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THE FORMATION AND IMPLEMENTATION OF STATE POLICY OF RURAL DEVELOPMENT

The important element of the system of state administration there is realization of complex of system changes and creation of the real pre-conditions for entering of Ukraine into European Union. Exactly a strategic course on integration of Ukraine to European Community does the question of adaptation of state administration of country to the European standards priority. The modern transformations in rural settlements Ukraine do not correspond to European practice of activation potential of settlements, and most limitations are systematic. This involves forming a conceptually new public regional policy, focused on integrated development of rural settlements, reducing their differences in directions and forms of social and economic development of urban settlements.

For effective, capable public administration rural development is necessary to ensure the implementation and coordination of the state agrarian policy with the main components of public administration reform rural development. Her success is due to the fact that a clear definition of the strategy is a solid scientific and methodological basis of the organization production, its social development,

On this study some strategic development priorities of the social and economic potential of rural areas are highlighted. Strengths and weaknesses of the regions are shown. Therefore, the strategy of development of rural territories should include strategies development of

production subsystem, social services and also managing the implementation of this strategy.

The current global challenges and trends in totality with definite problems of the territorial development of Ukraine determinate the necessity of the development of new public policy, create new opportunities in the development of rural areas. Taking into consideration these conditions it is necessary to form and to implement the weighted public policy based on the basic long-term goals (competitiveness, environmental protection, diversification of the economic activities, development of local communities), a support of this policy, systematic monitoring of the policy implementation, monitoring and evaluation of policy.

The concept of a sustainable rural development foresees the inclusion a sense of space (territory) into different processes: economic development should be associated with a particular territory, environmental regulations should be ensured not in general but for the certain place, social equality – in a certain community and not abstract in average rates in the country. Such approach forms the concept of sustainable areas development which has now a tendency to implementation in many countries of the world.

Despite the existence of the legislative support, the coordination of the sectoral policies affecting the development of the regions and territories unfortunately has not been created yet in Ukraine. Talking about modern agricultural policy of the EU we should understand that it was formed and it operates on the foundation and within the limits of the regional, primarily structural policy. Regional structural policy of the EU is considered to be a good example of European multilevel interlacing. When describing the structure of regional structural policies such concepts as multi-system network or political double interlacing are used, in this way these concepts cover cooperation between the EU, member states and regions but they don't indicate the internal differentiation of this interlacing structure. However, we should pay attention if we want to understand the principles of functioning of the common European structural policy. In regional structural policy the regional structural strength depends not only on the availability of the administrative and financial resources but also on the decisions of the

regional structures and their integration into vertical layered structure (Bentz, 2007).

During the last years in Ukraine when a reinterpretation of the national regional policy based on the best European experience actually rural development policy was defined as a part of a policy of a regional development. That is why today rural areas development begins to be considered as part of a regional policy, not as a separate one. However, for Ukraine, where the level of urbanization is one of the lowest in Europe and a part of agriculture in the GDP of the state is the highest among the European countries, rural areas development should be a priority, singled out as a part of the state regional policy, maintain social orientation and coordinate with the sectoral (branch) policies.

The achievement of the objectives specified will contribute to solving complex problems and implementing a strategic purpose of socio-economic potential of rural areas. Implementation of fiscal decentralization should be based on administrative-territorial reform in Ukraine and a new ideology of the government which determines the primary target of the state and local government activity viz. to provide efficient services. The search of the integrated management solutions that take into account the whole range of the existing problems of cultural, social, economic, legal and institutional character is necessary for solving these important tasks.

The purpose of the state regulation of rural areas development should become the formation of the favorable conditions for the implementation of the interests of citizens, society and state, further progress of Ukraine as a democratic state with a stable and growing market economy governed by the European economic values in which respect and protection the rights and legitimate interests of all regional communities, social classes and ethnic groups is the key to independent, free, sovereign, united and democratic development of Ukraine.

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УДОСКОНАЛЕННЯ ОПЕРАТИВНОГО УПРАВЛІННЯ ВИРОБНИЦТВОМ У ПІДПРИЄМСТВАХ ПРОМИСЛОВОГО САДІВНИЦТВА ЗА ДОПОМОГОЮ ІННОВАЦІЙНИХ ТЕХНОЛОГІЙ

В умовах ринкових відносин лише ефективна система управління може забезпечити підприємствам агропромислового виробництва успішне господарювання і конкурентні переваги. Сьогодні підприємство самостійно визначає і прогнозує параметри зовнішнього середовища, асортимент продукції, ціну пропозиції, постачальників, ринки збуту тощо, і має швидко, а головне – правильно реагувати на будь-які зміни у зовнішньому і внутрішньому середовищі та відповідно до цього корегувати власну діяльність. Одним із важливих факторів ефективного виробництва є правильно організована система оперативного управління із застосуванням нових інформаційних технологій.

Характерною ознакою сучасного менеджменту є значне і неухильне зростання ролі інформаційного забезпечення. Розвиток інформаційних систем і технологій змінив традиційний підхід до управління, по-перше, позиціонуючи інформаційне забезпе-