

FORMATION OF ORGANIZATIONAL AND ECONOMIC STRUCTURE IN THE PROCESS OF DEVELOPING INNOVATIVE SOLUTIONS OF A DIVERSIFIED ENTERPRISE

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Abstract

The basis of the theoretical and methodological research presented in this paper is the relevance of determining innovative landmarks for the development of agro-industrial diversified enterprises in conditions of dynamic changes of accelerating the processes of globalization and intellectualization for the development of socio-economic processes in general. The purpose of the research is to determine the important role of development of organizational and economic structure of diversified agro-industrial enterprises, which is an impetus for further development of the agro-industrial complex in Ukraine as a whole. The peculiarities of organizational and management structures of the integrated companies Ukrlandfarming and Astarta in the context of development and implementation of innovative solutions are considered.

The research was conducted on the base of public reporting of large agro-industrial enterprises of Ukraine (companies Ukrlandfarming and Astarta). The methodical basis of the research were general and special methods, methods used for interpretation of general data, namely: system analysis - for comprehensive consideration of strategic landmarks of activity diversification processes of agro-industrial enterprises, complex characteristics of strategic potential of diversification of activity; generalization and scientific abstraction - to study the level of readiness of enterprises to diversification changes in management; statistical analysis (descriptive statistics), synthesis and comparison - for the development of organizational and economic structure of a diversified enterprise; economic analysis (economic and logical method); complex analysis - for the study of the domestic agro-industrial market, in diagnosing the current state and trends of innovative development of domestic agro-industrial enterprises, identifying priority development directions of innovative decisions in the direction of forming an effective organizational and managerial structure of diversified agro-industrial enterprises.

On the basis of the developed functional and organizational mechanism for the development of innovative solutions of a diversified enterprise, a new functional and organizational management structure of a diversified conglomerate company was proposed, which will be rational today for domestic agrarian enterprises of various types, since such an association of mixed-type units uses the advantages of a financial-industrial corporation and a classic holding.

The analysis also shows that large enterprises will be more competitive in international markets, and therefore the most advisable will be the construction of a diversified conglomerate company, the formation of which would be carried out by joining (acquisition, absorption, etc.) of other agrarian, processing and trading enterprises based on the principles of the corporation and holding.

The article substantiated the significant advantages of improving the vertically integrated companies Ukrlandfarming and Astarta, which provides agro-industrial enterprises with a highly competitive position of successful players in the market arena of agrarian business of Ukraine. Development and implemented innovative solutions for effective diversification of the enterprise in the direction of forming an organizational and management structure based on the functional and organizational mechanism of agro-industrial enterprises will overcome and take into account the constraining factors of diversification of agro-industrial enterprises. from newly created diversified structures.

Key words: *Innovative solution, Diversified agro-industrial enterprise, Organizational and managerial structure, Functional and organizational mechanism, Managerial and information mobility, Resource-competence support of activity.*