

ENTERPRISE ECONOMICS AND CORPORATE GOVERNANCE: MODERNIZATION OF BUSINESS PROCESSES

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THE SYSTEM OF ECOLOGICAL-ECONOMICAL MANAGEMENT IN AGRARIAN PRODUCTION AND MAIN DIRECTIONS OF ITS IMPLEMENTATION IN UKRAINE

The ecological situation in Ukraine in recent years has deteriorated so much that now both the economic status of business entities and food security of the country depend on it. One of the most important components of the economic security in the agrarian sector is the provision of its ecological and economic components in the agro-food market. In its turn, provision of the economic security of agrarian production cannot be separated from the environmental basics of the production sector.

Nowadays political, economic and social conditions have already been created for the development of environmentally-directed innovations in agricultural production. In order to benefit from these prerequisites and as a consequence from the results of the introducing this type of innovation, an ecological and economic management system should be implemented. The system is considered by scientists as an integral part of managerial science that takes into account and implements the objectives of environmental protection and rational use of natural resources in the planning, implementation and control

of economic actions to ensure the balanced functioning of the ecosystem, as well as its innovative development.

The main way to overcome the environmental crisis that has developed in the agrarian sector of the country is to integrate the interests of the environment and economy in agricultural production. At the same time it is necessary to take into account on the one hand the close correlation of the natural use of agro-systems, the state of the environment and the resource potential of the country, and on the other hand the prospects for the development of the national economy [1].

Optimizing the use of the environment in agricultural production and minimizing the negative impact on it can be achieved by improving the organizational and economic mechanisms of natural management.

The development of an ecological and economic mechanism for the organization and development of agriculture will provide the formation of human social-ecological and economic values in the agricultural system.

The first ones include preferential crediting of agricultural producers; price stimulation of environmentally friendly products; subsidies (centralized or local); interest-free loans; exemption from taxes, a part of the profit (income) [2].

Authors Dubodielova A.V., Yurinets O.V., Fedorov M.M. in addition to these two types of economic mechanisms distinguish the third one – marketing, which includes the following directions, such as creation and provision of development of the market of natural resources and environmentally-friendly goods; expansion of the “marketing chain” structure with the inclusion of the environmental expertise; trade of quotas on harmful emissions; ecological excise tax, environmental insurance and promotion, etc. [3].

The innovative model of agricultural development sets a goal to increase competitiveness of agrarian companies in production and distribution-marketing spheres by means of implementing modern technologies, types of products and methods of management.

Environmental management tools imply the certification and labeling of environmental products, which proves that the correspondence of the certain object to the specific regulatory document is kept. The process of certification and standardization should be carried out in accordance with the international standards adapted to the conditions of Ukraine.

Ecological and economic tools, in our opinion, are an integral part of environmental marketing, which is to meet the needs of consumers and preserve the environment and they include:

- production of ecologically safe agricultural food products and their ecological positioning;
- price formation taking into account environmental costs;
- formation of a market with environmentally safe products, based on international standards of ecological agricultural production;
- distribution of environmentally safe agricultural products;
- formation of the information and communication system for the promotion of agricultural food products.

Economic stimulation of environmentally-focused agricultural production is directly related to the protection and use of land, conservation, reproduction and increase in soil fertility, as well as the protection of the environment as a whole.

Economic incentive methods should be fixed at the legislative level and included:

- a) provision of tax and credit privileges to citizens and legal entities that carry out at their own expense the measures of use and protection of land which are included in the national and regional programs;
- b) allocation of funds from the state or local budgets to citizens and legal entities for the restoration of the previous condition of land, caused not by their fault;
- c) exemption from payment for land plots in the stage of agricultural development or improvement of their state according to the state and regional programs;
- d) compensation from the budget funds to reduce the income loss of land owners and land users as a result of the temporary preservation

of the degraded and unfertile land that was caused not by their exploitation.

The main directions of organizational and economic management in agrarian production are:

- formation at the state level of measures that can change the format of relations between production and the environment in the direction of the rational use, reproduction of agricultural systems;

- implementation of environmental policy measures at the state and regional levels, the basis of which is the process of implementation and development of environmentally friendly production, the rational use of the possibilities of the state's economy, especially its financial resources, production, scientific, and technical potential;

- determination of social priorities considering the specific ecological situation in the regions, according to which it is planned to eliminate the negative phenomena of nature management and transition to environmentally friendly production;

- combination of state influence with the market forms of management, stimulation of qualitative changes through priority financing, lending, material and technical, information support, introduction and development of environmentally friendly production;

- carrying out economic-ecological monitoring over the process of transition to environmentally friendly production in the analysis of internal strengths and weaknesses of agricultural producers;

- account of changes in the factors of macro- and micro-environment and their impact on the competitiveness of products and enterprises in the agrarian sector of the economy, namely, to detail their actions, to clearly distinguish market opportunities and threats.

For the effective functioning of the mechanism of ecological and economic management, the strategic approach must be combined with the environmental management system. At the same time, it is important to note that the traditional system of environmental management is sufficient for the generally accepted system of economic activity. Whereas it is necessary to rebuild the existing system in accordance with the requirements of international standards to achieve competitive advantages in the world market. Thus, for the transition of

agricultural enterprises to an ecologically oriented type of management, it is essential to take into account ecological and economic methods of management. Furthermore the organization of industrial relations in agriculture should be based on the rational use of natural resources and the formation of an ecological and economic management system.

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