

- improvement of approaches to the training of specialists, including the inclusion of business in solving employment problems.

In this way, the combination of efforts of the republican and local levels of government, in our opinion, will provide legal and financial support for maintaining and increasing the personnel reserve of the agricultural sector, taking into account the development of scientific and technological progress, innovative and integration mechanisms of the management system.

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### **CURRENT SITUATION AND PROBLEMS OF INNOVATIVE DE-VELOPMENT OF AGRARIAN EDUCATION IN UKRAINE**

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Recently, the education sector has faced many problems inherent in almost all areas of economic activity in the path of economic reform. First, the legal framework that defines education policy is imperfect. Secondly, there is a loss in this area of the regulatory role of the state, leaving educational institutions facing the problem of self-sufficiency. These problems lead to structural changes in the system of training and retraining of personnel, exacerbation of the phenomenon of mismatch of existing opportunities to the real needs of the labor market. In Ukraine it is urgent to develop new approaches to the organization of training and retraining system for the agricultural sector of the economy, to define and specify the role of the state in the educational activity, to regulate the issues of financing educational institutions and to work out the principles of functioning of the State Employment Service for retraining and upgrading the skills of the unemployed agricultural sector of the economy.

From an economic point of view, education is a social activity that is extremely conducive to attracting economic and social investment, since it benefits not only citizens who are studying or upgraded, but also the businesses in which they work and society as a whole. The competitive advantages of enterprises are obtained from investments in educational activities, which is extremely necessary for our country, because it is included in the international competitive environment.

All knowledge acquired in the course of training can be divided into general and specific knowledge. The former form the basis of human intelligence, awareness of the outside world and are the basis for professional knowledge. Specific or professional knowledge shapes a person as a specialist in the relevant field of economic activity. Given the tendency of rapid technological and technical changes, the disappearance of certain areas of activity and the emergence of new ones that are more in line with market demands, highly specialized training of specialists loses its role due to the rapid aging of knowledge and necessary information. Therefore, in our opinion, fundamental training is relevant, that is, education that provides students with comprehensive knowledge of the world and professional specialization [1, p. 92].

Considering the situation in the field of training, it should be noted that there is no tendency to decrease the scope of training in higher education, despite the current demographic crisis in Ukraine. Thus, for the period 2000-2017 the growth rate of the number of higher education institutions of III-IV levels of accreditation was 6.0%; and the average annual growth rate of students in the same period was 30.1% [2, p. 92]. Expanding the volume of training in higher education institutions is quite a natural process, caused by the revision of social values as a result of the worldwide increase in the intellectualization of society, the increase of the population's desire for higher educa-

tion. In addition, every country that wants to have an economically advanced status tries every effort to support the development of education. In a broad sense, education not only has a positive effect on direct economic results, but also produces numerous indirect benefits that can be manifested in the growth of the general cultural level, the reduction of criminogenic situation, the education of the inactive, unemployed part of the population. The education of women is especially high economic efficiency, because it is the educated women who will take better care of their health, the upbringing of their children, plan the number of children in the family, and contribute to their further economic development.

On the other hand, it is a natural process, which is confirmed by the experience of the Western countries. The rapid increase in the number of students accounts for periods of economic downturns and crises, as it is then that graduates of secondary educational institutions, as opposed to graduates of higher education, are at risk of unemployment. In view of this, the authorities and business are helping to increase the number of students in higher education, trying to increase the level of education of young people and thus reduce social tensions. However, the problem of ensuring that the growing volume of training with the need of society for high-skilled workers in the context of a general job shortage remains unsolved. In addition, the tasks of preventing a significant level of unemployment among specialists, ensuring the scientific and technological growth of the country, which requires an adequate number and structure of training of relevant specialists, remain relevant.

Analyzing the state of training and employment opportunities, it should be noted that in 2017 there were 2,8 thousand specialists trained in agriculture, hunting and related services in educational establishments of Ukraine, and the actual availability of vacancies for the said categories for 2.5 thousand people [3, p. 81]. However, even this disproportion remains unsettled, as not all graduates of agricultural universities aim to work in agriculture. They perceive education in schools as an opportunity to get a college degree and stay in the city.

In our opinion, it is necessary to involve a whole set of measures for the innovative development of the system of training and retraining of personnel, which would at the same time be a component of the mechanism for promoting the involvement of qualified personnel in agricultural production.

In our opinion, a whole range of measures should be taken to improve the system of training and retraining of personnel, which would at the same time be a component of the mechanism for promoting the involvement of qualified personnel in agricultural production.

We believe that the main components of such a set of measures to manage the training and professional development of staff can be:

- optimal combination of sectoral and territorial principle of training and advanced training of personnel;
- training and retraining for agriculture that is competitive on the international and domestic labor markets, mainly on a contractual, competitive basis;
- development and continuous improvement of the agricultural education standards system and quality control;
  - Competition-based multivariate curriculum development;
  - implementation of multi-channel financing of educational institutions;
  - formation and development of basic training, training of entrepreneurs, farmers in self-management methods, organization of commercial activity, trade, entrepreneurship, agribusiness, marketing, management, effective use of information systems in production and management activities;
  - develop the practice of creating licensed classes in rural schools for the selection of entrants;
  - Establishment of farm research and development, information and consulting centers for the organization of farmers' training and practical activity;
  - improvement of material and technical base, competence and motivation of engineering-pedagogical staff of agricultural universities;
  - public financing of costs related to professional development, qualification and re-training of farmers;

- Putting into practice the forecasting of training and use of personnel in agriculture, taking into account regional changes in the economy.

Therefore, the education and training system is the most important tool for improving the competitive environment in the country. The competitiveness of agroindustrial complex products depends on the level of training of the employees employed in this field. At the same time, it is important not only to provide a certain amount of professional knowledge and information, but also to educate students with dedication to their work. The quality of training of specialists depends directly on the quality of the educational process, the defining moment in which is the work of the teacher. The hope of the opportunity for action of human resources potential for the economic development of the agro-industrial complex can be justified if you rely on dedicated, motivated and qualified teachers. Therefore, the government's policy in the field of educational activity should be based on a proper attitude to the work of teachers, recognition of its high social and material importance. The high public status of the teacher must be reflected and confirmed by appropriate remuneration.

#### Literature

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### **THE STRATEGY OF FORMING A POSITIVE IMAGE IN THE SYSTEM OF ECONOMIC SECURITY MANAGEMENT OF FOOD INDUSTRY ENTERPRISES**

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Monitoring the economic security of an enterprise is connected with the fact of determining the profitability of its production and economic activity, since the main source of ensuring sustainable economic development is profit.

It is necessary to determine the presence of profit from the enterprise according to the financial statements for the last period of its activity.

The organization of the system of monitoring the state and trends of mutual settlements in the enterprise is important for improving its economic security for the following reasons:

a) since the balance of payments has a significant impact on economic security, the monitoring results allow us to determine certain threshold levels of obligatory status characteristics and certain indicators of financial and economic status when certain managerial decisions need to be taken to avoid unduly reducing economic security;

b) the monitoring of the settlement status provides feedback in the company settlement system. After all, the success of implementation of any management actions, strategies and plans is determined not only by the quality of their preparation, but also by the monitoring of their implementation status, due to changes in the characteristics of the mandatory statuses of the enterprise and those indicators of financial and economic status that are related to economic security. businesses and the settlements in which it participates.

Structurally, the system of monitoring the economic security of the enterprise consists of an information database, analytical tools and a bank of targeted programs for safe development. And if the first and third elements of the monitoring system are already well developed in scientific research, then the choice of analytical means of information analysis still has controversy.

The main subjects of the system of monitoring of settlements are: the enterprise, its management apparatus, as well as production and auxiliary units. Participation of all units in monitoring is obligatory, and the management of the enterprise ensures confidentiality and reliability of the information provided by them. In the process of managing settlements in terms of economic security