

тых конкурсов с четкими и объективными критериями оценки предложений. Опыт развитых стран показывает, что именно конкурсная система позволяет привлекать для реализации проектов наиболее эффективные частные фирмы, компетентные управленческие кадры и современные технологии. Эффективность ГЧП напрямую зависит от степени согласованности экономических интересов государства и частного бизнеса. Государство заинтересовано в обеспечении продовольственной безопасности, развитии социальной инфраструктуры, создании новых рабочих мест, увеличении налоговых поступлений, а частный бизнес – в получении приемлемой доходности на вложенный капитал, минимизации рисков, стабильных условиях работы. Проект должен обеспечивать баланс этих интересов, что достигается на этапе его структурирования и закрепляется в соглашении о ГЧП.

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DEVELOPMENT OF AGRIBUSINESS IN MODERN CONDITIONS

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Ключевые слова: сельское хозяйство, тенденции, бизнес, агробизнес, терминология, функции, экономическое развитие.

Keywords: Agriculture, trends, business, agribusiness, terminology, functions, economic development.

Аннотация: В статье рассматривается ключевая роль агробизнеса. Отмечается, что аграрный сектор обладает существующим потенциалом для

стимулирования экономической активности, повышения уровня занятости населения и обеспечения устойчивости экономики сельского хозяйства. Внимание уделяется факторам, определяющим направление развития агробизнеса в современных условиях.

Summary: This article examines the key role of agribusiness. It notes that the agricultural sector has the potential to stimulate economic activity, increase employment, and ensure the sustainability of the agricultural economy. Attention is paid to the factors determining the direction of agribusiness development in the current context.

The complex nature of the production, processing, and use of agricultural products and food served as the basis for the development of market relations in the agricultural sector and, consequently, the formation of agribusiness. The term «agribusiness» was first coined by Harvard University professor J. Davison in 1955. He defined agribusiness as «the aggregate of farm operations in the production and distribution of products needed to supply farms, as well as the aggregate of operations of industries engaged in the transportation, storage, processing, and distribution of agricultural products». Another of his definitions: «Agribusiness is all enterprises involved in the supply of resources for agricultural production, the production of products and fiber, and the processing, storage, and distribution of the products produced» [3]. In global economic science, agribusiness theory began to develop thanks to the contributions of such prominent scholars as J. Davis and A. Hosking. In Belarus, as in Russia, the methodological foundations of rural entrepreneurship were laid in the 19th and 20th centuries by A. Chayanov, A. Radishchev, N. Makarov, and others. The term agribusiness was introduced into scientific circulation by economist R. Goldberg in 1968. Briefly, agribusiness refers to the total sum of all operations involved in the production and distribution of agricultural products.

There are various definitions of agribusiness:

- in a broad sense, it is the sphere of entrepreneurial relations in agriculture, and in a narrow sense, it is a holistic system of interconnected economic sectors formed on the basis of the social division of labor, ensuring the continuity of the process of reproduction of agricultural products.

- it is the totality of all operations related to the production and distribution of agricultural supply services, production operations on farms, operations related to the storage, processing, and sale of agricultural raw materials and consumer goods made from them;

- it is all enterprises associated with the supply of resources for agricultural production, the production of products and fiber, and the processing, storage, and distribution of manufactured products.

- it is an economic activity closely related to or directly dependent on agriculture, including the production of capital goods for agriculture (e.g., farm

machinery, fertilizers), as well as the sale of agricultural products—food and raw materials.

The most acceptable definition of agribusiness is economic activity in the agro-industrial complex, an occupation or business that generates profit and income, which is aimed at satisfying society's needs for food and other goods produced from agricultural raw materials, with minimal expenditure of labor and means of production. Agribusiness, like any other business, performs the following functions: financial and accounting management (mobilization of capital from investors and creditors; accumulation and management of sales revenue); human resources (selection and hiring in accordance with business consumers, resolution of all issues related to the use of employees); logistics (purchase of raw materials, machinery, equipment, and other supplies necessary for business activities); production (conversion of raw materials and other supplies into a type of product suitable for sale to the enterprise's customers); marketing (determination of consumer needs and management of the exchange process between the enterprise and its counterparties); management (dissemination of initiative and management experience); research (activities to develop and implement new technological processes in order to improve business efficiency and expand the range of new products); information (implementation of public relations, management of relations between the enterprise and public structures or the media).

Agribusiness plays a fundamental role in the modern economy, ensuring food security, producing high-quality products, and developing rural areas. It encompasses the entire cycle, from growing raw materials to processing, transportation, and sales, directly impacting the standard of living and the socioeconomic potential of regions [5]. Key objectives of agribusiness: Ensuring food security: increasing production volumes to fully meet the country's food needs. Economic contribution: agricultural production, providing employment, and increasing the financial and productive potential of regions. Rural development: influencing local socioeconomic conditions, promoting wage growth and infrastructure development. Technological development: introducing new technologies, producing modern equipment and fertilizers. Investment and modernization: constructing new production facilities and financially strengthening the industry. Agribusiness is a dynamic system that responds to market changes and shapes the structure of the consumer basket, an important element of the economic system of any country. The quality of life of the population directly depends on the efficiency of agricultural producers. The goal of agribusiness is to generate profit by creating products and providing services in areas related to agriculture. Agrarian policy is a set of measures aimed at the dynamic development of not only agricultural production but also all entrepreneurial activity in the agribusiness sector.

The priority areas of agricultural policy should be improving the logistical support of large agricultural complexes and agricultural enterprises, social development in rural areas, and the introduction of innovative developments and activities for rural residents. Agribusiness can be defined as an economic entrepreneurial activity within agro-industrial complexes, focused on the production and marketing of agricultural products. The foundation of such a business is a unified market. The goal of agribusiness is to maximize revenue by fully satisfying demand for agricultural products.

In today's economic environment, domestic agribusiness requires the ability to compete vigorously in domestic and foreign markets. Agribusiness is a field in which innovation is not as rapidly implemented as in other sectors [2]. This is due to a number of factors, including the high risk nature of many innovative projects and insufficient funding. In economic literature, agribusiness is understood as a unified complex of interconnected sectors of the national economy involving agricultural production. Agriculture is the core of agribusiness, integrating other sectors that interact with it, and the end product of agribusiness is food products alone. The term "agribusiness" has only become widespread in Russian academia in recent years. In this regard, scientific research on it has been developing over a relatively short period of time and covers the period of the formation of the market economy of Belarus, when entrepreneurship and private property began to emerge.

In Belarusian academia, V.G. Gusakov, M.K. Zhudro, P.V. Leshchilovsky, and others have addressed the economic essence of agribusiness. Currently, the theoretical and practical significance of this problem, along with the variety of scholarly interpretations, necessitate a clear categorical definition of agribusiness. Leading economists who have studied business as an economic category have, as market transformation processes have deepened, explored its essence from various specific perspectives and approaches. In this regard, we will examine the most significant perspectives of economists on the definition of "agribusiness" with the aim of clarifying it. P.V. Leshchilovsky defined agribusiness as an economic activity within the agro-industrial complex, an occupation, or business that generates profit and income. M.K. Zhudro, one of the leading researchers of agribusiness in our country, defines agribusiness as a free, economic activity, not prohibited by law, carried out by individuals, enterprises, and other economic entities in a competitive environment. It involves the use of land, animals, plants, and rural natural landscapes; the production, processing, and sale of agricultural products; ownership of agricultural assets; and the provision of agricultural services in exchange for other goods, services, money, and ownership of assets in the marketplace. This activity ensures mutual economic benefit through effective management decisions.

Agribusiness is a set of legally established business entities based on integrated processes related to agricultural production, including procurement, ag-

ricultural services, storage, processing, and sales of products, management, research, and financial and credit relations, with the goal of achieving economic benefit for its participants.

The essence of agribusiness can be examined within the context of functional, structural, and subject-based approaches. Within the functional approach, agribusiness is a combination of the functions of industries within the three sectors of the agro-industrial complex. The structural approach divides agribusiness into small, medium, and large, the essence of which lies in generating profit from entrepreneurial and other activities related to agriculture and other sectors of the agro-industrial complex. The subject-based approach views agribusiness as a system of economic relations between agricultural organizations, peasant farms, consumers, the state, and other entities.

An important aspect of agribusiness development is the provision of agri-tourism services. Classifying agritourism as part of the tourism industry is entirely justified, but its development is closely dependent on the functioning of agricultural production, farming, and a new understanding of rural life. Agri-tourism is closely linked to agribusiness and, in our opinion, is an integral part of its development in the Republic of Belarus [4].

Agribusiness is governed by the legal framework: laws, bylaws, and local regulations governing the production and distribution of material goods. In today's world, agricultural policy is a fairly extensive set of targeted measures aimed exclusively at the dynamic and active development of not only specialized agricultural production but also all ongoing entrepreneurial activity within the agribusiness sector. These measures also focus on the social development of rural areas. State regulation of agribusiness in the Republic of Belarus in 2026 is based on the principles of long-term planning, increased production efficiency, and strict price controls. The main document defining policy in the industry is the State Program "Agro-Industrial Complex of the Future" for 2026-2030 [1]. Under current conditions, agribusiness is one of the most significant and dynamically developing forms of the modern agro-industrial complex. Agribusiness includes not only the direct production of agricultural products but also their subsequent processing, ensuring added value. Furthermore, essential elements of agribusiness include storage, logistics, and specialized transportation of agricultural products, ensuring the preservation of their quality and efficient flow of goods.

Agribusiness has enormous potential for the economic development of rural areas. Key success factors include agricultural innovation, environmental sustainability, the development of local food systems, infrastructure and access to resources, financing and credit, education, and support for small farms. Rural areas play a vital role in the economies of many countries, particularly in the context of agriculture and agribusiness. Developing agribusiness in rural areas can lead to sustainable economic growth, poverty reduction, and job creation. Therefore, improving agribusiness is a pressing issue, as it determines the de-

velopment of a market economy. Agribusiness, in turn, is a sector of the market economy that is closely linked to agricultural production, distribution, storage, and processing.

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DIGITALIZATION IN THE AGRO-INDUSTRIAL COMPLEX

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Аннотация: Рассмотрено использование цифровых технологий в сельском хозяйстве; изучены основные направления развития сельского хозяйства в условиях цифровизации. что позволит повысить уровень управленческих решений с использованием цифровых технологий для наращивания конкурентоустойчивости организаций.

Summary: The use of digital technologies in agriculture is examined, and the main areas of agricultural development in the context of digitalization are explored. This will improve the quality of management decisions using digital technologies to enhance the competitiveness of organizations.

Ключевые слова: государственные программы, цифровая экономика, мониторинг, навигация, IoT, «умная ферма», точное земледелие.