

## **MANAGEMENT OF SIMULTANEOUS STRATEGIZING OF INNOVATIVE PROJECTS OF AGRICULTURAL ENTERPRISES RESPONSIVE TO RISKS, OUTSOURCING AND COMPETITION**

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### **Abstract**

Realization of sweeping innovative changes in the institutional space of agricultural enterprises is an important constituent of the national economic reform, the agricultural sector and systematic transition to the sixth technological mode of innovative economic subjects' development. Increasing globalized competition of agricultural producers, as well as risks, depletion of resources and supply fixity of land for agricultural activities tend to increase the complexity of effective cash flow strategizing, which, among other things, involves the necessity to take into account two simultaneously relative phenomena: search of financial receipts for the realization of risky innovation projects, and solving the problems of alteration, misrepresentation and low level of precision of external information, necessary for strengthening competitive advantages and objectification of the managerial decision-making process, as well as for the development of new innovative skills and functional authorities by the heads of agricultural enterprises. The purpose of this article is to build up a concept for the selection of effective innovative projects of agricultural enterprises through the management of simultaneous strategizing of cash flows based on the adaptive iterative-incremental approach Agile-mix, improved by the authors.

In the course of research the authors used abstract-logical method, for theoretical-methodological and practical generalizations and conclusions about the essence of the problem of implementation simultaneous strategizing of cash flows into risky innovative projects of agricultural enterprises, and optimization modeling to improve the simultaneous strategizing of cash flows in innovative projects of agricultural enterprises, responsive to risks, outsourcing and competition. This model is based on the use of principles developed by us, adapted to the Agile-mix approach.

In the article, it is proposed an economic and mathematical model of the simultaneous strategy of cash flows in innovative projects of agricultural enterprises taking into account risks, outsourcing, and competition, which allows making operational management decisions in a rapidly changing institutional environment by iterating innovative projects and their cash supply, that will help to maximize profits of all the concerned actors.

At the same time, the implementation of the economic and mathematical modeling was based on the use of adaptive iterative-incremental approach Agile-mix to project management, which involves the systematic applying of the principles of differentiation and convergence, which were firstly introduced in this approach. The use of these principles in the process of modeling the simultaneous strategy of cash flows allowed taking into account the multivariate state of external factors influencing the implementation of innovative activities of agricultural enterprises.

The practical bearing of the proposed model is that it allows to optimize risky innovative activities of agricultural enterprises on the basis of gradual financial allotment and selection of optimal innovative projects aimed at harmonization and achieving balanced economic interests of business entities.

**Key words:** *Agricultural enterprises, Innovative projects, Simultaneous strategizing, Management, Risk map, Outsourcing, Competition.*