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INNOVATIVE FEATURES OF ENTERPRISE TECHNOLOGY RENEWAL IN AGRICULTURAL SECTOR

Olga M. VYSHNEVSKA

Doctor of Economics, Professor of Mykolaiv National Agrarian University

Svitlana S. DIUMINA

Master of Accounting and Finance Faculty of Mykolaiv National Agrarian University

Summary. The article examined and grounded the directions of increase of innovative activity in the agricultural sector of the economy and the competitiveness of enterprises. Presented the peculiarities of innovation activity agricultural

enterprises with new innovative solutions. Considered the directions retain of competitive position of enterprises. Determined competitive position and innovative production readiness.

Key words: *innovation, competitiveness, competitive advantage.*

One of the most important factors of improving the competitiveness of enterprises under conditions of globalization is the transformation of innovations. Innovations enable enterprises to take and to keep leading positions in the market, to increase its level of productivity and competitiveness, and to provide prerequisites for enterprise development.

In order to identify opportunities for enterprise development based on innovation SWOT matrix was built and the influence of functioning environment of enterprises was determined, as well as directions of leveling the negative effects of the environment due to the strengths of the company and due to the opportunities that arise in the environment of functioning.

It was found that it is appropriate to use resource saving systems of “minimal” and “zero” soil cultivation – Mini-Till and No-Till.

The basis for the competitiveness of the agricultural sector is innovative direction of development combined with ensuring environmental safety. It is caused by the competition towards ensuring greening of industries which is becoming increasingly important.

It is advisable to include “eco-innovations” to the preconditions for further development. Environmental innovations lead to new trends in greening by technology and technical improvement and new technologies development directed to minimize environmental impact and to prevent imbalances of the ecosystem components.

Environmental innovation is the new and quite promising segment of the innovation system, activation of which is of paramount importance along with generally accepted innovation priorities.

Therefore, in order to ensure development of agricultural enterprises, to guarantee the economic, environmental and food security of the government it is necessary to introduce innovative technologies.

The overwhelming majority of innovative transformations are directed on the spreading of innovations which promote intensification of agriculture and increase competitiveness. But innovative achievements should be considered as more perspective because they provide the transformation of industry to the dynamic, balanced, and adaptive system capable of continuous self-renewal in probability of negative impact of internal and external environment factors.

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