UDC 330.341.1.001.572:338.432:502.131
DOI: 10.31521/2313-092X/2021-3(111)-3

Ukrainian Black Sea Region Agrarian Science
Vol. 25, No. 3

Theoretical and methodological assessments of the formation of an innovative model of the agrarian sector on the basis of sustainable development

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Abstract. The idea of the principles of sustainable development is important and a priority in the context of ensuring the effectiveness of the functioning of economic systems. The agricultural sector, which is of great importance in the socio-economic and economic dimensions, requires a favorable organization of innovations in order to achieve the principles of sustainability. In view of this, it is important to build an innovative model in the agricultural sector to obtain sustainability criteria, which requires the dissemination of theoretical and methodological assessments of its formation – which is the purpose of the article. The article examines the theoretical and methodological foundations of assessment and conducts a conceptual analysis of the foundations of the formation of an innovative model of the agricultural sector based on the principles of sustainable development. The methodological context of the formation of an innovative model on the basis of sustainable development is revealed, taking into account the critical importance of the agricultural sector as a system in which relations are implemented to guarantee national food security. Strategic priorities, ideological guidelines for the implementation of the concept of sustainability in the agricultural sector of the economy within the framework of solving the task of innovating the industry with the subsequent increase in its competitiveness are proposed. Methodologically compared and implemented into the system of scientific discourse, the aspect of implementation of measures to implement the goals of sustainable development within the framework of the formation of an innovative model of the agro-industrial sector. The theoretical value of the article lies in the improvement of the specified research vector, the expansion of theoretical and methodological assessments of the formation of an innovative model of the agrarian sector on the basis of sustainability with a concentration on the organizational and regulatory component. Such theoretical and methodological improvement is logical along with the development of the agricultural management system, changing priorities for determining and ensuring its socio-economic effectiveness

Keywords: agricultural sector, innovative model, sustainable development, innovation of the industry

INTRODUCTION

Today, the concept of the principles of sustainable development is a priority for building and ensuring the efficiency of economic systems, as well as positioning criteria for the effectiveness of management. The agrarian sector, as a special branch in socio-economic and economic terms, needs a constructive organization of innovations in order to achieve the principles of sustainability. In this regard, achieving sustainability criteria is not possible without building an innovative model in the agricultural sector, therefore it is always time to deepen the theoretical and methodological assessments of its formation. The problem is considered in general in order to satisfy the need to take into account the features of the state of the competitive

Article's History:
Received: 23.02.2021
Revised: 11.06.2021
Accepted: 26.08.2021

Suggested Citation:
Rybachuk, V. (2021). Theoretical and methodological assessments of the formation of an innovative model of the agrarian sector on the basis of sustainable development. *Ukrainian Black Sea Region Agrarian Science*, 25(3), 20-28.

environment of business entities and the principles of the functioning of the agrarian sector of the economy. Given the current state of economic relations in the agricultural sector of Ukraine, the problem of forming an innovative model based on the principles of sustainable development is critical and requires constant additional theoretical and methodological consideration with the assessment and determination of organizational and economic priorities for its solution. The concept of an innovative model of the economy in relation to the elements of the ideology of sustainable development, particularly regarding the agrarian sector, was formed thanks to the scientific understanding of the principles of the activities of organizations and systems of facilitating the satisfaction of ever-growing needs, increasing labor productivity, etc. A. Smith [1], Y. Schumpeter [2], J. Galbraith [3], B. Santo [4], and M. Tugan-Baranovsky [5] carried out general theoretical, basic studies of issues of innovation, components of sustainable development in their works. and other. The sectoral specificity of innovations in the agricultural sector, along with the determination of ways to achieve competitiveness and entrepreneurial activity, are noted in the scientific works and practical recommendations of O. Krysalny [6], V. Shebanin [7], O. Shpykulyak [8], V. Pokotilova [9], V. Geitsa [10], S. Volodina [11], L. Kurylo [12]. Emphasis on the ideology of sustainable development in the context of various aspects of the functioning of the agricultural sector was made in the works of M. Khvesyk [13; 17], P. Sabluka [14], Yu. Lupenko [15; 16], M. Malik [17; 18], as well as noted in normative and methodological [19; 20] and other publications [21-30].

In the development of the specified direction of research, we propose to deepen the theoretical and methodological assessments of the formation of an innovative model of the agricultural sector on the basis of sustainability with an emphasis on the organizational and regulatory component. We consider such theoretical and methodological deepening to be logical with the evolution of the agricultural management system, changing priorities for determining and ensuring its socio-economic efficiency.

The purpose of the article is to deepen the theoretical and methodological assessments of the formation of an innovative model of the agricultural sector on the basis of sustainable development.

RESULTS AND DISCUSSION

The concept of an innovative model as a guarantee of progress in the socio-economic development of the state

The formation of an innovative model is a classic way for the state, organization, industry to achieve: progress in socio-economic development, which was particularly noted in the scientific work of J. Galbraith [23], tested by the experience of H. Ford [24]; efficient diffusion of innovations, especially in an extremely conservative sector, such as farming, as noted by Everett M. Rogers [25]; formation of the effective potential of energy independence due to the use of renewable energy sources – the conclusion of H. Kaletnik [26]. The specified list of theoretical, methodological and practical conclusions regarding the lack of an alternative to the formation of an innovative model of the agricultural sector on the basis of sustainable development is not exhaustive, but it proves the confirmation of this scientific truth by practice.

Revealing this issue with reference to the agrarian sector of the economy of Ukraine, we note the presence of systemic opportunities and the general need to rebuild the foundations of the organization of the industry's functioning from a raw material model to a high-tech model that embodies the practices of the movement towards sustainable development. We note that, possessing sufficiently competitive resource potential of the agricultural sector, our state sets world records in the production of certain types of agricultural products every year. However, it dominates mostly in the commodity sectors (cereals, sunflower seeds, rapeseed). Every time it sets records for the production of raw materials, the Ukrainian agricultural sector is moving away from the principles of sustainable development, towards which the principles of the innovation model are directed (innovations are actively involved mainly in the sector of establishing competitive production of several agricultural crops – export-oriented). Accordingly, such important aspects of ensuring sustainable development, achieving UN goals [19] and their national implementation [20-22] as: "green"energy [26; 27] – especially at the local level of providing it to rural households; secondary processing of unused food and agricultural products; organic agriculture; systematic development of animal husbandry; strengthening the role and innovative development of family farming [18]; improvement of the system of training of personnel in agricultural specialties [7; 12; 30].

Taking into account the problematic arguments of the functional assessment of the nature of relations in the system of building an innovative model and its relation to the implementation of the principles of sustainable development of the agrarian sector of the Ukrainian economy, it is worth paying attention to the current world trends, which other scientists characterize as follows: "…the strategy of economic development,

which was based on export, exhausted itself. Countries will achieve better results if their strategies for economic growth focus on a more important role of increasing demand in the domestic market, raising wages, strengthening the public sector and, in addition, on meeting demand through the development of domestic production in those activities that belong to the processing industry, which is especially important. The return from them increases due to "technological creativity, which will eventually strengthen the role of exports" [10]. It is believed that for a long time in the world, this also applies to the field of agro-industrial production (author), the so-called commercial expansion dominated, which led to the expansion of exports, thereby acting as a model of economic growth [10]. For Ukraine, for its agricultural sector, the model also has a raw material character, and in order to get out of the "welfare crisis" it is necessary to switch to an innovative model – this is the main priority.

An innovative model in the development and implementation of strategic priorities of state policy in all fields of implementation of management decisions should become the norm.Only such a general-context proposal in its practical implementation, based on the results of scientific and analytical assessments of the state of the agrarian sector of the national economy, its scientific and innovative support, as well as the entrepreneurial component, is considered by us to be a constructive basis for the development of tools for the transition of the industry to sustainable development and, most importantly, ensuring the formation of an innovative model.

It is the innovative model that is the recognized landmark of the strategic contours of the development of the agricultural sector, which is desirable for achievement, because it makes it possible to construct such a type of interaction of productive forces and the implementation of industrial relations, which carries the foundations of progressivity.

Innovativeness of the development of the agricultural sector in a practical sense as the quality of development actually ensures the appropriate level of technologies for the production of agricultural products and food, energy saving, sustainability, renewable resources. That is, agro-innovations introduced as a result of the innovation process constitute the construction of the effects of sustainability, competitiveness, food and energy security, etc. The multiplicity of agricultural innovations is systemic, but the connection with the nature of the industry itself, its dependence on climatic and weather conditions normalizes significant risks that can level out innovativeness, positive effect – much more often than in other spheres of entrepreneurial activity. The consequences of the innovation process cannot be considered unconditionally achievable, therefore, in the fundamental understanding of the theory of the innovation model of the agricultural sector, there are many differences from the classical innovation process.Based on the content of theoretical and methodological developments and analytical generalizations of the characteristics of the model of the agricultural sector and the production of the same name, which is recognized as resource-raw, clear priorities emerge that must be implemented first of all at the institutional level for the successful implementation of the concept of sustainability.

Among the strategic priorities or ideological guidelines, we see the following:

- formation and approval of the national idea of agro-industrial production as a basic industry for achieving national well-being;
- determining the priorities of the state agrarian policy, taking into account the idea of specialization of the agro-food complex, in accordance with its natural, economic and resource potential for the formation of the industry as a national brand;
- unconditional support of Ukrainian agricultural science and education, contrary to world trends of their globalization;
- support for agrarian entrepreneurs who contribute to the introduction of innovations in the development of rural areas and produce renewable, ecologically oriented products;
- stimulation of innovations in the processing industry and infrastructure development;
- developing a strategy for the transition from the supply of agricultural raw materials to external markets to products with high added value;
- the gradual transformation of Ukraine and its agricultural sector at the national and regional level into a world "center" for the development of sustainable agriculture with developed eco-agriculture, bioenergy, etc.;
- the introduction of the agricultural industry into the system of national priorities for its development as an unconditional guarantor of national security in the economic, social, ecological, and innovative spheres of human life.
- background and priorities in the formation of an innovative model of the agricultural sector.

Today, in the development of proposals and justification of directions for the development of agro-industrial production in the format of an innovative

model, scientists pay attention to the improvement of the conditions of innovation, which can be generally agreed, because the effectiveness of innovative activity depends on the level of favorability of the socio-economic environment. The introduction of innovations here means the formation of a stable, logically ordered market mechanism for the introduction of scientific developments into the production process of the agrarian complex. In other words, it is the creation of an organizational and orderly system with the participation of scientific and educational institutions, the state, and production structures, which would provide conditions and opportunities for the transfer of innovations into production. Moreover, in the conditions of Ukraine, only the formation of an innovative model of the agrarian sector will make it possible to turn it into an industry for the production of goods with high added value, the driving force of economic growth.

This requires an effective innovative policy of breakthrough, creative direction. The need for budgetary and tax stimulation of innovative activity in Ukraine has been proven. We also consider this regulatory lever to be one of the important ones in the formation of the national and regional ideology of supporting the formation of an innovative model of agro-industrial production. Without the ideology of supporting innovative development, which is identical to national business traditions, the efficiency of the industry will remain low, in particular in the socio-economic dimension of sustainable management.Without innovations, the "green" model is unattainable, and in general, an innovative nationally identical model would be positioned as a mechanism for an innovative breakthrough. State and institutional-legal support for the effective use of the innovative potential of the agro-food sector should become a priority, both at the level of the industry and at the level of specific structures. We consider the path of building a balanced organizational, economic, ecological and social development of the industry based on an active process of development and implementation of domestic agro-innovations, as well as in education and science. This is a complex ideological priority, which we consider to be the basis of the concept of sustainable development in the formation of an innovative model, but with necessarily unconditional consideration of the priorities of scientifically based specialization of regions. This ideology is defined by us, based on the results of analytical assessments of the development of the agricultural sector and production

Regarding the principles and priorities of the formation of an innovative model of the agrarian sector, it is necessary to decide at the state level with the development of the state agrarian policy in the priorities of sustainable development (Fig. 1).

It's believed that these should essentially be social messages, even with short-term incentives of a coercive nature, which to some extent do not satisfy the "interests" of large agrarian capital, for which such a model (innovative) with a highly intellectual society, a highly competitive transparent, and therefore a demonopolized, developed market local governments do not need, because it increases the risks for business.

However, there can be no other wa y, because the further consolidation of Ukraine in terms of the income base of life, among the countries of the "third world", will lead to the inevitable loss of high-powered national agro-industrial potential.

The article considers it institutionally acceptable the fact that the innovative model of the agricultural sector is a toolkit, a mechanism for ensuring sustainable development, it is incorporated accordingly by state policy into the system of organizing the practice of managing the relations of agricultural market participants. In the given context of the conceptual vision of the problem, a functional basis or a conceptual scheme for the implementation of the principles of sustainability should be embedded, taking into account the fact that agriculture is an environment of life and management at the same time. The first basis for defining the concept should be clearly defined contours or "points of contact" (see Fig. 1), which should be oriented to the development of innovation policy. A complex problem, which proves the main priorities of building an innovative model, is the natural, opportunistic, de-innovative, raw nature of labor productivity, production efficiency; systemic deterioration of the functionality and effectiveness of the development of the structure of scientific and educational support of the industry; "consumer" nature regarding the priorities of resource use, entrepreneurial activity; the low level of effectiveness of the introduction of innovations in the agrarian sector of the economy and their significant inconsistency with the principles of sustainable renewable development; the general stability of the resource model with a low level of intellectualization of labor; the predominance of quantitative guidelines over qualitative ones in the implementation of agrarian policy to support the industry; detachment of the producer from the problems of ensuring the sustainable functioning of the agroecosystem; the systematic outflow of researchers from agricultural science and the secondary nature of its status.

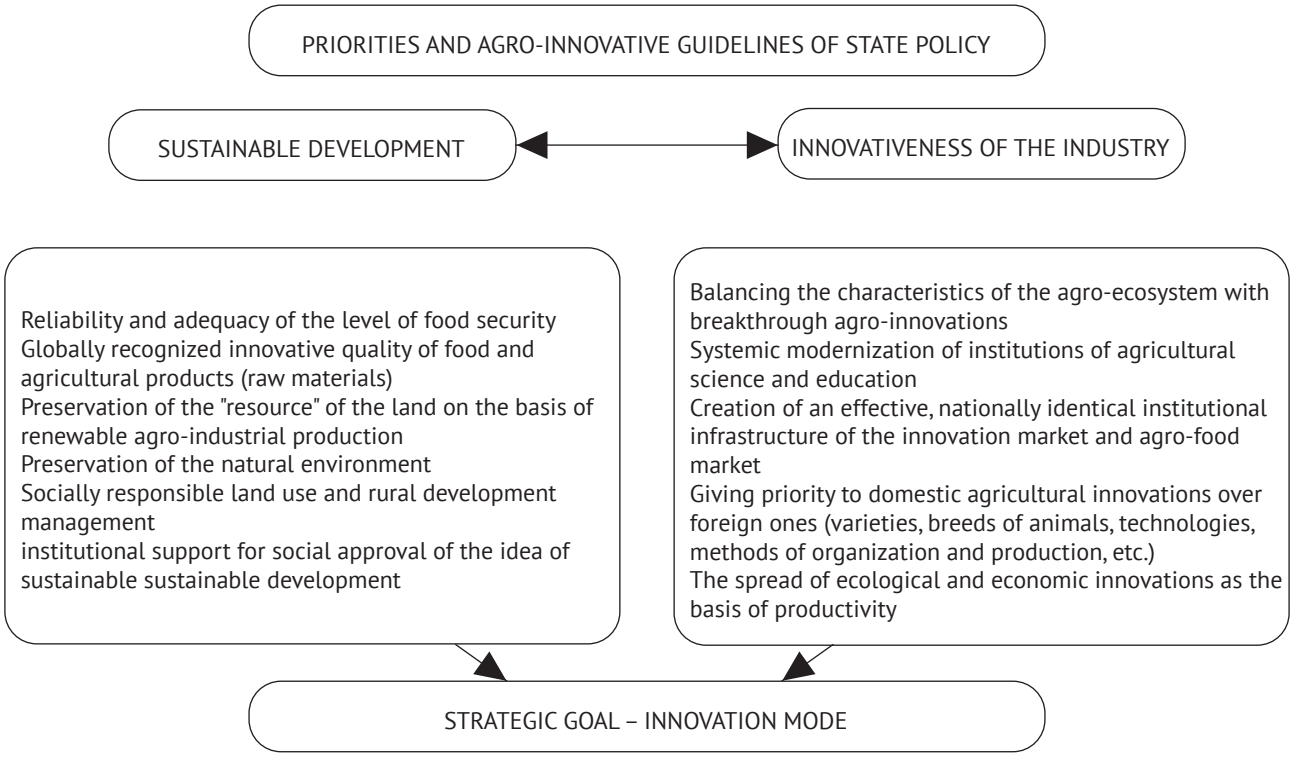

Figure 1. *Priorities of sustainable development and innovative model of the agrarian sector of the economy*
Source: *determined by the author based on his own research*

The identification of the given "points of contact" was carried out taking into account the problems that exist today in the functioning of the national and regional system of agro-industrial production and confirmed by empirical assessments of the state of affairs in various formations of efficiency (social, economic, ecological, institutional, innovative).

The reality of building an innovative model within the institutional guidelines set by us is a problem without the solution of which the progressive development of the industry is impossible, until the priority of systemic, breakthrough innovations is intensively used, not only in the export segment of raw material production. It is necessary to ideologically and practically adjust the foundations of the national and regional model of the development of the agricultural sector of Ukraine to the goals of sustainable development recognized by the world community (Table 1).

One of the important priorities of the development model of the agricultural production sector is the need to "overcome the existing gap in competitiveness, which requires significant changes, not least in technologies, including managerial ones, due to appropriate investment and changes in the personnel training system" [10]. In parallel, a regulatory policy in the field of innovative development should be developed and implemented, the goal of which should be a reduction in the level of technological dependence and a course for the modernization of the agricultural industry in all its segments, including scientific and educational support.

Table 1. *Goals of sustainable development and contours of their implementation through the construction of an innovative model of the agricultural sector*

Goals of sustainable development	The goals of sustainable development Implementation contours in the innovation model through the development of effective innovations
Overcoming poverty	Implementation of breakthrough innovations in the development of entrepreneurial activity to ensure the growth of business profitability and increase the cost of labor in the system of agricultural labor
Solving the problems of hunger	Guaranteeing stable production of sufficient quantities of high-quality food
Maintaining good health	Systematic innovative quality control of produced and consumed food and other goods of agricultural origin

Table 1, Continued

Goals of sustainable development	The goals of sustainable development Implementation contours in the innovation model through the development of effective innovations
Quality education	Development and implementation of innovative training programs for the village
Gender equality	Ensuring compliance with the rules of equal participation of men and women in the system of determining priorities for the development of the sector
Clean water and proper sanitary conditions	Introduction of advanced water quality standards and methods of their observance, as well as the creation of viable sanitary conditions for the development of the agroecosystem
Use of renewable energy	The formation and innovative waste-free system of agricultural production based on the processing of organic waste of the agro-food system into energy with its subsequent use in the socio-economic development system
Decent jobs and economic growth	Creation of innovations to ensure decent conditions of agro-industrial work with a constructive symbiosis of income and labor microclimate
Innovations and infrastructure	Systematic support of agricultural science in the formation of a national priority and the creation of high-quality, accessible, functional infrastructure of rural development
Reducing inequality	Structuring the incomes of those employed in agro-industrial production for a fair assessment of property and labor investments
Development of cities and communities in accordance with the principles of sustainable development	The perspective of innovating relations in the "city-village" system on the basis of interdependent sustainable development
Responsible consumption	Rationalization of food supply
Protection of the planet	The use of only natural renewable factors in the organization of agrarian life activities
Ensuring life under water	Preservation of water bodies and introduction of sustainable aquaculture innovations
Ensuring life on earth	Progress towards a sustainable, ecologically renewable system of human life in the agricultural sector
Peace and justice	Fair distribution of agricultural goods
Cooperation to achieve goals	Agrarian activity on a partnership basis

Source: *proposed by the author based on research results and methodological generalizations*

The adaptability of the innovative model to a number of requirements, as well as the potential of manufacturers, is an extremely important fact of ensuring its functionality. It is important to create stable prerequisites for systemic innovative activity of economic entities in the agricultural production system, as well as their interaction with all participants of the innovation market. The model of interaction should meet the needs and trends of the development of agro-industrial entrepreneurship. In this context, the institutional policy of the state and its authorized bodies should create stable prerequisites for effective entrepreneurial activity, which will ensure the movement towards an innovative model

The functional key to building an innovative model of agro-industrial production in the region is institutional support for the growth of innovative activity of enterprises: from the production of agricultural products, raw materials, to enterprises for their processing. Organizationally and structurally, among the enterprises – participants of the agrarian market, which, in our opinion, are directly related to the formation of the innovative model, enterprises and structures for the production of agricultural products of all forms of ownership and management should be singled out; enterprises, organizations – subjects of market infrastructure, including innovative infrastructure; processing enterprises.

In general, in order to achieve visible success in the mentioned process, it is necessary to first eliminate the imbalance in the levels of innovation, when large, financially strong enterprises have unlimited access to advanced technologies, and small, small and even medium ones do not have the financial opportunity to buy the latest means of production.This paradox must be eliminated by the state, and financial levers do not necessarily have to be involved here, institutional support is of decisive importance – the formation of favorable institutional conditions for the development of the innovation market. Thanks to the strengthening of the innovative orientation of enterprises in the development of agro-industrial production, it will be possible to solve many problems.

The central role in ensuring the effective transition to the innovative model should be played by institutions of the scientific and educational sphere,

which are engaged in training personnel and creating innovations. It is necessary to ensure, first of all, a sufficient level of financing of these institutions and ideological, institutional state support. When creating an innovative model, along with the available resource potential of the industry, institutions – legal, organizational-management, functional-economic, as well as infrastructural – are of exceptional importance.

When building the declared system of institutional support, it is necessary to take into account the nationwide process of innovation of the economy, the industry, because there cannot be isolation here, because everything happens in the environment of global competition. Conceptually, here we should talk about the institutional framework of the organization of the formation of the innovative model, as well as the creation of conditions for its effective functioning. This is a very complex process, the process is not instantaneous and requires comprehensive consideration of atypical institutional features of the changing business environment, including in relation to the components of self-regulation.Institutional policy is determined by institutions, understood by the "rules of the game" – this is the first thing that is needed for the systematic introduction of innovations, the arrival of investments in agro-industrial production. These are all the actions of subjects, from the generation of innovations to their direct use in the practice of production and infrastructural maintenance of institutional regulation. We emphasize the use of foreign experience in implementing an innovative model, which could form the institutional basis of this process. This, in our opinion, is a way out of the difficult situation of increased competition and the need to maintain competitiveness in the market. However, one should not forget about the institutional and legal support for the creation of a legal field of activity for the participants of the innovative model. We should move away from this, and in this regard, the state has already done a lot, the regulatory acts are characterized by a wide-ranging support for innovations – the problem is only in financial support. For various reasons and risks, the possibilities of practical implementation of the priorities of the innovation model remain possibilities. This is a serious gap, which can only be filled with an increase in the level of trust in the agribusiness sector of the national economy and in the state, which is empowered to build an effective system of innovative development institutions.

It is suggested that the agrarian sector of production has sufficient potential for the introduction of innovations, and as a result, the growth of production volumes, first of all, in animal husbandry.

However, in order to realize the potential due to the implementation of promising innovative projects, it is necessary institutionally:

- to improve the mechanism of state support for implementing manufacturers
- innovations, emphasizing their targeted financing;
- to organize effective advisory activities to ensure unimpeded access to information and financial resources;
- to stimulate the development of both production and service agricultural cooperation;
- to form a system of ensuring resource filling of the microcredit system of agricultural production;
- establish a system of innovative support for the development of small producers, in particular family farms.

When building the concept of an innovative model, it is necessary to talk about the organizational and regulatory involvement in its functioning, if possible, of all categories of business entities, including households. They also need to be involved in the system of innovative development, in particular through the cooperation mechanism, to give them the opportunity to use the latest developments and production technologies at their level. There is definitely a sense in this, because households, producing a fairly significant share of products in the national volume, essentially do not have the opportunity to use the latest technologies. This fact significantly reduces the productivity of production assets, in particular land.With the formation of an innovative model as an institutional reference point for the regulation of innovative development of the agrarian sector of the economy, the actual possibility of achieving the following global strategic goals appears: identification and permanent constructive adjustment of socio-economic and environmental problems; implementation of a sustainable environmental policy and ensuring rational use of natural resources; creation and introduction of breakthrough innovations of agrarian direction in the production and social segment of development; stabilization of the investment climate, stable investor confidence in the industry; guaranteeing the quality and safety of sustainable development; preservation of agricultural resources for future generations on the basis of innovation in nature and land use.

We consider the position of V. Pokotylova to be fair and well-founded that the transition of the economy to an innovative model requires appropriate resources aimed at the development and implementation of the latest technologies and productions, as well as the systematicity of innovations, the creation of institutional conditions that stimulate innovation processes [9].Creative tasks, the solution of which, in

our opinion, will contribute to progress towards an innovative model of agro-industrial production, are the following: improvement of financial support for scientific activity; increasing results in the creation and implementation of innovations; preserving the existing scientific potential and strengthening it in accordance with the challenges of the competitive market; formation of a functional institutional infrastructure of the market of agricultural innovations, as they follow the specifics of the industry; development and implementation of a nationally identical agro-innovation policy with the concentration of "efforts" on potentially the most competitive types of activity.

CONCLUSIONS

The article claims that the innovative model of the development of the agrarian sector should take into account innovative, production, resource potential with a mandatory combination of them in the format of coordination with the innovative policy of the state and the prospects of competitiveness. This is the institutional construction of the foundations of formation, implementation and realization of institutional regulatory priorities. But it should be noted that the innovative model should not be positioned as a system closed in regional contours, because economic activity goes far beyond the borders of the state.

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Теоретико-методологічні оцінки формування інноваційної моделі аграрного сектора на засадах сталого розвитку

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Анотація. У статті досліджено теоретико-методологічні засади оцінки і проведено концептуальний аналіз основ формування інноваційної моделі аграрного сектора на засадах сталого розвитку. Розкрито методологічний контекст формування інноваційної моделі на засадах сталого розвитку, враховуючи критичну важливість аграрного сектора як системи, у якій реалізуються відносини для гарантування національної продовольчої безпеки. Запропоновано стратегічні пріоритети, ідеологічні орієнтири для реалізації концепції сталості в аграрному секторі економіки в рамках вирішення завдання інноватизації галузі з наступним підвищенням її конкурентоспроможності. Методологічно співставлено й імплементовано в систему наукового дискурсу аспект впровадження заходів реалізації цілей сталого розвитку в рамках формування інноваційної моделі агропромислового сектора

Ключові слова: аграрний сектор, інноваційна модель, сталий розвиток, інноватизація галузі