

ORGANIZATIONAL AND ECONOMIC MECHANISM OF INNOVATIVE DEVELOPMENT OF ENTERPRISE

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Abstract. The article describes organizational and economic mechanism of innovative development of enterprise. It highlights economic activity focused on the goals and objectives of the intensification of production.

Keywords: innovative activity, economic growth, resources, production, management, potential, mechanism.

Activization of innovative activity at all levels of the economy should be accompanied by reform, a certain adaptation of existing organizational and economic mechanisms and formation on their basis of mechanisms that are directly related to the increase of efficiency of innovative development.

The need for the translation industry to the innovative type of reproduction is a defining moment in the country's ability to exit from the deep crisis and transition to sustained economic growth. Scientific-technological potential as an important factor in the innovation process is an organic component of the processes of social and individual reproduction. However, this potential can not be maintained, effectively used and played if there is no corresponding economic mechanism of management of innovative process.

The economic mechanism is a holistic system of national economy (industry), which presents a different set of organizational structures, specific forms and methods of governance and legal standards, which are implemented through operating in a specific economic laws, the process of reproduction.

The task of economic mechanism – the realization of sustainable economic growth based on the recovery of scientific-technological, natural, economic and social potential, concentration of intellectual resources on the key areas of development.

It needs to perform the following functions:

- realization of the potential inherent in each form of ownership and management, competition and cooperation between them in the use of scientific and technological potential;
- streamlining the process of reproduction with the formation of the market competitive system of self-organization, self-management of the process of managing and the corresponding system of state economic regulation;

- ensure balance and proportionality between internal structural units of production on the innovative basis;
- maintain of entrepreneurs, managers, employees and teams in the creation of new technologies, forms of organization of production, marketing, service, implementation, qualification and creative potential of all business entities;
- the creation of equal economic conditions for the implementation of socio-economic potential of each firm and the subject of ownership and management in the effective innovation process.

It should be noted that in practical conditions of activity of enterprises and organizations there are a large number of control mechanisms. Each sphere of activity requires the formation and development of an appropriate mechanism.

The economic mechanism of the enterprise in general consists of four subsystems: economic, organizational, technical and social. Organizational subsystem of the mechanism involves the processes related to the organization of production, labor and management, and is a complex set of organizational forms, methods and means of preparation, adoption and implementation of managerial decisions to improve and enhance production efficiency.

In the organizational area the activity includes:

- development of the organizational strategy of innovative development;
- increase the level of innovations at all stages of its life cycle.
- development of the organizational structure and the staffing table;
- the definition of the type of production, the optimal specialization of the enterprise and the organization of its structural units;
- the choice of the most important issues, themes and topics of research and development, as well as the range of manufactured products;
- accumulation in the process of production and consumption previously developed (old) model of informational, intellectual, human, material, financial resources and their analysis;
- selection and development of innovations that will be used in the next new model that will replace the old;
- analysis, selection and acquisition (sale) of licenses for manufacture (use) of innovative solutions of different nature;
- improving traffic management logistical, financial and information resources;
- development of new markets for products;
- the formation of distribution channels of information about innovations;
- ensuring the dynamism of marketing and ability to quickly respond to market changes;
- development of a business plan and marketing plan of new products with the vision of changing competition and market conditions, and the like.

Economic activity is focused on the goals and objectives of the intensification of production through the development of competitive products. Economic criterion, or the criterion of economic efficiency of creation and production of products, is characterized by such indicators, as cost of all resources per unit of manufactured

products; clean profit from their production and use; increasing productivity; pay-back period and the like.

Economic subsystem of the economic mechanism of production management is a set of economic methods, forms, methods, criteria, which are economic processes and phenomena with the development of production.

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LIVESTOCK FARMING WITH CARE: AN INTEGRATED AND CUSTOMIZED APPROACH AND TECHNOLOGICAL PERSPECTIVES

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Abstract. The article describes integrated and customized approach and technological perspective in livestock farming. It highlights precision livestock farming mechanism allowing real time livestock management focused on the intensification of production.

Keywords: precision livestock farming, intensive system, productivity, information technology, livestock management.

The concept of “Livestock Farming with Care” should not be applied as a global standard for livestock production, but has to be customized to the diversity of farming and production systems related to the various socio-cultural traditions and environmental constraints.

The main function of livestock farming in the Western world is production of animal-source food. The majority of these animals are kept in large-scale, intensive systems (i.e. high animal productivity per unit of land, labour or capital). In developing countries, however, mixed crop-livestock systems produce the majority of the cereal and livestock domestic products. The majority of