

Плюс» создать в будущем маркетинговую службу, спроектированную по товарному принципу.

Товарная организационная структура управления службы маркетинга характерна для больших предприятий с диверсифицированным производством, которое имеет большую производственную структуру управления. Преимущества – координация действий, оперативные решения маркетинговых проблем, а недостатки – существенные издержки.

Если служба маркетинга ООО «Агро-Плюс» будет постоянно совершенствоваться и развиваться соответственно увеличению производственных мощностей, то целесообразно использовать модель организационной структуры службы маркетинга, ориентированную на потребителя. Основным предназначением такой маркетинговой структуры управления есть то, что она характерна для предприятий, рынки которых имеют большие сегменты рынков и потребителей. Преимущества – возможность следить за сегментами рынков и потребителями. Недостатки – большие нагрузки для специалистов службы маркетингу.

Таким образом, предложенные нами варианты организационной структуры службы маркетингу позволят руководству предприятий на должном уровне проводить маркетинговые исследования, которые способствуют повышению конкурентоспособности и эффективности хозяйственно-финансовой деятельности ООО «Агро-Плюс».

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INNOVATIVE APPROACHES IN THE AGRICULTURAL SECTOR OF THE ECONOMY

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Summary: The approaches of researchers to the typology of innovations in various sectors of the agricultural sector have been guided. Analyzed the innovation potential, the assessment of which is a necessary operation of the strategy development process.

The agricultural sector is a complex of industries that performs the functions of providing food, as well as social, environmental and innovation. It includes industries for the production of agricultural products, their processing and sale. In the agricultural sector, innovative approaches are relevant. Since agriculture is represented by three groups of farms (agricultural enterprises, farms, personal subsidiary farms), this, according to E. Krylatykh, necessitates a differentiation of the innovation strategy for different economic modes of agriculture [1-2].

The statistical service of Ukraine cites data on innovation in the “trade, repair of motor vehicles, household goods and personal consumption items” position, but does not highlight the area of food trade. And it does not allow to evaluate their innovative activity.

Although the food industry is ahead of agriculture (together with hunting and forestry) in the number of high technologies created, but it is lagging behind in the number of security documents for the proposed technologies.

The approaches of researchers to the typology of innovations in various sectors of the agricultural sector are different, due to the specifics of production and commercial activities in their respective industries that affect their innovative activities (Table 1). Analyzing various interpretations of the concept of “innovation potential” at the level of the national economy, we can single out the following approaches to its definition:

- part of the scientific, technical and economic potential;
- a set of resources for the innovation process;
- the ability to produce high-tech products;
- the totality of the results of scientific activity;
- the willingness and sensitivity of subjects to innovations.

Table 1. Typology of innovations in the sectors of the agricultural sector

Agriculture	Food industry	Food trade
1. Selection and genetic.	1. Grocery.	1. Technological.
2. Production and technology.	2. Technological.	2. Technical.
3. Organizational and managerial.	3. Marketing.	3. Informational.
4. Ecological.	4. Organizational.	4. Marketing.
5. Sociocultural.		

According to the results of the evaluation of the indicators of the innovative development of the agricultural sector, the following should be noted: if the statistics for agriculture and the food industry reflect the statistics, then the indicators of the food trade are not highlighted as a part of the trade indicators. This does not allow recreating a holistic picture of the innovation activity of the agricultural sector. It was also established that the existing methodologies do not allow to determine with sufficient accuracy the level of the innovative potential of this sphere. The presence of innovative capacity is a prerequisite for the strategy development process:

- if the necessary resources and capacities allow developing and introducing new innovations, then the leader's strategy should be applied;
- if innovative opportunities are limited, then it is advisable to prefer a strategy of following the industry leader.

In the process of studying the characteristics of the formation and evaluation of the agricultural sector, the following was clarified:

- the presence of the specifics of the innovation activity of the agricultural sector, due to the characteristics of production and commercial activities inherent in certain sectors that affect the typology of innovations. It is established that the level of innovation in the food industry is higher than in agriculture;
- the feasibility of considering the innovation potential at the micro level (enterprise level), meso level (regional level), macro level (national economy level, in complexes of industries). The macro level is represented by the agricultural sector, which provides for the production, processing and sale of food products;
- definition of the innovative potential of the agricultural sector, as a set of innovative resources of sectors of the sector capable of innovative development on a better basis when changing the technological structures of the national economy. It will also allow to successfully accomplish the task of ensuring the food security of the country;
- the formation of the innovative potential of the agricultural sector is carried out at the expense of both domestic innovation resources of agriculture, the food industry and trade, and external innovation resources of the scientific potential of research institutions and universities conducting research in the field of biological and technical sciences, which are subsequently used to create new varieties of agricultural plants, breeding breeds of farm animals and birds, the development and food technology, technical conditions for the production and processing of agricultural raw materials, food trade.

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