

Innovation and Investment Activities of Agro-industrial Enterprises

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Research Methodology. Using a systematic approach the investment activity of agroindustrial companies is investigated, developing innovative basis to set trends and innovation in agricultural production. By means of economic and statistical methods the state of innovation processes of enterprises and ways to modernize agricultural production are evaluated.

Results. Development of agro-industries on agricultural production and agroprocessing are analyzed. The state of agricultural technologies is evaluated and ways of their further development through the introduction of modern scientific achievements and modernization of agricultural production are established. The basic business risks of innovation are defined. A scale of expenses with regard to marketing component is offered. The priorities in upgrading agricultural companies are established.

Novelty. Socio-economic need to introduce innovative solutions in economic activity agricultural enterprises is grounded. The analysis of the technological development of enterprises under the influence of scientific and technological progress is made. The analysis of the effectiveness of investments in innovation with regard to commercial risks is made. Based on the analysis the main factors of investment support innovative development company are determined.

The practical significance. Based on the adopted methodology of research of agricultural investment enterprises on innovation trends and common factors of innovation and investment development are established. Also practical recommendations for the formation of innovation policy and company management strategy using innovative management, which is a scientific and methodological basis for formulating strategic plans of innovative development of agro-industries are developed.