

- Безопасность
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Расширение и углубление взаимодействия Украина – ЕС, позволит Украине активнее включиться в европейское научное сообщество, интенсивнее развивать всестороннее сотрудничество, что соответственно будет способствовать формированию национальной инновационной системы (НИС). Однако для ускорения процесса вступления Украины в ЕС, государству необходимо обеспечить демократическое развитие общества и становление конкурентоспособной экономики.

Выводы. В странах Европы инновационный процесс характеризуется определенной спецификой, его неотъемлемыми чертами являются значительное государственное вмешательство (на уровне национальных институтов и наднациональной системы) и международная межфирменная кооперация и специализация в сфере НИОКР, что обусловлено успехами региональной интеграции.

В сложившихся условиях возможности развития страны все больше рассматриваются сквозь призму интеграции национальной экономики в систему мирового хозяйства. В связи с чем, необходимо формирование новой стратегии интеграции, которая должна реализовываться с учетом реалий влияния глобализации.

Таким образом, взаимодействие с ЕС требует глубоких изменений в национальной инновационной системе Украины. Влияния ЕС и проведение в Украине реформ, направленных на переход к инновационной модели развития, позволят создать эффективную и диверсифицированную НИС.

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THE MAIN STRATEGIC DIRECTIONS FOR IMPROVING THE QUALITY OF LIFE OF THE RURAL POPULATION

ОСНОВНЫЕ СТРАТЕГИЧЕСКИЕ НАПРАВЛЕНИЯ УЛУЧШЕНИЯ КАЧЕСТВА ЖИЗНИ СЕЛЬСКОГО НАСЕЛЕНИЯ

Summary. In this paper the strategy of effective labor functioning mechanisms is examined. This strategy considers both weak and strong points of the agrarian labor market. The strategy of formation and effective functioning of the labor market in agricultural sector of an economy is regarded as a complex plan of actions, which includes various interrelated stages characterizing its directions and peculiarities of the elaboration and implementation globalization conditions. Taking into consideration peculiarities of agrarian labor market the functioning parameters that affect the formation and functioning of the agrarian labor market have been investigated and defined. The elaboration directions and realization of the strategy of formation and agrarian labor market functioning have been suggested.

Key words: strategy; the agricultural labor market; efficiency; globalization

Аннотация. В статье проанализован инструментарий формирования стратегии эффективного механизма функционирования аграрного рынка труда, в основе которой выявлены слабые и сильные стороны аграрного рынка труда. Стратегия формирования и эффективного функционирования в аграрном секторе экономики рассматривается как комплексный план или модель действий, включающих взаимосвязанные этапы, которые характеризуют направления и особенности ее разработки и внедрения в условиях глобализации. Учитывая особенности функционирования аграрного рынка труда, исследованы, определены параметры, влияющие на формирование и функционирование аграрного рынка труда, предложены направления разработки и реализации стратегии формирования и функционирования аграрного рынка труда.

Ключевые слова: стратегия, аграрный рынок труда, эффективность, глобализация.

Анотація. У статті проаналізовано інструментарій формування стратегії ефективного механізму функціонування аграрного ринку праці, в основі якого виявлені слабкі і сильні сторони аграрного ринку праці. Стратегія формування та ефективного функціонування в аграрному секторі економіки розглядається як комплексний план або модель дій, що включають взаємопов'язані етапи, які характеризують напрямки та особливості її розробки та впровадження в умовах глобалізації. Враховуючи особливості функціонування аграрного ринку праці, досліджено визначені параметри, що

впливають на формування і функціонування аграрного ринку праці, запропоновано напрями розробки і реалізації стратегії формування та функціонування аграрного ринку праці.

Ключові слова: стратегія, аграрний ринок праці, ефективність, глобалізація.

Introduction. Activation of countryside reorganizations highly depends on implementation of the socio-economic programs, effective functioning of operating entities, the use of available natural resources, environmental protection programs and ecology.

In our opinion the dynamic growth of the countryside social sphere activity is one of the defining components of the agrarian policy. The factors affecting it should include employment of the rural population, the formation of rational total income, which reduces poverty and increases welfare.

In recent years the agriculture has reached the stable positive dynamics and constant production of the agricultural goods. The production structure formation and the system of its organization in the process of land and agrarian reforms has been almost completed.

The further development of the industry is one of the most important issues in the economy of Ukraine and it requires the profound reformation that will increase the competitiveness of the agricultural production as well as food security in the country.

The fulfillment of this task is related to the definition of the strategic guidelines of the agricultural growth, according to which the state policy will be carried out by legal, financial, economic and other regulation of the industry. These guidelines should take into account the need of implementation the basic program documents of social and economic development of the country, such as the economic reform program of Victor Yanukovich, the President of Ukraine "Prosperous Society, Competitive Economy, Effective Country", the Programs of The Cabinet of Ministers of Ukraine, like "Towards People" the modern tendencies of the world economy and state economy of the country, the scientific and technical achievements and others.

The revised model of the agricultural development which would be able to provide its stable and rapid growth, needs to be build in the nearest future.

Purpose. The aim of this article is to develop strategic directions and theoretical basis for the formation and the effective functioning of the labor market in the agricultural sector.

Brief Literature Review. In works of many scientists the special attention is paid to theoretical justification of labour market, so among scientific publications the greatest interest is represented by works of D.Boginya, V. Vasilchenko which consider problems of regulation of labour market in Ukraine, E.Libanova, M.Latynin, S.Maystro, O.Chernyavska, A.Chykurkova, highlight the problems of competitiveness of the national labour market, T.Savitskaya analyses the use of manpower and compensation fund. However, the measures for effective functioning of labour market in regional aspect are not developed yet.

Results. The strategic directions provide the definition of quantity and quality parameters of agricultural development up to 2020 as well as the main measures. The fulfillment of the latter would help to achieve the necessary results. These strategic directions are formed according to the result of the scientific researches, analysis and synthesis of practice, evaluation and modeling of social and productive processes, and others.

Strategic directions can be used to create legal documents in the area of agriculture and to improve current documents of state bodies and bodies of local self-government at all levels of the development of the industry for the corresponding period. Also these directions should be taken into account when coordinating the modernization activities of the state economy and agriculture, as well as the development of the effective mechanisms for the implementation of the reforms [1].

Agriculture is one of the most important branches of the economy in Ukraine. It provides 8.2% of gross value added. Almost 3 million people are employed in this field with value of fixed assets more than 100 billion USD are used there, 56,500 businesses are functioning in this field, using 21,600,000 hectares of agricultural land (2012) 1 hryvnia product made in agriculture allows to get 12 hryvnia product in other industries. Rural area is a good place for people's recovery while the rural population is the guard of national customs and traditions.

Investments in the development of social services in rural areas currently make up only 7.6 billion USD, which is far below the demand for them. As a result, the qualitative and quantitative characteristics of the demography get worse. The average life expectancy of peasant is 66.8 years, including males – 61years. Every year up to 26 villages disappear from the map of Ukraine, and the third of rural areas are on the brink of self-reproduction. Social infrastructure of the village continues to crash and fall [2].

Employment level in the rural areas keeps on declining. Since 2000, the number of employees in the field reduced from 2,500,000 to 665,000. The level of salary in agriculture is almost 40% below the average country's salary. 16,8% of rural households is below the poverty line, in 48,8% - the total expenses didn't exceed the level of minimal wage [3].

Working in agriculture has always been of little prestige, and the demographic situation keeps on getting worse in the rural area: the total population and specific gravity of the rural population is reducing, the number of retired people is increasing. As a result, there is a further migration of rural youth to the cities and foreign countries [4].

In order to more fully exploit the potential of agriculture it is necessary to create, in our opinion, favorable conditions primarily in the following areas: - working on an equal economic basis of different legal forms in the agricultural sector, - the harmonization of the interests of the owners, employees and rural communities, - the formation of competitive on the domestic and foreign markets of industrial structures [5].

The creation of these favorable conditions can be achieved the expense of extensions of the reforms in the state's economy and its agricultural sector in the direction of the optimal combination of industrial and agricultural production, transition from industrial to the territorial self-governing system of administration, complex

development of agricultural production and rural areas, the formation of the effective science and technology, budget, tax, financial and credit and pricing policies.

National social program for the preservation and the development of the labor potential should be expanded (completed) with the conceptual principles of preservation and labor potential growth in the rural areas [6].

Disastrous situation that has developed in the rural areas of Ukraine asks for adoption of the complex target social program of the preservation and growth of labor potential in the rural areas. This program should be based on generally accepted strategies (social program of preservation and the development of the labor potential of Ukraine up to 2017 [7] the development of the Ukrainian rural areas until 2015, the anti-crisis program of the government (agribusiness and the development of the rural areas), strategy of Ukraine development for the period up to 2020, strategy of the Ukrainian agrarian industry development for the period up to 2020. [8] Such program allows not only to organize and coordinate social activities, but also to concentrate all existed financial and economical resources not only for preservation, but for labor potential growth in the village. The program should combine complex measures to provide the development of all components of this process, such as: improvement of demographic, psycho-physiological and intellectual potential of the rural population, the poverty reduction, improvement of quality of life and welfare [9,10].

The improvement of the demographic potential of the rural population in Ukraine requires:

- Organizing the system of monitoring of the demographic situation in the rural areas, the formation of an information data bank;
- Development of the specific priorities and targeted activities of demographic policy from the regional perspective;
- Improvement of the pensioners social security, making the effective use of the labor potential of the people of working age in order to reduce the population load;
- Improvement of the migration processes monitoring system improvement of the national migration policy, providing its transparency and coordination at the international level;
- Supply of concessional lending and tax breaks for the large families, as well as families with small children.

The main directions of improvement the psycho-physiological potential policy of the villagers can be:

- Control reinforcement over the implementation of the national state, regional health development in the rural areas (medical clinics, medical stations);
- Morbidity level monitoring system establishment, to inspect the level of cancer, infectious and mental illnesses, AIDS; forming a data bank;
- Technical re-equipment of medical institutions with help of international cooperation programs and humanitarian aid, providing them with the qualified personnel;
- Support and stimulation of the development of the private medical practice of in the rural areas;
- The implementation of the international labor standards in manufacturing entities.

The following measures can provide the improvement of the intellectual potential the rural population:

- Creating of educational nursery complexes (nursery school- secondary school) in small rural settlements;
- Providing of effective functioning of the pre-school, secondary and after-school educational institutions in the rural areas;
- Providing high quality pre-school and middle-school education, increasing their competitiveness by reinforcing and updating the material and technical basis of educational institutions, providing them with well-qualified personnel;
- State support for vocational and higher education institutions that provide training, retraining and skills development for agriculture, improvement of methods for determining the volume of the target state order for the training to the needs of the agricultural sector;

The implementation of the following activities of governmental support can reduce the poverty and improve the villagers' welfare:

- The creation of the national data bank about the labor market in the rural areas;
- The development of the competitive agriculture aimed at efficient use of the labor potential of the village (the revival and the development of the service cooperatives, reinforcement and strengthening of the innovational and investment development of the agrarian sector, formation of the credit infrastructure);
- Improvement of rural income as well as the average monthly wage of the rural workers to the level not lower than average in the sectors of the national economy;
- Raising attention of the state and society to the problems of poverty, adequate funding of government incentives of the rural areas of the country.

There are the principal ways of the improvement of the rural residents' quality of life:

- Making strategies of the social development of rural communities by defining of the needs rural communities in social infrastructure, attracting villagers to local government;
- Encouraging investments of agricultural enterprises in communal areas and transport infrastructure of rural areas;
- Providing adequate financing and control over the use of funds allocated for the implementation of the state and regional programs for the rural areas;
- Improving the mechanism of social protection of the rural population from the low quality service.

Thus, the proposed conceptual framework of the complex targeted social program for preservation and growth of labor potential in the rural areas allows to systematize existed priorities for the village revival and its development, for the agriculture and rural areas in the future and to recognize the matter of the preservation and the

growth of the labor potential, stable development of the rural areas. The program should combine complex activities to provide the development of all components of this process, such as: improvement of demographic, psycho-physiological and intellectual potential of the rural population, poverty reduction and improvement of the quality of life. (Fig.1).

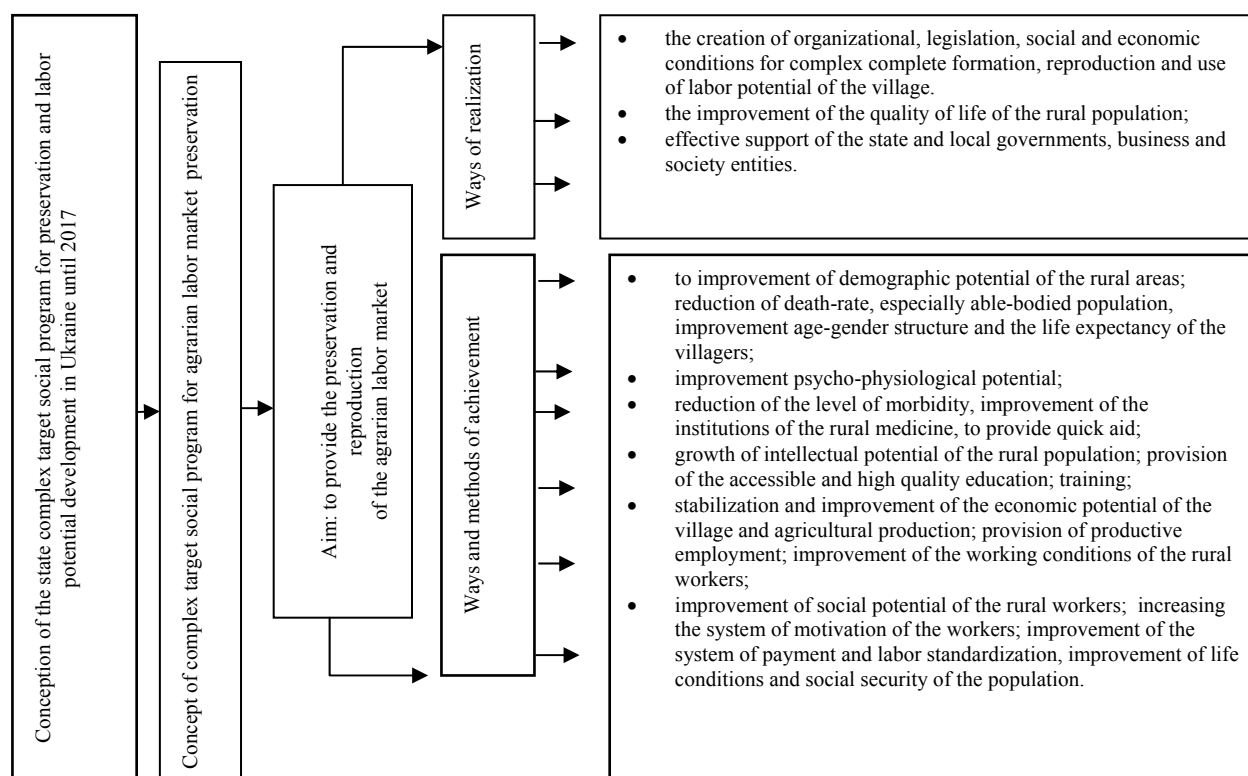


Fig. 1. Conceptual principles of the complex target social program for preservation of agrarian labor market

Source: Compiled by the author

The employment increase programs should be based one the following:

a) In the sphere of providing the efficient implementation of the supplies to the agricultural labor market:

- Improvement of the national information of the system of the agricultural labor market in accordance with supply and demand for the jobs in each region considering the peculiarities of its demographic situation, the availability of labor resources and labor potential by returning to the system of balance of labor resources, use of indicators recommended for the labor market evaluation (International Labor Organization)[11].
- The development and implementation based on the prediction of the redundancies in the process of structural economic modernization of state employment program for 2011-2020, providing the creation of new jobs in the prioritized sectors of the economy;
- In particular, the agrarian sector of the economy in the context of the global food crisis, the use of the global supremacy of Ukraine where 40-50% of the high quality black soil is concentrated;
- Optimization of the network of the higher education institutions and the system of its subordination.
- Ensuring the prestige of the knowledge at the expense of awarding the best pupils and students.

b) In social sphere:

- Promotion of the diversification of the labor relations on the legalization of the new forms of atypical employment, common in the world, such as leasing, on-call, telecommuting and internet profession;
- Abolition of unemployment insurance, its replacement with the scholarship during the professional education. Mastering the computer literacy, the reward for socially useful activity during the official unemployment;
- Renewal of the labor valuation to make the effective use of the labor potential and working hours;
- Employment stimulation for different social and demographic groups of population (youth, females, the disabled people, military personnel);
- The development of the non-traditional forms of employment, the virtual labor market in the rural area, internet professions, creating the conditions for rendering the service to foreign employers without going abroad, via teleworking, internet and skype.
- The improvement of the law governing, in social and labor relations, providing further harmonization of legislation on the matter of labor relations with the international and European standards, strengthening the control over labour legislation following

Thus, the proposed scheme of the development and implementation of the formation strategy and effectiveness of the agrarian labor market functioning determines certain stages and feedback, allows to respond on the

deviations that appear during this process and to predict the negative consequences in the context of the growth of labor productivity.

Conclusions: the conceptual framework of the complex target program for the preservation and increasing of labor potential of the country side had been developed. It is aimed to encourage the demographic, psycho-physiological and intellectual potential of the rural population reduce, poverty improve the villagers' welfare and their quality of life. Of development and implementation of the formation strategy of the agrarian labor market functioning effectiveness the certain stages and feedback have been established, in the proposed scheme which allows to respond on the deviations that appear during this process and to predict negative consequences in the context of growth of labor productivity.

The Employment strategy of Ukraine should be connected with further development and expansion of the vigorous activities to prevent the unemployment and increase the costs from the fund to promote the employment, taking into account the current condition of the agrarian labor market.

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ОСОБЛИВОСТІ СІЛЬСЬКОГОСПОДАРСЬКОГО ВИРОБНИЦТВА: ВПЛИВ НА ЕФЕКТИВНІСТЬ ФУНКЦІОНУВАННЯ ПІДПРИЄМСТВ ГАЛУЗІ

***Анотація.** У статті розглядаються особливості сільськогосподарського виробництва та їх вплив на формування ефективного функціонування підприємств галузі за умов бурхливого розвитку конкуренції. Трансформаційні процеси на аграрних підприємствах пов'язуються з характеристикою сучасного стану сільськогосподарського виробництва, його відмінними рисами. Зроблено наголос на тому, що ефективне використання потенціалу підприємств аграрного сектору можливе лише за оптимізації розподілу праці, поєднання спеціалізації і кооперування, оптимізації використання ресурсів. Доведено, що сільське господарство щільно пов'язане з багатьма напрямками національної економіки, залишаючись своєрідним постачальником робочої сили іншим галузям економіки, значною мірою визначаючи добробут населення.
Ключові слова: відмінності господарювання; ефективність галузі; підприємства аграрного сектору; сільськогосподарське виробництво; споживчий ринок.*

***Анотация.** В статье рассматриваются особенности сельскохозяйственного производства и их влияние на формирование эффективного функционирования предприятий отрасли в условиях бурного развития конкуренции. Трансформационные процессы на аграрных предприятиях увязываются с характеристикой современного состояния сельскохозяйственного производства, его отличительными чертами. Сделано ударение на том, что эффективное использование потенциала предприятий аграрного сектора возможно лишь при оптимизации разделения труда, соединения специализации и кооперации, оптимизации использования ресурсов. Доказано, что сельское хозяйство плотно взаимосвязано со многими направлениями национальной экономики, оставаясь своеобразным поставщиком рабочей силы другим отраслям экономики, значительной мерой определяя благосостояние населения.*

***Ключевые слова:** отличительные особенности хозяйствования; потребительский рынок; предприятия аграрного сектора; сельскохозяйственное производство; эффективность отрасли.*