

В программе впервые ставится вопрос о развитии сельских территорий, что соответствует принятым в мире концепциям устойчивого развития. Предусмотрены специальные разделы по улучшению экологии, безопасности жизнедеятельности. В частности, намечается разработка (по образцу ЕС) регламентов использования сельскохозяйственных земель, обеспечивающих сохранение почвенного плодородия, предотвращение водной и ветровой эрозии, смыва минеральных удобрений в водоемы и грунтовые воды, осуществление локального внесения удобрений.

Наряду с завершением строительства агрогородков, намечается продолжить целенаправленную работу по благоустройству других сельских населенных пунктов, жители которых будут получать весь комплекс социальных услуг за счет повышения доступности к социальной сфере агрогородков.

В целях выполнения рассматриваемой Государственной программы будет реализован комплекс мер по расширению правовых и организационных условий для развития агропромышленного производства и привлечения инвестиций.

В программный период в качестве главного критерия оценки работы сельскохозяйственных организаций и регионов будет являться эффективность, в основе которой лежит прибыль. Придание приоритета экономическим показателям, характеризующим доходность производства, рентабельность реализованной продукции, окупаемость инвестиций, позволит создать эффективный механизм оценки результатов хозяйствования, ориентирующий организации АПК на укрепление экономики, побуждающий наращивать производство сельскохозяйственной продукции и продовольствия на основе использования наиболее экономически выгодных организационных, технических и технологических рыночных подходов.

Материализация инвестиций, направляемых на реализацию запланированных мероприятий по дальнейшему развитию производственной и социальной сферы села в сочетании с совершенствованием научного и улучшением кадрового обеспечения способно существенно повысить эффективность сельскохозяйственного производства. К концу 2015 года производство валовой продукции во всех категориях хозяйств возрастет на 39–45 процентов, а рентабельность продаж в сельском хозяйстве достигнет 10–11 процентов. Экспортные поставки сельскохозяйственной продукции и продовольствия возрастут до 7,2 млрд. долларов США. Среднемесячная заработная плата увеличится в эквиваленте до 750 долларов.

Важной мерой по улучшению финансового состояния предприятий и организаций АПК станет реструктуризация и частичное списание финансовых обязательств, образовавшихся в АПК вследствие постоянного удорожания материальных и энергетических ресурсов. Это оправдано, поскольку данная отрасль по причине неэквивалентного обмена, особенно на первоначальной стадии проведения реформ, понесла значительные и необоснованные потери.

Осуществление намеченных мероприятий на макро- и микроуровне в сочетании с финансовым, материально-техническим, кадровым и научным обеспечением явится гарантией выполнения Государственной программы развития сельских территорий на 2011–2015 годы.

ИННОВАЦИИ КАК ФАКТОР КОНКУРЕНЦИИ ПРЕДПРИЯТИЙ ПИЩЕВОЙ ПРОМЫШЛЕННОСТИ

INNOVATIONS AS THE FACTOR INTRODUCING COMPETITION AMONG FOOD-PROCESSING INDUSTRY'S ENTERPRISES

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В современных условиях инновации являются ключевым фактором успеха предприятия на рынке. Внешним стимулом инноваций в основном является конкуренция на рынке конечной продукции за потребителя. В статье рассматриваются сущность и виды инноваций, а также влияние инновационных процессов на конкурентоспособность предприятий пищевой промышленности. Представлены мнения других экономистов по исследуемой проблеме.

Introduction

A characteristic feature of modern economy is the increasing importance of innovation seen as the factor that determines economic processes. The number of innovations introduced in enter-

prises determines directions and the rate of economic development. To have the ability to develop, all enterprises need innovations: new products, services, technologies, management or marketing systems. Technological and management innovations allow for the reduction of production cost and improve the quality of manufactured products. What is more, introducing innovations generates new forms of competition. Dynamics of technological changes and the rate of introduced innovations along with the effectiveness of methods applied to introduce them diminish the importance of price competition [Żołnierski, 2005]. Nowadays, innovations are perceived as one of the basic factors determining the development of enterprises and therefore they constitute an important factor of enterprises' competitiveness increase. In times of globalization and increased competition, innovations are becoming indispensable means for proper functioning of business entities.

Innovation – the term and types

There is no uniform definition of innovation in economic publications. The term "innovation" refers to all spheres of life, from new trends concerning economic or social life, to new tendencies in ideologies and cultures [Janasz, Koziol, 2007]. Every thought that is new, i.e. that differs in quality from other notions introduced to date, is an innovation. Such concepts (lat. *innovawtion* – reform, renew) have come into existence and have been realized since the dawn of humanity. Innovations are regarded as new and better solutions used so far that influence socio-economic sphere of human life [Fagerberg, 2006]. They can be assessed as new solution in reference to enterprise, market, region, country or international area. The precursor of theory of innovation in economics was J.A. Schumpeter (XIX century). According to Schumpeter, "innovation" is putting into practice new notions; most importantly, he puts much emphasis on technological innovations and their influence on the market. Dissemination of innovation is considered by him as a separate type of changes described as imitation. The definition provided by Schumpeter is regarded a classic today [1962]. Marciniak [2000] depicted the notion of innovation as diverse ways of solving problems; ways, that change the state of things, that introduce novelty and that display a creative character. Pietrasiński [1973], Penc [1995] and Koch [2004], on the other hand, describe innovations as changes intentionally introduced by people, assessed positively in the light of specific criteria, and introducing progress.

Today, any change that concerns potential, factors of economic development, and methods of production is considered an innovation [Boguski, 2007].

The essence and meaning of innovation may be depicted as follows:

- its function is the introduction of novelties to the market, which, in effect, lead to development in time,
- development of knowledge leads to innovations, and the latter extort knowledge development and scientific and technical progress,
- innovations have become the driving force of progress in economy and society,
- it is increasingly more common that innovations come into being as a result of cooperation between users of network, where the exchange of knowledge occurs; networks represent organizations that are new, flexible and open to changes,
- creation and implementation of innovations connected to changes in business management and in the market becomes more effective owing to network organizations, such as clusters and technology parks, whose activities are of innovative character,
- innovations increase competitiveness of enterprises on the market; the increase of innovative character of regions and countries leads to economic progress [Dolińska, 2010].

The general division lists the following innovation types [Pomykalski, 2001]:

- product innovations – (products or services) changes that consist in improving the quality of goods or services already produced by a given enterprise, or in introducing of a new product,
- technical innovations – are the result of introducing improved or new methods of product manufacturing or rendering services, including distribution, finance, research and development; these cover changes in methods of manufacturing and of way of reaching the consumer,
- marketing innovation – changes in product's/packaging's design or structure, in product's promotion or in pricing strategy,
- management innovation – introducing a new method of business management in a given enterprise, a new system of organization of a workstation, or new means of managing external relations, which all allow to improve the profitability of a given business.

A shared feature of all types of innovation is meeting internal or external clients' expectations in a new or improved, more effective way.

In food industry, innovations assume different forms. One may list them as technological innovations, consisting in creation and implementation of a new technology, as well as innovations that consist in diversifying manufactured product or service, and innovations connected to business management [Janszen, 2000].

New, better and more attractive products and services enable various businesses to strengthen their position on the market by gaining bigger share in the market and gaining advantage over rival enterprises. By increasing the effectiveness and lowering the costs, technological innovations allow businesses to boost the profitability of production.

The influence of innovations on competitiveness of food industry businesses

In our times, the rate of development is conditioned by implementing innovations. Recognizing them as novelties in methods of achieving objectives applied so far, one can relate them to all spheres of human activity, be it technological, cultural or social sphere.

In endeavours to achieve the level of competitiveness that ensures one's position on the market, business owners must look for new solutions, i.e. new resource sources and new ways of their exploitation in production and consumption, as well as new and more economical ways of exploitation traditional resources. In this process, knowledge and science are very helpful and useful, as they are responsible for the progress in technology and organization that takes place nowadays [Berliński, 2003].

Both our national and international economists hold the notion of innovation in high regard in terms of moulding competitiveness on the market. The first one to discern innovation's qualities when considering benefits and competitive advantage was J. A. Schumpeter [1960]; he concluded that implementing innovations is essential for businesses from the point of view economic success. Similarly, P. F. Drucker [1992] considers innovations as a good basis for the development of enterprises, as the former enable to broaden the range of services or merchandise, as well as to improve their quality. What is more, M. E. Porter [2002] displays similar approach; he presented two basic attitudes towards competitiveness, i.e. rivalry by reorganization and rivalry by enterprise (resourcefulness). Porter emphasises that rivalry by resourcefulness should focus on innovations and, as their result, on technological development and creation of new products, consumers and markets. Simultaneously, he claims that competitive advantage can be gained mainly by focusing on the ability to create innovative solutions and the ability to improve the innovative level of a given enterprise, since these are the only methods that allow to achieve proper level of effectiveness [Porter, 2001]. The main aim of every business on the market is to develop and increase its level of competitiveness.

Innovations influence the socio-economic progress in both micro- and macroeconomy. They mould the level of progress in terms of market, its situation and the competitive position of its subjects (enterprises), and at the same time they influence living conditions of people (clients), who represent various levels of social ladder and diverse economic groups.

Summary

Nowadays, implementation of innovation is the condition that has to be met if a given enterprise is to gain advantage over rival businesses and to achieve economic success. The term "innovation" covers product, technology, marketing and organization novelties. A shared feature of all types of innovation is meeting internal or external clients' expectations in a new or improved, more effective way.

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РЕГИОНАЛЬНАЯ ДИВЕРСИФИКАЦИЯ ЭКОЛОГИЧЕСКОГО ПРОИЗВОДСТВА В ПОЛЬШЕ

THE REGIONAL DIVERSIFICATION OF ECOLOGICAL PRODUCTION IN POLAND

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В последнее время сельское хозяйство Польши развивается очень динамично, однако проявление негативных последствий интенсификации способствовало поиску новых путей развития, одним из которых является экологическое сельскохозяйственное производство. Анализ данных за 2005–2009 гг. показывает, что экологическое сельское хозяйство в Польше активно развивается, о чем свидетельствует увеличение как числа производителей экологически чистой продукции, так и площади экологических сельхозугодий. Одновременно наблюдается увеличение региональной диверсификации экологического производства. Проведенное исследование позволяет сделать вывод о том, что в ближайшие годы данные тенденции сохранятся.

Recently, agriculture in Poland develops very dynamically, which among others stems from becoming an EU member state. It was necessary to set the course of the politics concerning the development of rural areas and agriculture, so that it would limit many negative, social phenomena, and above all to limit the environmental factors as it was in case of many highly developed EU member states. Those phenomena are the result of the currently dominating system of management based on the intensive agricultural production [Kuś, Stalenga 2005].

The consequences of those processes are the disturbing phenomena which occur, such as: degradation of the natural environment, which manifests itself by the degradation of soil, eutrophication of waters and vanishing of the natural ecosystems, overproduction of food, decrease of trust of the consumers towards the conventional food products, pressure on following the rules of well-being of the livestock, Dioxin Affair, BSE, FMD epidemics [Jonczyk, Stalenga 2010].

The appearance of many negative consequences of the intensification of the agricultural production contributed to the seeking for new solutions, among which the greatest meaning has the system of ecological production.

Ecological agriculture is a system of management with a possibly balanced floral and faunal production in agricultural holdings, based on the resources of the bio-origin and of the mineral origin, which has not been processed. It is a kind of management ensures constantly fertile soil and high biological quality of resources, with low consumption of the energy coming from the outside of the agricultural holding [Soltysiak 1993].

The aim of the work was to present the changes in the ecological production in Poland.

The analysis covers the period of 2005-2009, which let to observe the changes in ecological agriculture. The data used for the analysis were provided by the Inspection of Trade Quality of Agricultural and Food Products.

The present data shows, that the ecological agriculture in Poland constantly develops, which is proved by the increasing number of the ecological producers (table 1).

According to those data from 2005, there were 7182 ecological producers registered back than, and 17091 in 2009. In comparison with the previous year, their number increased by 24% in average. The biggest increase in comparison to the previous year, was in 2007, and was estimated as 29%, and the smallest was in 2009, estimated as around 15%.