

Directions of the State Effect on the Development of Communication Systems of the Agrarian Sector Enterprises

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ABSTRACT: This article analyzes the problems and perspectives and formulated the basic directions of state motivation of the development of communication systems of enterprises of the agrarian sector of Ukraine. The mechanism of state motivation of the development of communication systems of enterprises of the agrarian sector of the country was represented. The necessity of forming the complex of measures of the state effect on the development of innovations, where communication systems play the role of the information distribution environment, required for provision of the innovative activity of the enterprises of the agrarian sector, was actualized.

Keywords: communication systems; enterprises of the agrarian sector; innovations; state effect; information-communication technologies.

JEL Classifications: E20; E24; H10; Q19

1. Introduction

Under modern conditions the basic direction of increasing the competitive ability of the agrarian products as a condition of stable development of the agrarian sector of economy of Ukraine is the rejection of orientation on such competitive advantages as the cheap workforce and natural resources in favour of improvement of the production process, implementation of innovations, informatization, enhancement of the corporate strategy, improvement of the infrastructure quality, including communication one. In connection with this, there is a necessity to eliminate differences between the sectors of economy in the aspect of functioning of communication systems, as a factor of innovation development of economy: provision of the cheap and quality exit into wideband Internet owing to creation of strong and stable information communication infrastructure, development of the systems of electronic trade and electronic market, acceleration of the country integration into global information space and etc. Combining different means of communications, first of all computers and Internet, radio, television and cellular communication, we can improve communications at the enterprises of agrarian sector that requires cooperation at the state level and development of the relative scientific and practical decisions (Mogilnyi, 2002; The law of Ukraine...; Gaidutskii, 2005).

The aim of this research is formation of the basic directions of state motivation of the development of communication systems of the agrarian sector enterprises of Ukraine.

While acknowledging the scientific works of foreign and national scientists delineated with the problem, should be noted that in the literature remains poorly investigated question in enterprise's communication systems and the influence of the state on them.

The importance of the problem in tendency of state effect on evolution of communication systems agrarian enterprises sector, theoretical and practical importance, insufficient coverage in the scientific literature, these issues have caused the relevance of this article.

2. Literature Review

Formation of the instruments and execution of the effective measures of state effect on the processes of development of communication systems in the agrarian sector requires usage of scientifically-grounded approaches and mechanisms. During the last decade we accumulated enough great experience of usage of communication systems in the practice of enterprises; most often this

problem is considered in the context of improvement of innovative activity at the enterprises, particularly, in the agrarian sector it was researched by Aleshin (2013), Bespalov (2014), Gaidutskii (2005), Khudonogov (2010), Metelenko (2010), Mogilnyi (2002), Osadchuk (2010), Shkardun (2004), Sirenko (2010), Smirnova (2011), Smolinskyi (2011), Strekha, Brown (2012), Voronin (2010), Zainasheva (2006), Zbarskyi (2011), Zolotukhin (2010) and others.

At the same time there exist some issues related to the effective approaches to the state regulation of processes, promoting to the development of communicative system in agrarian area, which remain to be non-reflected in the scientific works. It is the very thing that encourages us to the conduction of researches in this article, connected with formation of the direction of state effect on the development of communication systems at the level of enterprises, which belong to the concrete national economic sector of the country, i.e. agrarian one.

3. Statement of the Materials and Results

The strategic development of the enterprises of the agrarian area of Ukraine in modern terms and conditions means purposeful actions, which are concordant with the national strategies and plans and must be oriented at the development of innovations and researches, which cover the whole chain of costs, beginning from the seeds to the dinner table (Sirenko, 2010; Zainasheva, 2006). This will allow selecting of the key directions of the state interference, necessary for elimination of the obstructions and barriers on the way to more effective influence of the state at the development of agroindustrial complex as a whole, and, particularly, communication systems of this complex.

In the author's opinion, the state support of the development and improvement of the communication systems of the agrarian sector of the country, must promote to:

- increase of the effectiveness of state support of the agrarian enterprises;
- satisfaction of the needs of agrarian enterprises, organizations and farmers in the agroindustrial, communicational and electronic information resources;
- acceptance of the managerial decisions, which respond to the modern level of requirements of the international standards in the agrarian area.

At that this support must be oriented at solving of the following tasks:

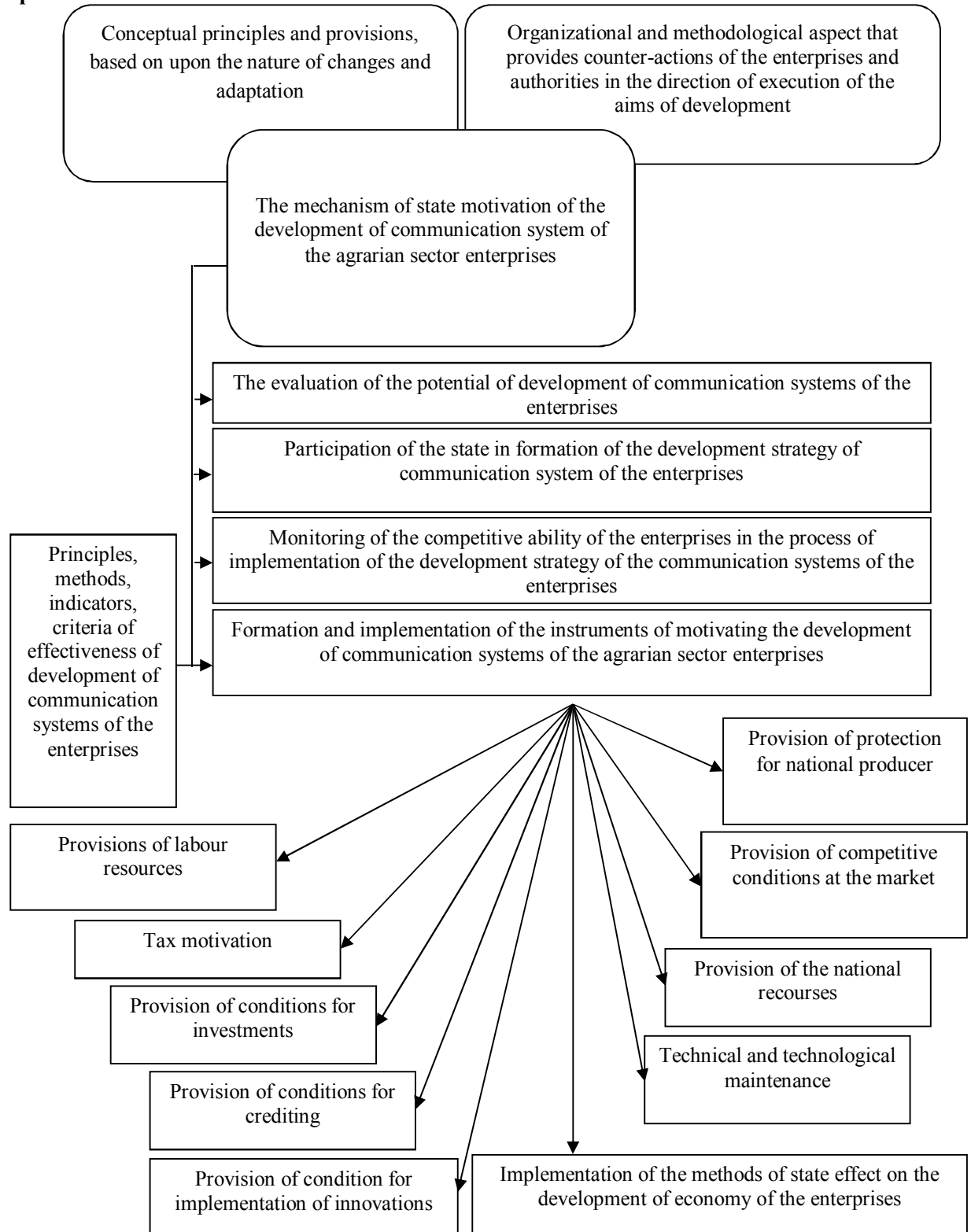
- increase of efficiency and quality of decision-making in the process of management by the agroindustrial complex.
- simplification and optimization of the list of indicators, which characterize the activity of the agroindustrial complex, reduction of the terms of collection, and processing of data, as well as their delivery to the consumers;
- improvement of authenticity of data about agroproducers;
- reduction of time of data obtainment about hydrometeorological conditions, phytosanitary environment, condition of the markets of agricultural production, raw materials and foods, condition of technical and staff resources.
- maximal expansion of the range of state and consultation services provided in the electronic form by the branch and local authorities to the agroproducers of all forms of property;
- increase of the level of state control and land usage of the agricultural purpose;
- creation of conditions for the equal access of citizens to the information about state of the agroindustrial complex;
- intensification of providing the scientific knowledge and practical recommendations in the agrarian area.

The author sees solution of the above-mentioned tasks in the execution of a mechanism of state motivation of the development of communication systems of the agrarian sector enterprises, which must influence on all areas of provision of the enterprise with the staff, information, materials, finance, investments, energy, advertisement, and sales activity. This mechanism must become logical, and proved to the necessary level of informatization, by means of description of the management system for provision of the development of communication systems of the enterprises in the form of certain principles, priorities, levers and methods of influence on the factors and conditions, which form the circumstances and incentives for the stable development of the agrarian enterprises.

Reasoning from this fact, the innovation model of this mechanism must be developed on the basis of flexible model, which is settled on the laws of evolutionary development, and takes into account the influence and state of the external and internal environment, includes the basic principles, methods and

levels of management, as well as the instruments with assistance of which the enterprise can influence at the level of competitive advantages in order to be competitive both at the domestic, and international markets.

Figure 1. The mechanism of state motivation of the development of the agrarian sector enterprises



Source: developed by the author.

The author offers the mechanism of state motivation of the development of communication systems of the agrarian sector enterprises, which is based on the modern paradigm of integrated management of increasing competitive ability: system approach, constant innovation, effectiveness of all areas of functioning of the enterprise, correspondence of internal processes to the tasks, motivation of the competitive ability, integrated management of the competitive advantages, execution of the mechanism from the common center, usage of the strategic management, and strategic direction. The structure of this mechanism is represented in the Figure 1.

Implementation of the mechanism of state motivation of the development of communication systems of the agrarian sector enterprises is conducted by means of consecutive execution of the following stages (Figure 2).

Figure 2. The stages of implementation of the mechanisms of state motivation of the development of communication systems of the agrarian sector enterprises

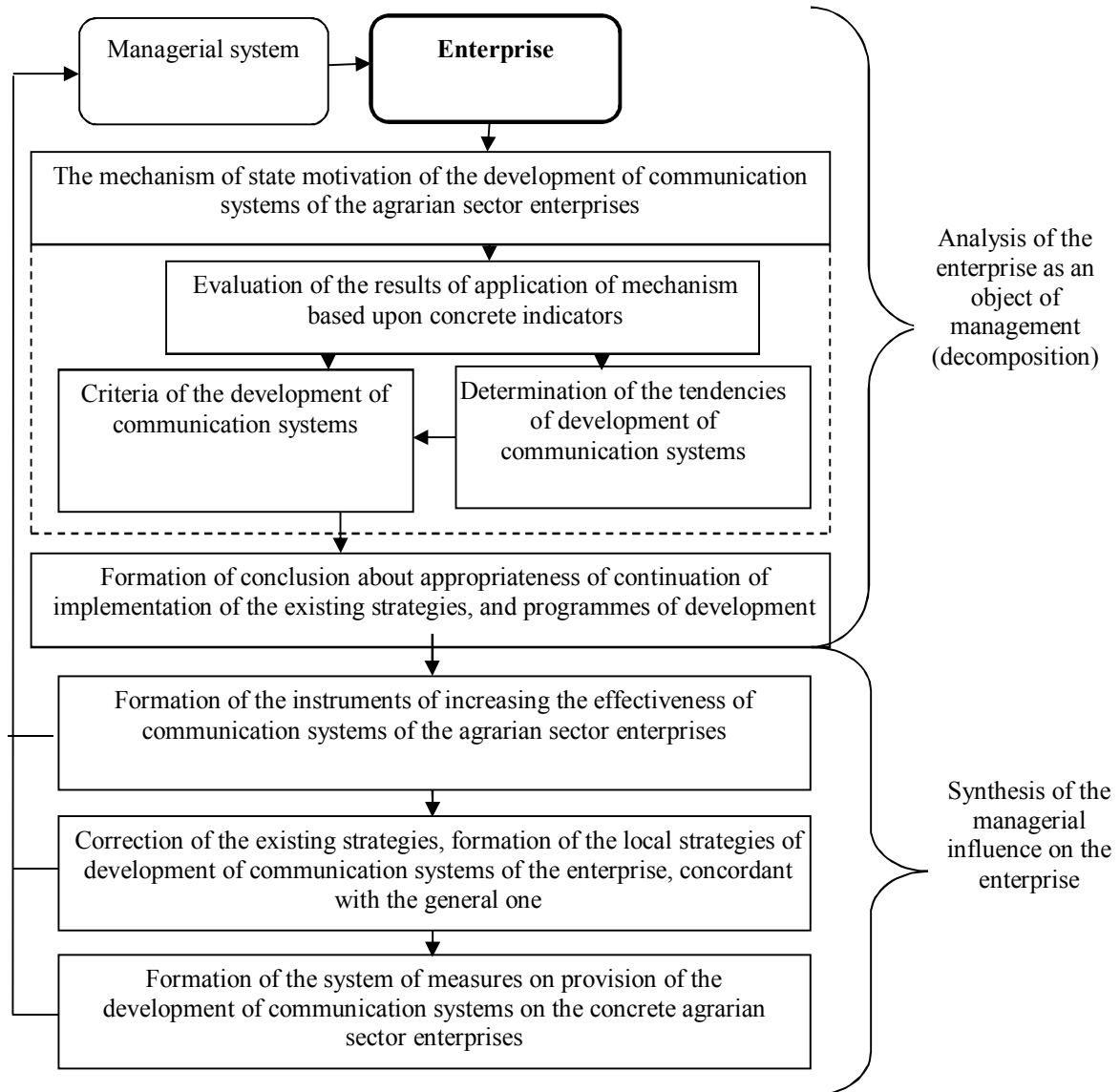


Source: developed by the author.

The main task of establishment and improvement of the mechanism of state motivation of the development of communication systems of the agrarian sector enterprises is the search of directions, which would create possibilities for formation of the effective instruments for providing the reproduction of potential for the development of communication systems of the enterprises, because namely latent non-used potential possibilities predetermine the chance to reach adequately the changeability of environment and form priorities of development (Zbarskyi, 2011). This peculiarity predetermines the need in developing the measures related to providing the potential for development of communication systems of the agrarian sector enterprises in the framework of its strategy of development, constant diagnostics of its components, control and prognosis, which must be based on the complex approach to the implementation of the potential for development of the enterprises as an important element of the national economy.

The arrangement of development management of the agrarian enterprise based upon offered application is represented at Figure 3.

Figure3. The development management of communication systems based upon application of the mechanism of state motivation of the development of communication systems of the agrarian sector enterprises



Source: developed by the author.

Based upon analysis of the problems and perspectives of the development of communication systems of the agrarian sector of the country it is recommended to implement the following directions of the state support of development and improvement of communication systems of this sector of economy at the state level:

1. Development of the integrated system of agricultural information and communications.
2. Inclusion of the issues of improving the process of information exchange and communication at the development of the strategic documents of development of the country agrarian sector.
3. Assistance to the scientific and research institutes and other institutions and enterprises of the agrarian sector in development and implementation of strategies of long-term financial stability with the assistance of diversification of their financing sources, particularly obtainment of payment from their clients for the services provided (Smolinskyi, 2011).

4. Promotion to the establishment of closer connections between agricultural state educational institutions and research institutes, promotion to the students in doing industrial practices and probation periods in the research institutes, as well as encouragement of the active participation of the students in practices and probation periods.

5. Attraction of young graduates of educational institutions to the work in the research institutes, development and implementation of the system of motivations for the active involvement of specialists into the work at the development of communication systems of enterprises.

One of the directions of state support to the development and improvement of communication systems of the agrarian sector is the development of integrated system of the agricultural information and communications. We'll focus more properly on the aim and instruments of implementation of this system.

The aim of creation of this system is formation and provision of the common information and managerial space with faithful operating information into usage of the bodies of state and local government, regional and municipal bodies of AIC management, as well as the agrarian enterprises.

The development of the integrated system of the agricultural information and communications will be directed at:

- improvement and development of the existing subsystems, creation of the new services and maintenance facilities due to the wide implementation of the modern agroindustrial communication and electronic information resources and technologies into the activity of the bodies of AIC management of regional and municipal levels;
- provision of scientific knowledge and practical recommendations in the agrarian area;
- development of information model of the threats and risks of food safety;
- formation and development of the infrastructure of the common information functioning space of the country agroindustrial complex.

Development of this system provides establishment of:

- corporate protected communication systems of the agrarian sector enterprises and their association into the common integrated system;
- electronic system of collection and processing of the statistical data at the level of agrarian enterprises, state and other users of the system;
- electronic system of the automated registration of databases of the agrarian enterprises, establishment of the system of complex operative monitoring of their activity;
- electronic system of analysis of the threats and risks of development of the agroindustrial complex, prognosis, solutions and recommendations in the area of agroindustrial complex management;
- electronic system of provision of state services in the agrarian area;
- electronic system of state monitoring of the lands of agricultural purpose.

Establishment of the common nation-wide communication system of the agroindustrial complex, as integrated communication system of the separate enterprises is the most important complex task that requires coordinated actions and attraction of the available resources from different institutions and organizations, as well as the governmental bodies with simultaneous reformation and re-orientation of their activity to satisfaction of the practical needs of the agricultural commodity producers and rural population.

The course for execution of the listed directions of state support of the development and improvement of communication systems of the agrarian sector can be evaluated in a quantitative way with assistance of such indicators:

- the part of the agrarian sector enterprises, farmers and other member-organizations of the agrarian market, which use the information resources of communication systems both of the enterprise level and integrated communication systems of national level;
- the level of accessibility of information about activity of agroproducers, farmers and other member-organizations of the agrarian market (for example, their availability in the database of the agrarian enterprises);
- quantity of the types of state and consultation services and maintenance facilities, which are provided in the electronic form.

4. Conclusions

The article represents the mechanism of state motivation of the development of communication systems of the agrarian sector enterprises, its structure, stages, and defines its place in the development management of communication systems of the agrarian sector enterprises.

The directions of the state support to the development and improvement of communication systems of the agrarian sector were formed; the list of concrete vectors of authority actions was defined relatively to the establishment of favourable environment for the development of communication systems of the agrarian sector enterprises; its organizational and regulatory support.

The necessity of establishment of the integrated system of agricultural information and communications, which allows ensuring formation and provision of the common information and managerial space with faithful operating information into usage of the bodies of state and local government, regional and municipal bodies of AIC management, as well as the agrarian enterprises, was actualized.

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