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ECONOMIC EFFICIENCY OF AGRICULTURAL ENTERPRISES

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ЕКОНОМІЧНА ЕФЕКТИВНІСТЬ ДІЯЛЬНОСТІ АГРАРНИХ ПІДПРИЄМСТВ

The article studies theoretical approaches to the economic efficiency of agricultural enterprises. Approaches to the definition of the essence of the category "economic efficiency", which is a rather complex category, are generalized, since it is a determining factor in the economic and social development of society at the present stage of economic development and is an important prerequisite for accelerating the development of agricultural enterprises. It has been determined that "efficiency" is a concept that has different moves to definition and is directly dependent on the quality of management of resources, costs and views lacks the ratio between the benefits received and the costs of their achievement. Economic efficiency reflects the degree of implementation of industrial relations at all stages of production and is a key factor in view of lack of economic security and competitive position of the enterprise.

The features of agricultural production are allocated, which must be taken into account when studying this category. The main types of economic efficiency of production are generalized and their essence is disclosed. The key factors are substantiated, such as: the degree of intensification the implementation of the results of scientific and technological progress and innovative product, in particular technology, in the production of agricultural products; degree of integration vany of the subject in the macro— and microenvironment, which form the impact on the economic activity of agricultural enterprises.

The main indicators that characterize the activity of agrarian enterprises are analyzed, which makes it possible, first of all, to assess the efficiency of the economic activity of agrarian enterprises through the ratio of the volume of output and the corresponding costs in the material and natural forms of manifestation, which will lead to the achievement of the desired effect through the introduction of interrelated organizational, economic and agrotechnological measures and in the future to determine the priority directions of their development. In the course of the study, it was found that enterprises that funk in the market environment should consider all approaches to the selection and evaluation of the "efficiency" category in order to form a competitive strategy for the successful development of production and economic activity.

У статті досліджено теоретичні підходи економічної ефективності діяльності аграрних підприємств. Узагальнено підходи до визначення сутності категорії "економічна ефективність", яка є досить складною категорією, оскільки є визначальним фактором економічного і соціального розвитку суспільства на сучасному етапі розвитку економіки і є важливою передумовою прискорення розвитку аграрних підприємств. Встановлено, що "ефективність" — поняття, яке має різні підходи до визначення та знаходиться у прямій залежності від якості управління ресурсами, витратами та відображає співвідношення між отриманими вигодами та витратами на їх досягнення. Економічна ефективність відображає ступінь реалізації виробничих відносин на всіх стадіях виробництва та є ключовим фактором відображення економічної безпеки та конкурентної позиції підприємства.

Виокремлено особливості сільськогосподарського виробництва, які необхідно враховувати при дослідженні даної категорії. Узагальнено основні види економічної ефективності виробництва та розкрито їхню сутність. Обґрунтовано ключові фактори, такі, як: ступінь інтенсивності впровадження результатів науково-технічного прогресу та інноваційного продукту, зокрема технологій, у виробництво аграрної продукції; ступінь інтегрованості суб'єкта в макро- та мікросередовище, які формують вплив на господарську діяльність аграрних підприємств.

Проаналізовано основні показники, які характеризують діяльність аграрних підприємств, що дає змогу передусім оцінити ефективність економічної діяльності аграрних підприємств через співвідношення обсягу випуску й відповідних витрат у матеріальній та натуральній формах прояву, що призведе до досягнення бажаного ефекту через упровадження взаємозв'язаних організаційно-господарських і агротехнологічних заходів та в подальшому визначити пріоритетні напрями їх розвитку. В процесі дослідження з'ясовано, що підприємствам, які функціонують у ринковому середовищі, варто розглядати всі підходи до вибору та оцінки категорії "ефективності", щоб сформулювати конкурентоспроможну стратегію вдалого розвитку виробничо-господарської діяльності.

Key words: agricultural enterprise, efficiency, effect, effectiveness, costs, economy.

Ключові слова: аграрне підприємство, ефективність, ефект, результативність, витрати, економіка.

INTRODUCTION

The state of agricultural production is an important indicator of the development of the socio-economic system. The agro-industrial sector is the main source of the formation of food resources, which, in accordance with the special production significance and specifics of the sectoral structure, plays the role of a stabilizer of the socio-economic situation, contributes to the creation of its own potential and conditions for expanded reproduction in most sectors of the national economy.

The problem of economic efficiency of agrarian enterprises of various sectors of the national economy of Ukraine was and is relevant. Today, at a time of low solvency of the population, currency fluctuations in the market, rising energy prices, military operations, intensive migration of labor abroad, special attention is paid to the problem of economic efficiency of enterprises. This problem should be solved on the basis of substantiation of promising directions of their activity, transition to a quali-

tatively higher level of development, development of appropriate measures that would allow them to adapt to the existing economic environment and strengthen their competitive position in the market.

ANALYSIS OF KEY STUDIES AND PUBLICATIONS

Improving the economic efficiency of any business entity has a prominent role in its activities, so it is important to constantly monitor and look for ways to grow. To achieve this, various approaches can be used, such as the introduction of effective management systems, optimization of business processes, improving the quality of products or services, attracting innovative solutions, etc. The main task is to ensure sustainable growth and success of the enterprise in a changing market environment. Constant control over the efficiency of activities and the search for new ways to improve it allow enterprises to achieve competitive advantages and ensure sustainable functioning in the market.

Research and study of the effective functioning of agricultural enterprises pay attention to many leading foreign and domestic scientists. Among them: M. Mescon, M. Albert, F. Hedouri, M. Doshny, S. Eilon, L. Ermolovich, D. Zaruba, I. Katz, A. Kuzmin, K. Leikina, K. McConnell, B. Mizyuk, S. Mocherny, S. Pokropivny, M. Putilova, Yu. Cezan, V. Chernyk, I. Shvets, A. Sheremet and others. The published works highlight the views of the authors on the essence of the concept of "economic efficiency," investigated the factors of formation of the main economic indicators, approaches to the management of economic efficiency, proposed methods for assessing the economic efficiency of enterprises. Despite the large number and variety of studies, the problem of economic efficiency of agricultural enterprises is quite relevant, especially in modern conditions of management.

The article is aimed at generalizing the theoretical aspects of the economic efficiency of agricultural enterprises, determining the essence of this economic category, as well as the types of efficiency and impact factors.

RESULTS OF THE STUDY

In the process of implementing production activities, land, human and material and technical resources are consumed, the rational use of which involves obtaining certain economic results in order to ensure expanded reproduction and meet the relevant needs of people. That is, any production process involves the expenditure of resources and the receipt of certain results. However, with the same amount of spent resources, enterprises receive not the same size results, and therefore, the production process is carried out with different efficiency. The effectiveness of production and economic activity is largely determined by the optimal ratio of the presence of the main elements of production and resource potential and the volume of production and sale of certain types of products in agro-industrial enterprises of various organizational and legal forms of management. The economic efficiency of agricultural enterprises is the main indicator of their economic activity, so the concept of "efficiency" is a complex definition associated with the action of objective economic laws and the influence of external factors that create conditions of uncertainty and have a direct impact on the final results of economic activity of economic entities.

Efficiency as one of the general and main concepts in the economy is formed under the influence of factors and relations in society. In a market economy, the main principles and institutions that create the prerequisites for ratio-

nalizing costs and results are private property, freedom of enterprise and choice, competition, a system of market prices, and state regulation. The economic content of economic efficiency is to increase the positive result (effect) from the unit of total labor costs. The category of "efficiency" at the enterprise level characterizes the relationship between the value of the result of its activities and the number of resources invested or spent in production. Efficiency in general is characterized by the ratio between the volume of production and the resources necessary for its production, that is, it is determined as an internal parameter of the functioning of the enterprise, reflecting the efficiency of resource use. In modern economic science, efficiency is a reflection of the successful management of resources and costs of the enterprise in the long term. This vision is based on the study of the approaches of V. Andriychuk, V. Bazilevich, P. Drucker [1; 2; 4]. Thus, V. Bazilevich [2] considers efficiency as a return, the effectiveness of the enterprise, which indicates not only an increase in production volumes, but also at what price, what costs of resources this increase is achieved, that is, it reflects the quality of economic growth. P. Drucker [4] views efficiency as "doing things right". The scientist emphasizes that first managers determine the correct target of the enterprise, and then try to achieve it using the minimum amount of resources. V. Andriychuk [1] interprets efficiency as an economic category that reflects the ratio between the results obtained and the resources spent on their achievement, and during the measurement of efficiency, resources can be represented either in a certain amount at their original cost, or part of their cost in the form of production costs.

According to S. Pokropivny,... "a meaningful interpretation of efficiency (productivity) as an economic category is determined by the objectively acting law of saving working time, which is the fundamental substance of wealth and the measure of the costs necessary for its accumulation and use by society. That is why the increase in the efficiency of production must be considered a concrete form of this law..." [10].

American scientists defined efficiency in production as a situation in which, with these production resources and the existing level of knowledge, it is impossible to produce a larger amount of one product without sacrificing the ability to produce a certain amount of another product. Other researchers agree with them and supplement that efficiency in production is determined by a state of affairs in which it is impossible to change anything in order to more fully

satisfy the desires of one person without touching the satisfaction of the desires of another. This is how the social aspect of efficiency manifests itself [9].

Summarizing the theoretical achievements of many scientists, we can conclude that the efficiency of production is a complex economic category, which reflects the action of objective economic laws. According to many economists, it is a form of reflection of the goal of production, means effectiveness, a measure of benefit. A common definition of the efficiency criterion is the maximization of products and income while minimizing costs. Specifying it, it can be argued that all improvements in the organization of production ultimately have one goal — to increase their own income and improve the living conditions of workers [3, 7, 8, 11, 12, 13, 14]. However, some researchers believe that this criterion does not sufficiently correspond to the nature of market relations. In modern conditions, manufactured products should be sold, so be sure to take into account market demand [5].

On the other hand, the criterion of efficiency is the degree of fulfillment of a specific social order, which puts society to a specific commodity producer. This order is constantly changing with the development and changes in the needs of society. Therefore, we believe that the efficiency of production can be interpreted as the best yield of quality products at the lowest cost of funds and labor, which involves meeting the needs of the population in cheap food and raw materials for the processing industry. This criterion of socio-economic efficiency is unique in its basis and is determined by comparing the result and effect with the costs and resources involved [13].

This position is especially important now, when the functioning of the market is carried out in the presence of four main elements of the market mechanism: demand, supply, competition and price system [8]. The logic of interaction of elements of the market mechanism is explained as follows. The desire to make a profit forces the manufacturer to use resources in the production of those goods and services that society needs most, for which consumers are willing to pay. Supply and demand determine the quantity of goods bought and sold and form a system of prices for them. Prices, in turn, are a signal informing about the conditions in the market for both consumers and producers, that is, about the availability of necessary goods, costs, the level of technology of their production. Through prices through the mechanism of competition, numerous individual economic decisions are summed up and balanced.

Competition orients production to better meet needs, stimulates lower prices, improving quality, expanding the range of products, introducing the achievements of scientific and technological progress, limited resources are used more sparingly and more efficiently. Thanks to the law of supply and demand, on the basis of the interaction of profit, competition and the price system, a number of economic problems are solved regarding what and how much to produce, how to effectively organize production, for whom the goods and services produced are intended. In this sense, efficiency characterizes all aspects of social development. So, in our opinion, the category — production efficiency — reflects the nature of social relations, the purpose and method of production. The more products necessary for society are produced, the higher its quality and lower costs, the more efficient the production.

In this regard, many researchers define the concept of efficiency as a socio-economic category associated with the development of productive forces and the nature of production relations inherent in a certain method of production [3]. Other scientists agree with him, emphasizing that in some historical eras, with a different level of development of productive forces and the nature of production relations, efficiency will be different. That is, the authors associate the understanding of the efficiency category with the existing social structure.

The modern toolkit for assessing the efficiency of enterprises is quite wide: from a set of classical financial indicators to new concepts of economic added value and a balanced system of indicators. However, as enterprises develop and their management system improves, it becomes more and more difficult for managers to understand which factors, processes affect business efficiency.

Factors are elements, factors that affect an indicator or a number of indicators. In this sense, economic factors, as well as economic categories reflected by indicators, are objective. The difference between the concepts of "indicator" and "factor" is conditional, since almost every indicator can be considered as a factor of another indicator of a higher order, and vice versa.

The economic literature considers a large number of factors that affect the improvement of efficiency and can be classified according to various characteristics. The main classification characteristics can be presented as follows: according to the degree of indirect impact — direct and indirect; by sources of influence — internal and external; by the sphere of activity of enterprises — general and specific; with the possibility

of influencing the productivity of labor and capital — intensive and extensive.

The agro-industrial sector is a complex socio-economic, multi-purpose system with functional and organizational subsystems. The first (technological, economic, social) reflect the content of production, the second (forms of management, ownership, organization of production) — its functioning. Consequently, the study of the effectiveness of agro-industrial production involves the use of a systematic approach to socio-economic processes, based on the theory of reproduction. The essence of the reproductive approach is reduced to taking into account the components of agro-industrial production (productive forces and production relations), the stages of the reproduction process (production, distribution, exchange, consumption), the continuity and probability of the production process. The effectiveness of the latter is an economic category that reflects a wide range of conditions for the functioning of productive forces and industrial relations, together providing the process of expanded reproduction at the stages of the cycle: capital (monetary — preparation and creation of conditions for production); production — production; commodity — sales of products. Each of them has a functional purpose and goal, the degree of achievement of which determines the efficiency of agro-industrial production [1].

The widespread concept of efficiency as the ratio of the effect (production, income) to a unit of resource or production costs (land, labor, material, value). It characterizes the resource-cost efficiency, which is part of the reproductive efficiency system, reflecting the conditions for reproduction of products, labor resources, land-natural potential, industrial relations. Consequently, the essence of the efficiency of agro-industrial production is to form a set of conditions for ensuring the reproduction process based on the production of products necessary for society.

Studying the works of scientists, we come to the conclusion that to fully define the category of "efficiency" should consider its main types. So, in the economy, the kind of scold four types of efficiency: economic, technological, social and environmental. In particular, economic efficiency involves achieving the maximum effect of the financial and economic activities of enterprises at the minimum cost of resources, it reflects the influence of a set of factors that form its level and determine the trends in the development of the industry. The achieved level of technological efficiency of production significantly affects economic efficiency, primarily due to the existence

of fixed costs, which, as you know, producers in the short term can not influence. It is also important that the indicators of technological efficiency reflect the specifics and features of agriculture associated with the functioning in this area of the main means of production — land and living organisms as means of production. They make it possible to carry out a comparative assessment of the effectiveness of production in dynamics and in the territorial aspect for individual enterprises and regions.

Social efficiency reflects the improvement of people's social living conditions. It is aimed at implementing a set of measures, namely: increasing the level of employment and reducing unemployment, a gradual increase in wages, the interest of employees in the results of the enterprise, creating conditions for increasing the level of education and professional growth, improving working conditions, replacing heavy and prestigious manual labor with means of mechanization and automation, social benefits for recovery. Social efficiency is essentially a derivative of economic efficiency. It, under the same other conditions, will be the higher the higher the level of economic efficiency has been achieved. At the same time, with the increase in social efficiency, the productivity of workers increases, and therefore the economic efficiency of production, that is, the action of the multiplicative lever takes place here.

The allocation of environmental efficiency in an independent form is due to at least two reasons. Firstly, it is the need to create an environment that is environmentally safe for people, in which biological balance is maintained, the production of environmentally friendly products is carried out and environmental pollution by chemical means of destination is not allowed; secondly, the need for an indicator to determine the harmonious development of production.

Among the four types of efficiency, it is most fully transformed into the concept of economic efficiency of production, which can reflect the effect obtained from activities both in value and in natural terms, which, in turn, prisms leads to a more successful assessment of the functioning of economic entities. Therefore, economic efficiency is the achievement by production of the highest results at the lowest cost of living and sensible work in the cost them and natural indicators [53].

Taking into account all the approaches and the of the torus, the assessment of the efficiency production is possible only on the basis of an in-depth analysis of the production and economic activity of the sub capacity using a system of

economic indicators: target-valued (the level of satisfaction of market needs, gross and net profit, profitability of production) and indicators of resource use (labor productivity, stock yield, material consumption of products, costs per unit of commodity production, etc.). At the same time, the main and main indicator during the assessment of the activities of any enterprise is profit, since it reflects the reserves of all glasses additional elements of the functioning of the economic entity: production and sale, quality and grades rent, use of production resources, cost of production.

The analysis of the activity of agrarian enterprises on the indicators listed above makes it possible not only to assess the results of the enterprise's activities, but also to determine the priority areas of production, to develop strategy development and improve the management system. Improving the economic efficiency of the enterprise to a large extent depends on the degree of ability of business entities to put into action the existing production and comprehensively address the rational use of labor, land, material and financial resources.

Also, when considering the effectiveness of agricultural enterprises, it is necessary to take into account their important role in social production. Increasing the volume of production is extremely important for society. This is due to the fact that it is the main, indispensable source of food and raw materials for the processing industry. The rise of the economy of agricultural production is associated with an increase in production on the basis of rational use of land, fixed assets and capital investments, increasing labor productivity and rational use of material resources. Society is interested not only in obtaining significant volumes, but also in reducing the cost of funds and labor for the production of a unit of production. The efficiency of production depends on how successfully these tasks are solved.

Thus, the efficiency of agricultural enterprises is the achievement of strategic profit at each stage of development of capacity to ensure financial sustainability and plateau of capacity, the optimal ratio of rent whiteness and risk.

CONCLUSIONS

On the basis of the above research material, it can be concluded that efficiency is one of the key categories of the economy, which is directly related to the achievement of the ultimate goal of the development of social production in general and of each enterprise or industry separately. In

the most general form, the economic efficiency of agricultural enterprises is a quantitative ratio of two values — the results of economic activity and production costs. Increasing economic efficiency means that for each unit of costs and used resources, receive more products and income, which is crucial for each agricultural enterprise. This is explained by the fact that the less labor and resources are spent on a unit of production, the more products can be obtained in the presence of the same means of production, which will lead to a decrease in cost. Thus, increasing efficiency contributes to increasing production and more complete satisfaction of the needs of the population of efficiency and acts as a comprehensive characteristic of the results of agricultural enterprises and the basis for making important strategic decisions.

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ЕКОНОМІЧНИХ НАУК та ДЕРЖАВНОГО УПРАВЛІННЯ

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Спеціальності - 051, 071, 072, 073, 075, 076, 281, 292