

WAYS OF INNOVATIVE DEVELOPMENT OF AGROBUSINESS ORGANIZATIONS

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In the digital economy, the innovative direction of its development is an objective condition for ensuring national security and sustainable development of the Republic of Belarus. In the processing industry it is necessary to create high-tech production of wasteless and resource-saving type. In order to deepen the processing of agricultural raw materials, it is necessary to develop new technologies using biochemical modification of raw materials, the production technology of elite food products. The main objective of the development of agro-processing enterprises in the agro-industrial complex is the formation of a sustainable system for increasing the economic efficiency of production and competitiveness and their transition to innovative development. In modern economic conditions, the problem of increasing the efficiency of the agricultural sector has necessitated a deepening of the theoretical foundations of the formation of an economic mechanism for the innovative development of agricultural processing organizations. In this regard, as applied to agro-processing enterprises, the author defines the concepts of «innovation», «innovative activity», «innovative potential» and «economic mechanism for the innovative development of agro-industrial processing organizations». The economic mechanism of the innovative development of agro-industrial enterprises is studied as a set of tools, systems, methods, techniques and algorithms that help to influence the innovative activities of agro-industrial enterprises to ensure their efficient production and competitiveness.

The performed analysis showed that 2013-2018 the number of innovatively active agro-processing enterprises in the agro-industrial complex decreased, their share in the overall structure of organizations decreased by 0,7%, respectively, and the rate of decline was higher than the industry as a whole (1,6%, respectively). During the study period, the number of agro-processing enterprises processing enterprises that incurred costs for organizational and marketing innovations decreased by 64 and 42%, respectively (in the industry as a whole, by 49 and 45%, respectively).

The amount of costs for technological innovations at current prices in agro-processing enterprises in 2017 compared to 2013 increased by 43,6%

(for industry as a whole, an increase in costs by 22,4%), which indicates increased investment in the innovative development of the agro-industrial complex industry.

In the process of research, the factors that influence the level and efficiency of using the innovative potential of agro-industrial processing organizations are substantiated. Structural elements of innovative potential are identified. They reflect various aspects of organizations: financial, industrial, managerial and intellectual. To assess the effectiveness of innovative activities of agro-processing enterprises of the agro-industrial complex, the indicators «innovative return», «innovative capacity» and «profitability of innovative activity» are proposed. Testing of the developed methodology was carried out at the processing organizations of the Mogilev region and made it possible to identify opportunities, growth reserves and priority areas for their innovative development.

The strategy of the innovative development of agro-industrial complex processing organizations is also substantiated, including the assessment of the business environment, the analysis of external and internal factors, the rationale for the use of innovative technologies, as well as the assessment and monitoring of the results of the implementation of developed measures and projects. The implementation of the project for the production of innovative products (gluten-free bread) allows increasing labor productivity, innovative added value, profitability of innovative products and profitability of sales, which indicates an improvement in the innovative activity of baking industry organizations.

Based on the results of the studies, practical recommendations have been developed to increase the competitiveness of agro-processing enterprises in the agro-industrial complex, a distinctive feature of which is the use of a matrix model that allows substantiating the factors of activation of their innovative development. Practical significance lies in assessing the economic effect through the formation of an innovative cluster, the use of resource-saving and waste-free technologies, which will increase the export potential and competitiveness of products, both in domestic and foreign markets.