE UKRAINIAN ECONOMY:  
STRATEGIC DIRECTIONS, MECHANISMS  
AND DEVELOPMENT POTENTIAL**

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The monograph explores the role and significance of innovation-oriented environmental management in the system of management and transformation of the agrarian sector of the economy of Ukraine. Its theoretical and methodological basis, conceptual model, system of indicators and the current state of implementation in Ukraine are revealed. The theoretical, methodological and applied characteristics of innovation-oriented environmental management are described in detail, including the tools of economic and mathematical modeling. A strategic matrix of enterprise positioning according to the criterion of ecological and economic efficiency is presented and differentiated development strategies are substantiated.

Particular attention is paid to the effectiveness of innovation-oriented environmental management in the system of «green» transformation of the agrarian sector of the economy of Ukraine. Strategic directions of «green» transformation are determined, which are based on the principles of ecological balance and systemic coherence with the economic and social goals of the development of rural areas. The mechanisms for implementing the «green» transformation of the agrarian sector of the economy of Ukraine have been systematized and a system of financial instruments to support ecological modernization has been formed.

The focus is on the development of the bioenergy potential of rural areas, the formation of sustainable competitive advantages through increased resource efficiency, product differentiation and strengthening the strategic sustainability of agribusiness. It is valuable that the authors, along with the proposed strategies for developing the bioenergy potential of rural areas, highlight the model of functioning of the territorial bioenergy cluster as an effective tool for integrating production, scientific, investment and management resources to ensure the comprehensive development of the regional bioenergy system, and also emphasize the implementation of international experience in the development of bioenergy in Ukraine.

The authors seek to demonstrate the value and versatility of innovation-oriented environmental management as a key productive element of the modern agrarian sector of the economy of Ukraine. The monograph contains the results of scientific research work on the topic «Development of mechanisms for increasing the competitiveness of enterprises of the AIC and ensuring energy independence of rural areas through the intensification of biofuel production» (State Registration No. 0124U000340).

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