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Innovation-investment activity of the agricultural factories

Objective. Prove that the level of investment activity depends on the further development of both individual agricultural enterprises and the industry in general. **Methods.** The research uses the following methods: structural-logical analysis; System approach; Comparative analysis. **Results** It is substantiated that the characteristic conditions of the development of domestic agricultural enterprises is the low level of innovation and investment activity due to lack of own funds, high cost of innovations and high level of risk. **Conclusions** It is established that the efficiency of activity of agricultural enterprises depends not only on the fact of investment processes, but also on the intensity of their implementation. It is proved that the investment process is influenced by the quantity and content of innovative proposals in the investment portfolio of the enterprise, which depends on the availability and availability of information on innovative developments.

Key words: investments, investment activity, agricultural enterprises, innovative developments, investment climate, investment potential, innovative activity.

Material and resource support of the earth-Methodology of research. In the process of livestock breeding and livestock breeding, their effective development is using methods: structurally logical, innovative basis in modern conditions of free analysis; System approach; Comparative indirectly depends on the volume, structure and analysis; With the help of the sociological method of investment direction, that is, the cost of construction by means of a questionnaire established and repair of production facilities, the acquisition of funding for innovation. Agricultural machinery and equipment, Research results and their discussion of the introduction of new technologies and systems of review. In a competitive environment, the provision of a sufficient level of plato-investment is carried out primarily in the capacity of innovation, strengthening financial sustainability projects. Nowadays agricultural companies are looking for improvement in the production of agro-poids, using various methods of organizing innovative enterprises. It is sufficient investment to be a guarantee of this activity [1]. Thus, according to the results of raising the efficiency of agriculture and animals, a questionnaire survey of 172 farms, ensuring competitiveness of the Kiev, Vinnitsa and Khmelnytsky regions, agricultural products in general. It was found that 6.2% of agribusinesses Analysis of recent research and public-implemented joint innovation projects, 2.1% of this. Issues of innovation and investment are the customers of innovative development, 1,9% of the activities of agricultural enterprises devoted to the work of conducting own research and development, domestic and foreign economists-agrarian-11,8% have close ties with scientific institutions: V. Andriychuk, V Galushko, O. Gudzinsky, new and educational institutions, 14.5% S. Gutkevich, P. Kaninsky, O. Datsia, M. Co-participate in experiments and protabudinskaya, P. Sabluk, V. Topichi, O Disseminated by the latest developments, 30.6% by O. Shpichak and others. The acquisition of proven innovations in the market and 57.8% of agro enterprises do not participate in the process of creation and introduction of innovations. The low participation of these enterprises in the innovation process is due to numerous factors that hamper the development of this process, in particular the main ones are: lack of own funds (60.1%), high cost of new business (56.7%) And high risk (52.4%).

The second group includes the following factors: the three-year payback period for innovations (investments) (50.2%), unfavorable conditions for bank lending (49.5%), and the lack of highly skilled personnel (47.8%) [2] . Less important than the second group of factors are: the imperfection of legislative and regulatory documents regulating and stimulating investment-innovation activity (45.8%), low plateau-able demand for innovation activity (41.2%), Lack of information on new technologies and products (38.7%), weak motivation of management and personnel for innovations (36.9%), lack of state (budget) funds (35.5%), mismatches presented in the non-market -visational products for the needs of the enterprise or lack of scientific developments in this direction (33.8%) , Insufficient opportunities for attracting borrowed funds (28.8%). The

obtained results make it possible to conclude that in agro-enterprises investment-innovation processes can be carried out if the above-mentioned factors are positive and financial conditions of these farms will be sufficient provided the developed system of insurance of risks [6]. The efficiency of agribusiness activity depends not only on the fact of the implementation of investment processes, but also on the intensity of their activities, ie, innovation and investment activity [3, 7]. Increasing investment activity requires the company to take certain actions. The proposed questionnaire contained the question: "What needs to be done for your business in order to intensify investment activity?". On the basis of responses, the priority directions of achieving such activation were identified. The results of the research show that the financial security of the enterprise has a significant impact on the increase of the investment value of agricultural enterprises (76.4%). The next condition influencing the activation of investment activity is the improvement of the quality of personnel training for agriculture, capable of ensuring the organization and implementation of investment projects on an innovative basis (62.3%) [9, 10]. At the same time, conditions that are less important for increasing the investment activity of agribusiness enterprises include [8]: development of investment and innovation infrastructure (42.7%); Decrease in the payback period of investments (49.6%); Reduction of production costs when using innovative products (47,6%); Development of marketing tools for the formation of consumer demand for innovation promotion (42.1%); Increase and preservation of soil fertility (42.3%); Activation of the development of scientific developments, information and consulting services (38.5%). It is important during the study of the peculiarities of the development of investment activity to determine the influence of external and internal factors on the establishment of investment processes. To this end, we formulated the question: "Identify the main factors of the macro and micro environment that affect the development of investment activity of your enterprise". These factors shape the investment conditions. Investment conditions include investment climate, investment potential, investment activity, investment development, which are contained in the investment agricultural portfolio. The survey showed that the degree of influence of the investment climate (external conditions) is 42.1%, investment potential and innovation activity (internal conditions) - 56.7%. It is established that the most influential are internal conditions (investment potential and investment activity). This testifies to the fact that for the implementation of investment processes, agribusinesses must evaluate innovation potential and innovation activity [2]. To assess the validity of the results obtained from respondents' responses to the question "Identify the main factors influencing the development of your investment activity", all factors (conditions) with the results of their influence on the containment of the development of investment activity or increase were divided into 3 groups: I - factors that characterize the investment climate; II - innovative potential; III - Innovation of the investment portfolio of the enterprise. Thus, the investment climate affects investment activity by 44.6%, investment potential and investment activity - by 44.0%, investment proposals that are included in the investment portfolio of the company - by 11.4%. To determine the internal structure of conditions that affect the investment climate, we asked the question: "Identify the priority factors that shape the investment climate for your business." The received answers indicate that the investment climate is more determined by economic conditions at the international, intraregional and regional levels (35.7%), and at the level of rural territory (22.5%). Somewhat weaker is the influence of social factors (15.4% and 17.6%), after them - administrative (availability of relevant organizational structures, information systems, information and consulting centers, engineering, etc.); Environmental factors make up 4.7% and 6.4% respectively.

As noted above, in addition to the investment potential and investment climate, the amount and content of innovation proposals contained in the investment portfolio of an enterprise are influenced by the investment process [4]. The latter depends on the availability and availability of information on innovative developments. In view of this respondents were asked: "Snap the sources of information on innovation in agriculture" (the most important source is estimated - 1, an unimportant source - 8). The most important information source is training courses, exhibitions and fairs, seminars, trainings, consulting, information and advisory services, suppliers and competitors, Internet, research institutions, test stations, managers and specialists of the company.

Conclusions

Investment activity is an integrated and comprehensive feature, which significantly influences the ability of an agricultural enterprise to formulate capital. However, most domestic agricultural enterprises do not

participate in the process of creating investment and introducing innovations. The main factors hampering innovation processes are: lack of own funds, high cost of innovations, high risk level, long payback period, unfavorable conditions for bank crediting, lack of highly qualified personnel, etc. Increasing innovation and investment activity of agri-enterprises is possible if the above-mentioned factors are positive and financial conditions of these farms will be sustainable, under the condition of developed risk management system. Without investments it is impossible to solve the existing problems of the industry, therefore, the search for various ways of attracting and accumulation of investment resources for solving strategic problems is the most important condition for overcoming of threats and obstacles and the exit of the agrarian economy from the crisis.

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