

STRATEGIC INNOVATIVE BENCHMARKS OF UKRAINIAN AGRO-INDUSTRIAL ENTERPRISES IN THE CONDITIONS OF INFORMATION SOCIETY

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Abstract

The purpose of the work is to identify the important role of information technology development in the context of the global information revolution, which is the impetus for the further development of enterprises of the agro-industrial complex (AIC). In this aspect, the aim of this work is to develop a mechanism of relations between enterprises of diversification structure, proposed organizational schemes and solutions in the direction of diversification processes.

The research was conducted on the materials provided from the large agro-industrial enterprises of Ukraine, State Statistics Service of Ukraine, Global innovation index, and numerous other publications. Methods of descriptive statistical analysis - for the analysis of dynamics of an index of volume of production of agro-industrial production and volume of the realized agro-industrial production, synthesis and comparison were used during the research, which allowed the authors to identify strategic activity areas for the formation the innovative benchmarks of development of Ukrainian agro-industrial enterprises. Also the methods of systematization and generalization - in the process of substantiation the conceptual approach for the development of schemes of formation the strategically oriented personnel potential of agro-industrial enterprises, the methods of complex evaluation (the portfolio analysis of enterprises and assessment of the level of monopolization using the Herfindahl-Hirschman index) for defining conceptual macro- and micro-landmarks of the formation a system of innovative diversification strategies.

The results of identifying targets in the phased development of a strategic management scenario are outlined, taking into account potential opportunities and existing threats to the external environment of enterprises. Taking into account the importance of forming an innovative personnel component of the agro-industrial complex, a scheme was developed for the formation of a strategically oriented personnel potential in order to ensure the economic, organizational and social development of the enterprise, due to the effective use of modern information technology.

As a result of mechanism development of staged formation of innovative strategies of enterprise activity, it is concluded that the implementation of these strategies implies moderate and radical changes, but in each of them they increase uncertainty in the functioning of the enterprise and, therefore, require adequate tools for timely response. Strategic management of innovation changes is defined as one of these tools, the efficiency, complexity and timeliness of which predetermines the probability of successful results of agricultural enterprises in the long run.

Key words: *Innovative development targets, Strategic human resources potential, System of innovative IT-solutions, Innovative strategies of AIC enterprises, Strategic management of innovative changes.*