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DEVELOPMENT OF INDUSTRIAL AND LOGISTIC ENTERPRISES IN AGROBUSINESS OF UKRAINE

In the post-reformation period in the first decade of the 21st century, a new stage of restructuring of agricultural enterprises began in the direction of the formation of vertically integrated technical and logistical systems for the production, harvesting, processing and marketing of agricultural products and foodstuffs. At the same time, in the period after the reform, there was a tendency towards a more powerful expansion of agricultural production. During this period, large agricultural companies have grown and become stronger.

One of the features of the evolution of the production and logistics system in Ukraine's agribusiness was the formation of vertically integrated agro-industrial groups that controlled tens and hundreds of thousands of hectares of agricultural land.

At one time, B. M. Semevsky's dissertation was the basis for the economic doctrine of the country's agriculture: "The enterprise that covers the entire globe will be the most profitable." This led to the formation and development of large-scale agricultural production [1].

In modern conditions of functioning of the agricultural sector of the economy of Ukraine, the leading positions in most areas are mainly occupied by agrarian-industrial groups.

Nowadays the only exception are the dairy and meat industries, fruit growing. But every year the production of these sub-directions of the agrarian sector also gradually decreases towards the large-scale manufacturing sector. Such business organizations began to be called "agroholdings" (agrarian cooperatives, corporations). Today, these organizations are the main exporters of agricultural products to international markets [2].

At the present level of development, most agricultural holdings in Ukraine have such features as the active distribution of leased land areas, substantial investments in the development of agrolistics, the formation of vertical integration and the desire to enter international markets to attract finance. Such agro-industrial entities are created as integrated trans-regional corporate unions in agribusiness. Plans for creating corporate vertical, integrated formations in the agricultural sector of the Ukrainian economy are often quite complex [3].

The formation of large agricultural companies as new production and logistics systems have significant advantages for the economy of Ukraine. An example is the creation of closed supply chains (production-warehousing-distribution) with a focus on global exports of agricultural products. The dynamic development of large business occurs along with the dynamic development and introduction of modern technologies in agricultural enterprises [1].

Innovations almost invaded the traditionally conservative agrarian industry and significantly increased its productivity. In addition to nanotechnology in high-performance agricultural equipment, ultrasound sensor devices, scanners with the definition of soil inequality to minimize the pressure of machines on the surface of the earth and other innovations have become a reality. Online plowing control can be carried out with just one computer, sowing can be controlled by satellite.

In the systems of production, storage and transportation of agricultural products, many advanced logistics innovations were introduced. The usual use of such technologies and equipment requires significant long-term investments.

Large companies due to their large-scale effect work much easier than other manufacturers. Most of the shares are sold on international stock markets and in the world, and domestic banks are willing to provide loans for large Ukrainian agribusiness.

The strategic objective of the development of the agrarian sector of the country should be the creation of a favorable business climate to increase the level of capitalization, primarily for production and logistics enterprises. Further studies should focus on the development of mechanisms for adapting production and logistics enterprises in Ukraine's agribusiness to the conditions and standards of the European Union.

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**THEORETICAL PRINCIPLES OF DEVELOPMENT OF INNOVATIVE
POTENTIAL OF THE ENTERPRISE**

In modern environment where different businesses operate has a tendency to change that can be observed due to its uncertainty, the emergence of unpredictable risks, etc. Therefore, the main task of enterprise management should be the formation and evaluation of the enterprise's capabilities, both current and prospective, that is, its potential [1].

At present, the innovative component of enterprise development is the main source of economic growth. World experience demonstrates the dependence of sustainable development of the enterprise and its long-term competitiveness on innovation activity. The current management of innovation activity is related to the size and structure of the innovative potential of the enterprise, which is a prerequisite for the implementation of innovations [2].

Innovative potential represents a certain set of visible and hidden possibilities of the organization, which will allow to implement and implement innovations by attracting personnel, financial, production, information resources, drawing on the experience and results of R & D, in order to improve the results of the economic activity of the enterprise, increase its level of competitiveness in the market and satisfaction of public needs.

The amount of innovation potential of the enterprise is an important parameter that will enable an enterprise to evaluate the possibilities of innovation activity and to determine the direction of innovation development in the strategic plan.

An enterprise that has significant innovation potential, seeks to shape and develop it, has a huge competitive advantage in the strategic group.

An assessment of the innovation potential and performance of the enterprise's innovation activity is carried out according to its structural components [3].

The components of the innovation potential are personnel (the number, composition and movement of personnel engaged in research and development,