

## INFORMATIZATION AS A CONDITION OF EFFICIENT FUNCTIONING OF AGRICULTURAL ENTERPRISES

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Among the problems that accompany the activities of agricultural enterprises in Ukraine, a low level of informatization of economic processes should be allocated.

Lack of effective information flows, which will combine all subjects of agricultural sector, makes impossible performing of certain functions, such as: wide dissemination of information on prices, supply and demand on the market, operative price monitoring, etc.

Now it is necessary to accelerate competitiveness of agricultural enterprises, which is impossible without creation of modern system of informational and consulting support. At present, its level does not comply with international experience requirements. A huge number of promotional information about resources and technologies through mass media are imposed to agricultural production. It is not always objective and scientifically proved that in most cases leads to negative consequences for farmers.

The issue of computer technology usage to solve the problem of informatization received much attention in publications both local and foreign authors: O.M. Borodin, V.K. Horkavyy, G.V. Zhavoronkova, T.P. Kalna-Dubinyuk, V.V. Kozlov, M.F. Kropyvko, I.N. Kryvoruchko, M.I. Lobanov, P.M. Muzyka, P.T. Sabluk, B.K. Skyrta, V.P. Sytnyk, O.V. Ul'yanchenko, R.M Schmidt etc.

Despite the wide range of issues covered by the researches, the level and direction of informatization of agricultural enterprises are not enough studied.

**Research methods.** As theoretical and methodological basis of the study served the scientific works of local and foreign scientists. During the research was used a systematic approach using the abstract-logical and monographic methods of scientific investigation.

**Results of researches.** For the successful management under market conditions, agricultural enterprises should be clearly oriented in legislation, sales market, prices conjuncture for products and resources etc. State administration bodies also should know the information on the market situation during the development of principles of tax, pricing, credit policies, realization of state and local programs of the development of agroindustrial production and rural territories. Incipience of civilized agricultural market, demands ensuring of its transparency and awareness for all participants.

In addition, the integration of the agricultural sector of Ukraine in the global market requires networking with foreign information centers. It is necessary to take into account that the countries of post-industrial, informational development, take

more benefits from the widespread use of new informational technologies which provide great opportunities to increase the productivity of managerial work, sale of goods and services, integration. Therefore, nowadays information system has to become an important component of agricultural market infrastructure.

To transmit information in the management system of agricultural enterprises, the organization of communicative relations is needed.

One of the most convenient, fast and reliable forms - e-mail. It is based on global computer networks, modern information technologies are used. They deliver the necessary information from the sender to the recipient in minutes. A holder of communication channels of e-mail is the Internet - a world community of networks. New technologies have a significant advantage in speed and quality of data transfer compared with traditional. However, their services are still quite expensive.

As E.G. Kovalenko and L.I. Zinina emphasized, the development of any information technologies for the use in management stimulates the development of methodological foundations of efficient management, improves the efficiency and validity of decision-making.

Development and organization of support is a complex and important process during the creation of automated processing of analytical data. System support could be defined as a complex of unified system of classification and coding of technical and economic information, unified documentation systems and used information arrays [1].

Modern agricultural enterprise that aims to improve activity efficiency, is impossible without optimal management, based on modern computers usage.

Thus, each of support means (organizational, technical, technological, software, etc.) in the scope of the system transforms in corresponding subsystem of the economic informational system. The combination of these subsystems connected and coordinated with each other should provide the entire technological cycle of its functioning providing achievement of specified technical and economic characteristics. The peculiarity of complex of support subsystems is the inability to exclude them from the system as a whole, while separate operating subsystem, with the creation of system temporarily, can operate in the traditional variant [4, p. 122].

According to the processed concept of agricultural sector informatization by Institute of Agricultural Economics, data support of agricultural market is an integral part of information and analytical support system of the agricultural sector as a whole.

Data support system should include three subsystems.

The first – the system of socio-economic monitoring of the agricultural sector. Collection, processing and analysis of this information should be financed by the state. The main objective of this subsystem lies in the introduction of accounting and reporting standards. At the same time should be improved systems of collecting statistical information. The most realistic way of addition to the state statistical reporting is development of departmental agricultural statistics with advanced sample tracking of business activity of test (basic) enterprises of agro-

industrial production and situations at regional and international food markets. Statistical data should serve for timely obtaining predictive information concerning predictable demand, terms of sales and product prices.

Predictions should be for different purposes: long-term, on three-five years, based on analysis of world market conjuncture, medium-term, on the next marketing year and short-term. On the bases of these predictions, national and regional target support programs of agro-industrial production and development of rural territories are developed.

The second subsystem – of agricultural market monitoring - intended for the rapid supply of publicly available commercial information to agricultural market operators, as well as for use in its government regulation. The central component of this subsystem is the state system of price monitoring.

Functioning of the system should be provided on the basis of the consolidation of the activity on collection and dissemination of price information from various sources (stock exchange information, market researches of specialized publications, foreign representative offices), on operational data collection and dissemination of market news by departmental statistics service.

The third subsystem – of information and advisory services of agricultural producers and rural population (or agricultural counseling) - is intended together with the subsystem of scientific and technical information to create a favorable information environment for the development of innovative way of agro-industrial production development, including in terms of wide dissemination, among farmers and rural population, of market information [5].

At all levels of management, special attention requires the mastering of new information technologies for communications: the exchange of information by electronic mail, storing information in databases (banks), providing access to it with the use of WEB-technologies, etc. The main source of publicly available organizational-administrative and normative-referential agroinformation at the national level today is the official WEB-site of the Ministry of Agrarian Policy of Ukraine.

Also, organizing a network of information and marketing centers for the promotion of local goods and services on the national markets of countries-participants of CIS, other international organizations is required, using with this purpose the opportunities of global telecommunication networks, including the Internet, and the technological capabilities of e-business. It requires increased attention to the increase of computerization level of enterprises and organizations of agriculture.

After the investigation using expert poll of managers and chief specialists of agricultural enterprises, the level of need for information and advisory services for agricultural enterprises in Cherkassy region is defined (Table 1).

As a result of the poll, 48% of professionals said they are aware of the state program of socially oriented consulting services and positive factor in their work is the annual increase of farmers' interest to counseling. Therefore, in the region remains actual the question of establishment, operation and efficient development of informational and consulting groups specialized in providing socially-oriented

services.

**1. Assessment of information needs of agricultural enterprises Cherkassy region by year (in % of respondents)**

Categories of workers of Agro-Industrial Complex	Number of respondents	The degree of need for information and counseling services								
		2010	2011	2012	2010	2011	2012	2010	2011	2012
		often			sometimes			do not need		
Farmers	20	52,3	53,5	65,0	28,7	31,5	33,0	19,0	15,0	2,0
Heads of farms	33	29,2	34,2	37,0	50,8	55,8	57,1	20,0	10,0	5,9
Farms specialists	45	34,6	38,8	41,5	46,0	48,0	48,0	15,2	13,2	10,5
On average	–	38,7	42,2	47,8	41,8	45,1	46,0	18,1	12,7	6,1

Thus, the structure of the information-analytical system of the agricultural sector has to become an important part of information system of Ukraine. It should be based on informational cooperation between state authorities, entrepreneurial structures of information and advisory services and information-analytical services of corresponding enterprises and management bodies. This informational cooperation should be based on principles of associated cooperation.

Establishing such a system has to create opportunities for profitable trading of agricultural products in local, regional, national or international markets depending on their conjuncture and thereby to promote marketing activity, to strengthen the economic position of agricultural producers.