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Scientific papers
OF DMYTRO MOTORNYI TAVRIA STATE
AGROTECHNOLOGICAL UNIVERSITY
(ECONOMIC SCIENCES)

№ 1 (50)



Видавничий дім
«Гельветика»
2024

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УДК [33+631.1](06)

Т 13

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агротехнологічного університету імені Дмитра Моторного
(економічні науки) / За ред. Т. І. Яворської. Запоріжжя:
Видавничий дім «Гельветика», 2024. № 1(50). 152 с.

Голова редакційної колегії (науковий редактор):

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(наказ МОН №1328 від 21.12.2015 р.).

Відповідно до Порядку формування Переліку наукових
фахових видань України (наказ МОН України від 15 січня
2018 року № 32) присвоєно категорію «Б», що затверджено
наказом Міністерства освіти і науки України від 02.07.2020
№ 886.

Друкується за рішенням Вченої ради Таврійського
державного агротехнологічного університету імені Дмитра
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Свідцтво про державну реєстрацію друкованого засобу
масової інформації КВ № 24284-14124 ПР від 24.12.2019 р.

ISSN 2519-884X

Index Copernicus Value (ICV) 2016: 47.1

Index Copernicus Value (ICV) 2017: 55.32

Index Copernicus Value (ICV) 2018: 55.94

Index Copernicus Value (ICV) 2019: 56.52

Digital Object Identifier System (DOI)

Матеріали друкуються мовами оригіналів –
українською та англійською.

Погляди редколегії не завжди збігаються з позицією авторів.

Підписано до друку 03.05.2024 р.

Формат 60x84/8. Гарнітура Times New Roman.

Папір офсет. Цифровий друк. Ум. друк. арк. 17,67.

Наклад 100 прим.

Надруковано:

Видавничий дім «Гельветика»

65101, Україна, м. Одеса, вул. Інглезі, 6/1

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Свідцтво суб'єкта видавничої справи ДК № 7623

від 22.06.2022 р.

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Вимоги щодо розміщення статей у Збірнику наукових праць Таврійського державного агротехнологічного університету імені Дмитра Моторного (економічні науки)	149

Scientific Papers of Dmytro Motornyi Tavria State Agrotechnological University (economic sciences)

№ 1 (50), 2024

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UDC [33+631.1] (06)

T 13

Scientific Papers of Dmytro Motornyi Tavria State
Agrotechnological University (economic sciences) /
Ed. T. I. Yavorska. Zaporizhzhia : Publishing House
"Helvetica", 2024. № 1(50). 152 p.

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the list of scientific professional editions of Ukraine, in which main
results of dissertations may be published (Order of MES from
21.12.2015 № 1328).

In accordance with the Procedure for the formation of the List of
scientific professional publications of Ukraine (order of the
Ministry of Education and Science of Ukraine dated January 15,
2018 № 32) assigned category "B", approved by the order of the
Ministry of Education and Science of Ukraine from 02.07.2020
№ 886.65

Published according to the decision of the Academic Council of
Dmytro Motornyi Tavria State Agrotechnological University
(Protocol № 09 from 30.04.2024).
Certificate of state registration of printing mass media
KB № 24284-14124 IIP from 24.12.2019.

ISSN 2519-884X

Index Copernicus Value (ICV) 2016: 47.1

Index Copernicus Value (ICV) 2017: 55.32

Index Copernicus Value (ICV) 2018: 55.94

Index Copernicus Value (ICV) 2019: 56.52

Digital Object Identifier System (DOI)

Materials are published in original languages –
Ukrainian and English.

The editorial board's views do not necessarily reflect the position
of the authors.

Signed for printing on 03.05.2024.

Format 60x84/8. Font – Times New Roman.

Offset paper. Digital printing.

Conditionally printed sheet 17,67.

Print circulation – 100 copies.

Published:

Helvetica Publishing House

6/1 Inhlezi St., Odesa, 65101, Ukraine

Phone: +38 (095) 934 48 28, +38 (097) 723 06 08

E-mail: mailbox@helvetica.ua

Certificate of a publishing entity

ДКК No. 7623 dated 22.06.2022

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© Design by Helvetica Publishing House, 2024

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DOI:
УДК 330.15:332.1

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MODELING A NEW BUSINESS ENVIRONMENT OF AGRICULTURAL PRODUCTION IN CONDITIONS OF TRANSITION TO A GREEN ECONOMY

Abstract. *The course of the economic and ecological crisis of recent years, and especially in the phase of martial law in Ukraine, shows the urgency of the transition to a new model of the business environment of agricultural production, since at the moment the "green economy" platform is the only one that allows a comprehensive approach to development solving the problem of ensuring the sustainable development of the agricultural sector in the post-conflict period. The methodological provisions for modeling the new business environment of agrarian production are substantiated and the value of nature, which generates land resources for the fundamental benefits of life support in rural areas to prevent the risk of ecosystem destruction, is emphasized. Determinants of the effectiveness of the economic activity of agrarian business entities, subject to the determination of the efficiency of the use of agricultural land, are provided by the factors of a sustainable system, on which the sustainability of the development of agrarian production depends. The practical application of the developed provisions makes it possible to model individual elements of the economic system of agrarian business entities, to improve the efficiency of production infrastructure, ensure shifts in the ownership structure, organizational forms of management, taking into account the peculiarities of rural areas in different regions of Ukraine. The transition of the standard model of agricultural production to new flights of the green economy in Ukraine will mean a change in the economic growth of agrarian business entities in a new direction, which will simultaneously guarantee the stability of the regional ecosystem on the basis of the efficiency of the use of agricultural land, greening of production, the increase in the well-being of human resources in rural areas and social responsibility for restoring energy, for strengthening the role of the state in stimulating green investments and innovations, for creating conditions for increasing the competitiveness of national producers of green products and forming a new attitude of the rural population to agricultural production.*

Keywords: *modeling, business environment, agricultural production, "green economy", agricultural land, rural areas.*

JEL Classification Q01, Q 15, Q 34

Formulation of the problem. The course of the economic and ecological crisis of recent years, and especially in the phase of martial law in Ukraine, shows the urgency of the transition to another business model of agricultural production, since at the moment the "green economy" model is the only one that allows a comprehensive approach to the solution problems of ensuring the sustainable development of the country's agricultural sector in the post-conflict period. The main goal of the transformation of agricultural production business models in the context of the transition to a green economy is the preservation of the land-resource potential of economic entities as a biotope of the natural landscape as a result of the action of ecological functions and the reduction of environmental degradation. However, the transition of agricultural production to the green economy model during the state of martial law requires a long period of modernization of rural areas and the formation of a new ecological system with a change in the institutional mechanism. Currently, the development of agricultural production in rural areas is considered one of the most important factors of the bioeconomy due to the growing demand for biomass produced mainly in rural areas and associated with the effective use of land resources. The main directions of the green economy are agriculture and fisheries, water and forestry, agroprocessing industry, tourism, disposal of household and industrial waste.

Analysis of recent research and publications. The analysis of in-depth research by world scientists demonstrates the need for changes in the principles of management of subjects on the basis of environmental requirements and norms, as a priority for the harmonization of the development of the Euro-Atlantic civilization, focused on ensuring the sustainable development of the green economy, which is characterized by its inclusive nature and the ability to promote economic growth, employment and the eradication of poverty, with the simultaneous formation of a map of the functioning of the ecosystem, both on a national and global scale. The theoretical aspects of the formation of the "green economy" on the platform of rural areas are highlighted in the works of such scientists as R. Amit, T. Zot, L. Baas, K. Eckerberg, E. Miner, S. Halstedt, H. Broman, K.-Kh. Robert, M. Litido, G. Rignini, A. Mascareñas, P. Coelho, E. Subtil, T. Ramos. Scientific and practical aspects of the green transformation of the economy of rural areas and the factors of green economic growth are devoted to the works of such scientists as E. Blanco and J. Razzak, J. Harris, D. D'amato and J. Korhonen, P. Meyly and A. Teitelbone, R. Pollin, however, they require an in-depth systemic approach to building green business models for the restoration of rural areas of the country that suffered as a result of military actions in Ukraine.

The purpose of the article. The purpose of the article is to substantiate the methodological provisions for modeling the business environment of agrarian production on the basis of the "green economy", which determines the scalability of the use of resources in rural areas, oriented to universal methods and tools of the country's economic strategy, determined by factors of the effectiveness of agrarian business entities and sustainable development land management.

Presentation of the main research material. A decentralized, sustainable approach to the development of a "green economy" in agricultural production forms network thinking under the condition of sustainable use of natural capital. It allows you to justify the methodological provisions for modeling the business environment of agrarian production on the basis of the "green economy" and emphasizes the value of nature, which generates land resources for the fundamental advantages of the livelihood of rural areas and warns of the risk of ecosystem destruction. At the same time, the determinants of the effectiveness of agrarian business entities under the condition of development of resources make it possible to determine the efficiency of the use of agricultural land, as well as the factors of a sustainable system, which depend on the stability and profitability of the development of agricultural production.

Land resources, as is known are not the product of human labor, but are created under the influence of objective natural factors. They are a national good, not an imminent norm of private property. This should be the imperative for the transformation of business models of agricultural production under the conditions of the transition to a green economy and ecological land use, which is embedded in the structure of transformations of modern land policy [1]. At the same time, the regional aspect of the transformation of business models of agricultural production on the basis of the green economy is strengthened by the connection with the ecological and economic component of the development of rural areas, which is an important concept of the European model, which Ukraine is oriented towards with the prospect of joining the European Union. The transformation of business models of agricultural production under the condition of transition to a green economy is based on three paradigms [12]: efficiency of resource use; sustainability of ecosystems; social justice. Since the models of the green economy are formed by the concept of sustainability, all these paradigms have ecological, economic and social effects in the transformation of business models of agricultural production. That is, the effectiveness of the use of land resources in agricultural production depends on the increase of natural capital and the reduction of costs, which, in turn, increases the aggregate economic value of agricultural lands, taking into account their entire life cycle and their resistance to risks in the ecosystem. It should be noted that the members of the European Commission believe that the efficiency of the use of land resources is positioned with a limited cycle of their use, social responsibility of their exploitation and minimal impact on the biological environment [11]. In our opinion, social responsibility for the use of land resources in agricultural production concerns all environmental, economic and social aspects.

At the same time, from the point of view of the impact of the bioenvironment on the change in the structure of business models of agricultural production, the transformation process activates the replacement of the features of one economic order with similar features of another order, as a result of which the quantitative criteria of the ecosystem are transformed into qualitative transformations. These transformations take place in the format of continuous movement of land resources, which are used by agribusiness subjects under the influence of endogenous and exogenous factors of the bioenvironment. That is, the transformation process is an objective tool of the green economy that corrects individual elements of the ecosystem, and in our case it is an ecological and economic system of agrarian business entities that should improve the efficiency of the production infrastructure, ensure shifts in the ownership structure, legal and organizational forms of management, taking into account the peculiarities of rural areas in different regions of Ukraine. This is necessary for the optimal distribution of land use in agricultural production according to certain types of products, directions and forms of specialization of agricultural industries and enterprises, their sizes and organizational structure.

Since the main qualitative property of natural capital is land, then its characteristic specificity and practical use in combination with land ownership significantly affect the formation of new land relations of agrarian business subjects in rural areas [2]. Earth as an orgo-mineral body becomes a means of production if living and past labor joins it. In this regard, land acts as a means of production in all branches and spheres of activity of agrarian business subjects, because it is also a general means of labor. However, its role in certain branches of agricultural production is not the same. Thus, engaged in the production of plant products, creating the necessary prerequisites for the growth and development of plants, the subject of agrarian business cultivates the soil, preserving its fertile properties. An important aspect of this activity is the process of land socialization, which forms new conditions for the regulation of economic activity and transforms land relations between subjects of agrarian business.

Land socialization is a holistic system that combines natural and social initial elements for understanding the biological environment of agrarian production and its place in ensuring the product base of natural capital in the state, as well as solving a complex of issues of agrarian business subjects [3]. On the other hand, the social essence of land is manifested in various forms of activity of economic entities, since human resources that cultivate agricultural land (a special natural creation with a universal property) are characterized by such qualitative characteristics as consciousness and freedom in matters of land use and protection resources [5].

The versatility of agricultural land in agricultural production is manifested in the purposeful provision of the needs of agrarian business entities with resource reserves for the activation of processes related to the protection of the biological environment. In this sense, agricultural land becomes an equal natural entity in the transformation process of business models of agricultural production and their socialization, performing the function of partial reproduction of agricultural land with various innovative technologies and mechanisms, taking into account their sustainable influence on soil properties. At the same time, the naturalness of the impact of human resources on agricultural land is manifested through a variety of conscious social responsibility for bioenvironmental changes. That is, they consciously and constantly change the natural landscape to increase production and energy capacities, using agricultural land as a symbiosis of labor intensity and the output of final products from 1 ha of usable land resources.

The efficiency of agricultural production significantly contributes to the increase in environmentally safe use of land resources, the creation of a safe environment for human life, and the provision of food security of the state [15]. The need for greening of agricultural land makes it possible [10]: the introduction of national, regional and local programs of the "green economy" in order to determine the goals, tasks, sources and amounts of financing, terms and executors of a set of relevant measures; carrying out systematic monitoring of the transformation and state of protection of land resources under the influence of anthropogenic loads; implementation of protection of land resources from pollution by various effluents, harmful substances and their rational use in agricultural production; introduction of measures to reduce the eco-destructive impact on the environment with a scientifically based ratio of agricultural land (arable land,

natural fodder land, perennial plantations); establishment of a mechanism for seizing (repurchase), providing ownership or use (for rent) of land plots, subject to the availability of cadastral information of a certain rural area.

A systematic approach to the transformation of the institutional business model of agricultural production with a trajectory towards a "green economy" presupposes the introduction of complementary regulatory tools, which are structural and logical components of the transformation process of the economic ecosystem with measures of greening and effective use of agricultural land. The concept of an institutional business model of agricultural production with a trajectory towards a "green" economy emphasizes the value of natural potential that generates resource and energy savings in rural areas, warns of the risk of destruction of the economic ecosystem (Figure 1).

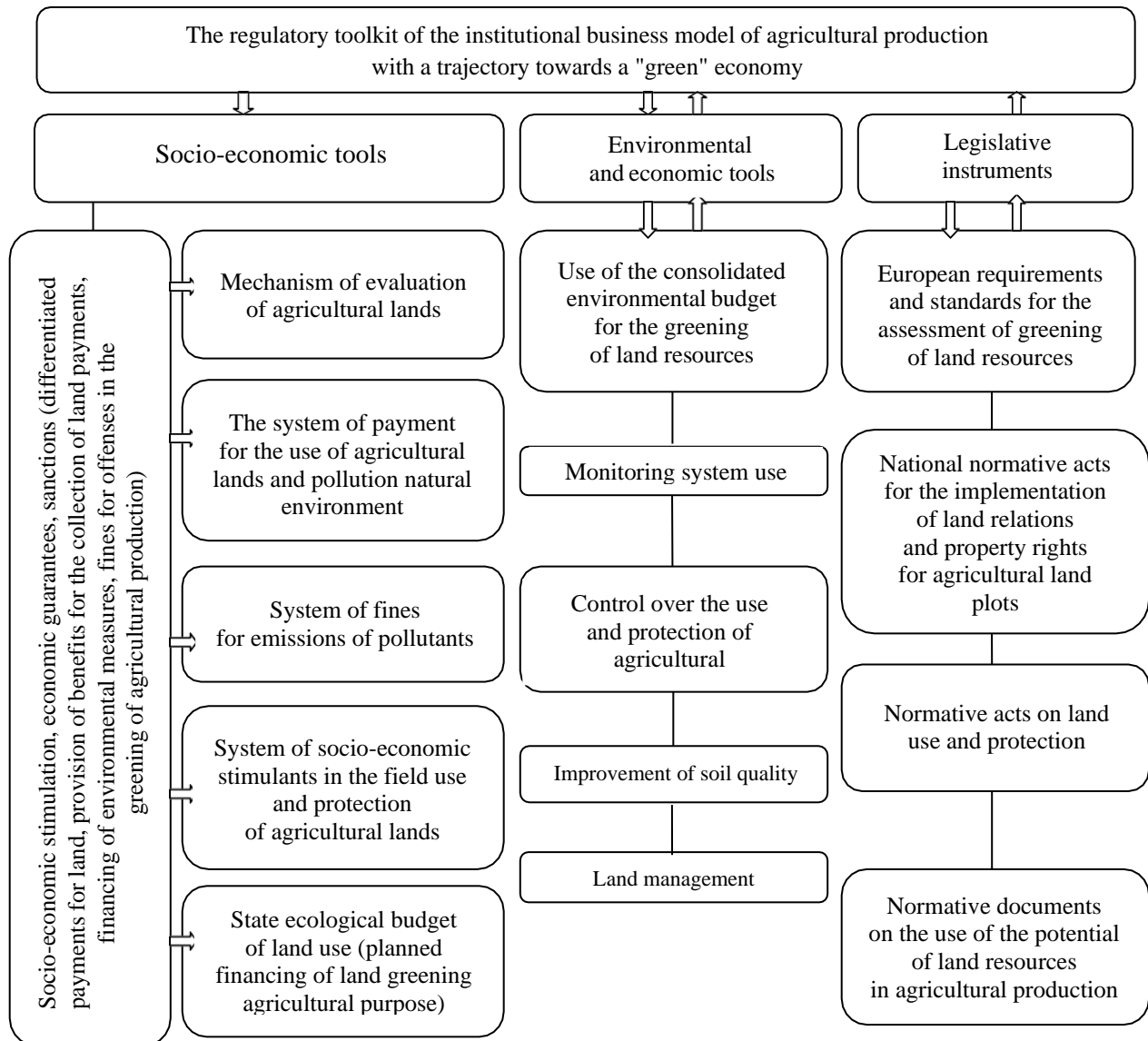


Figure 1. Interrelationship of regulatory instruments of the institutional business model of agricultural production with the trajectory to the "green" economy"

Source: improved by the author based on data [1; 7; 8]

The determination of regulatory ecological and economic criteria in combination with the legislative provision of land use determines the limiting activity of the subjects of agricultural production and embodies the modern paradigm of energy conservation in rural areas with the aim of highly productive use of land resources on the basis of a consolidated ecological budget. That is, the transition of the standard business model of agricultural production to innovative

methods of the "green" economy in Ukraine will mean the acceleration of development and economic growth of agrarian business entities, as well as the provision of guarantees of state support for the restoration and greening of agricultural lands in the economic ecosystem of the regions.

In the conditions of the transition of the institutional business model of agrarian production to the "green" economy, there is a need for the transformation of land law in the spatial redistribution of agricultural lands under the control of local self-government bodies and rural self-government units where there are no restrictions on the pollution of the natural landscape and the exploitation of land to the point of complete exhaustion.

Agricultural land is the subject of interest of all, without exception, categories of the population and a complex node of national, group and individual (private) mutual claims [18], in the coordination of which we are obliged to take into account the factor that land plots, being an object immovable property of the subject of agricultural production, is an invaluable natural resource, which must be limited by the rules of use and protection in order to preserve it for the future production process [14].

Therefore, the existing institutional requirements of the "green economy" regarding the restriction of rights to agricultural land plots in various forms of ownership should ensure the balanced development of sustainable land use in agricultural production through the combination of ecological and economic factors of the use of land as a multifunctional socio-natural resource [4]. In this area of rural OTG and commodity producers of agricultural products in the areas of the "green economy" not only should not be distant from the ecology of agricultural production, they should take on the performance of an additional function – the reproduction of the natural landscape during the conflict (war) period, social responsibility for the introduction of green investments, the formation of a new attitude to the natural environment (Table 1).

Table 1

Economic and environmental losses in the institutional business model of agricultural production with a trajectory to the "green economy" during the conflict (war) period

1. Factors of loss of economic trajectory	2. Factors of loss of ecological trajectory
price increase on the market of ecological agricultural products; shadow circulation of ecological agricultural products; saving on rent; incomplete volumes of payment of taxes and fees of subjects of agricultural production located in rural areas; statutory tax preferences; preferential long-term lending; cultivation of unregistered agricultural land in rural areas.	residual approach to ecological problems of land use; imperfect measures to control the use of agricultural land; lack of effective institutions for greening agricultural production and restrictions on pollution of the natural landscape; curtailment of state greening programs of polluted territories for the placement of agricultural production; violation of the field crop rotation system; shredding of agricultural land massifs.

Source: built by the author based on data [6; 9; 11; 12]

The regulatory socio-economic tools of the bio-environment, which are able to influence and coordinate the efficiency of the use of agricultural land by agrarian business entities, include "creating and maintaining a stable monetary balance" and "indirect state intervention in those areas that cannot receive proper development on the basis of only private initiative" [6]. This emphasizes the objectivity of consideration as macroeconomic levers for regulating land relations in agricultural production and the level of well-being of human resources when using agricultural land in rural areas. Thus, when regulating land relations in agricultural production based on the level of well-being of human resources in rural areas, it is necessary to balance the interests of all subjects of the ecological and economic system – the state, regions, landowners and land users, as well as individual entrepreneurs in rural areas. At the same time, the coordination of the actions of the subjects of agrarian business to ensure the appropriate level of welfare of human

resources involves taking into account the ratio between such indicators as "costs-incomes", "costs-profits" [6].

The Committee on World Food Security of the United Nations [8], which states that sustainable land use largely depends on how exactly people get access to land and other resources. That is, the key factor of economic growth and well-being of human resources in the socio-economic system of agrarian business entities is access to land resources and control over them. That is, in most European countries, the coordination of actions of agrarian business entities regarding the planning and organization of measures for the protection of agricultural lands is a mandatory component of green economic policy [15].

In Ukraine, in modern realities, the social direction of the bioeconomic strategy is focused on the transformation of business models of agricultural production and the achievement of European and global standards of living of the population in rural areas, which are ensured only through the efficiency of the use of agricultural land for a certain period of time, taking into account their territorial location in rural areas [7]. Therefore, in our opinion, when learning the composition of regulatory ecological and economic instruments of agrarian production under the condition of transition to a green economy, the following factors become particularly important: multifunctionality, which involves accounting for a wide range of services provided to landowners and land users in general by the state; multisectorality, which represents an integrated process of diversification of land management and land use, creation of new sources of income, increase of employment and preservation of rural areas; the flexibility of the system of supporting the economic activity of landowners and land users of agrarian business, based on subsidiary financing and partnership relations; transparency, which involves the transparency of the process of restoration of agricultural land, based on simple and understandable legislation.

At the same time, the features of the green economy in business models of agricultural production are important, namely: effective use of land resources; preservation and increase of natural capital; reduction of pollution; low carbon emissions; protection against loss of biodiversity; in general, a decline in the anthropogenic load on the biological environment. These properties differ from the current model of economic development of agricultural production, and even more so during the period of martial law in Ukraine, when losses in the agricultural sector in 2022 amounted to more than 137.8 billion dollars. USA. The total financial needs of our state for the reconstruction and restoration of the economy and, in particular, of agricultural production exceed 349 billion dollars. USA [9]. Plans for the post-war reconstruction of Ukraine for the period until 2032 provide for the allocation of 750 billion dollars by international donors. of the United States of general funding (including USD 20 billion for the restoration of the biological environment and the sustainable development of the green economy in agricultural production) for the implementation of fifteen national programs [4].

Such restoration does not in any way mean the return of the structural parameters of domestic agricultural production to the pre-war state, but aims at its systematic structural transformation. They should be implemented on the basis of Ukraine's deep integration into the European economic space in accordance with the requirements of the European Green Course, which is a guarantee of our country's fulfillment of the Copenhagen criteria for EU membership. Therefore, in the post-conflict (post-war) period, Ukraine will be able to get rid of many objects of physically and morally outdated construction, not only by rebuilding the infrastructure of the agrarian sector of the economy with the participation of international partners, but also by forming fundamentally new economic institutions and structural segments of the green agrarian economy.

The specified determinants will make it possible to carry out scenario forecasting of the postwar development of a new business model of agricultural production in Ukraine, based on the initial parameters of the socio-economic state of rural areas and the description of key variables associated with the change in the structural dynamics of indicators of greening and effective use of agricultural land appointment. The confirmation of this thesis is, in particular, the wide variety of models and scenarios offered by the International Institute of Applied System Analysis regarding the dynamics of global cycles and the circulation of air, soil and atmosphere [23]. The interpretation of their influence on the resource possibilities of agricultural production in the

state in relation to the realization of national economic interests is an important task and requires a systematic approach in the formation of trans-connections between representatives of the branches of the agrarian sector of the economy of different countries.

Conclusions. Thus, the business model of agricultural production in rural areas during the martial law is experiencing a strong and multi-level technological transition. The potential of rural areas can be revealed, in particular, due to automation, robotics, digitalization, visualization of virtual reality regarding new ways of working at the level of rural territorial communities. The transition of the standard model of agricultural production to new flights of the green economy in Ukraine will mean a change in the economic growth of agrarian business entities in a new direction, which will simultaneously guarantee the stability of the regional ecosystem on the basis of the efficiency of the use of agricultural land, greening of production, the increase in the well-being of human resources in rural areas and social responsibility for restoring energy, for strengthening the role of the state in stimulating green investments and innovations, for creating conditions for increasing the competitiveness of national producers of green products and forming a new attitude of the rural population to the biological environment.

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МОДЕЛЮВАННЯ НОВОГО БІЗНЕС-СЕРЕДОВИЩА АГРАРНОГО ВИРОБНИЦТВА В УМОВАХ ПЕРЕХОДУ ДО ЗЕЛЕНОЇ ЕКОНОМІКИ

Анотація. Обґрунтовано методичні положення до моделювання нового бізнес-середовища аграрного виробництва та підкреслено цінність природи, яка генерує земельні ресурси для фундаментальних переваг життєзабезпечення сільських територій та передбачення ризику руйнування екосистеми. Перехід стандартної моделі аграрного виробництва на нові рейси зеленої економіки в Україні означатиме зміну економічного зростання суб'єктів аграрного бізнесу в новому напрямі, що одночасно гарантуватиме стабільність екосистеми регіонів на засадах ефективності використання земель сільськогосподарського призначення, екологізації виробництва, зростання добробуту людських ресурсів в сільській місцевості та соціальну відповідальність за відновлення енергії, за посилення ролі держави у стимулюванні зелених інвестицій та інновацій, за створення умов до підвищення конкурентоспроможності національних товаровиробників зеленої продукції та формування нового ставлення сільського населення до аграрного виробництва.

Ключові слова: моделювання, бізнес-середовище, аграрне виробництво, «зелена економіка», землі сільськогосподарського призначення, сільські території.