

## SIGNIFICANCE OF MANAGEMENT INNOVATION IN AGRICULTURAL INFRASTRUCTURE OF KURSK REGION

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**Key words:** strategic management, agroindustrial complex, innovations, competitiveness, profit, production, technology support.

To improve the effectiveness of the activity of the agricultural enterprise with the strategic management. That is why it is a necessary to make conditions on a different levels of agroindustrial complex. The agroindustrial complex development is a process what should be forecasted, planned and regulated, controlled, so it means that it is a necessary to develop the concept of growth, provide and control its realization.

At the present time exists the great number of modern managerial methods and approaches but not all these methods find a due using<sup>1</sup>. The currency of the choice of the right managerial style is, it carry up to growing of the efficient activity of the each enterprise. For example, in the quickly changed external environment where are the modern organizations, the competitiveness can be ensured by the strategic management<sup>2</sup>. A strategical management is the process of the realization of the strategical decisions established on the analyze of the available resources and eventual impendence of external environment<sup>3</sup>. It reaches out to with all the main resources and departments of the organization: production, procurement activities, finances, marketing, management of personnel, scientific research and elaborations<sup>4</sup>.

For the efficient activity of the agricultural enterprises it is very important to make conditions on the different levels. The management system needs a real reformation of the agricultural complex<sup>5</sup>. Certainly the scientific provision of the agricultural industrial complex and the preparation of its managers who can insure the effective activity of the agronomy under the market conditions will be able to contribute to the planned development of the agricultural sector<sup>6</sup>.

Now the agricultural industrial complex faces with some problems which are to be resolved and adequate.

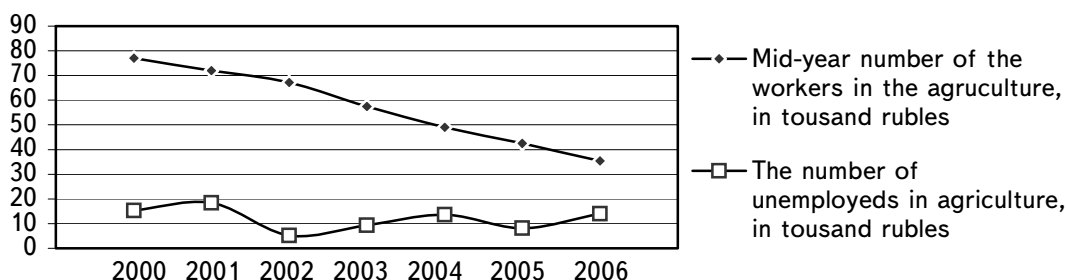
The main problem is the privation of the high qualified people and the establishment of the young people in the village what is induced by the social and material problems.

The number of the employees in the agriculture sector was reduced almost by 50%, it is conditioned better by the wish of the young people to realize their opportunities in a town (fig. 1).

The number of the profitable enterprises was reduced by 33%. In connection with this the growing of the prime cost of the producing of one centner points out. For example, it grew by the production of the sugar, sugarbeet and vegetables agreeable twice and a half, twice and six times. Receivable accounts of enterprises grew almost sevenfold, and payable accounts grew by 19% (fig. 2).

For the dynamic development of the branches it is necessary permanent to renew and to modernize the capital funds. In particular the a special interest is in the providing of the agricultural organizations by the technical equipment (fig. 3).

The number of technical equipment was reduced almost twice. Represented data shows the



**Fig. 1. The dynamique of the employment of the agricultural population, thousand of people**

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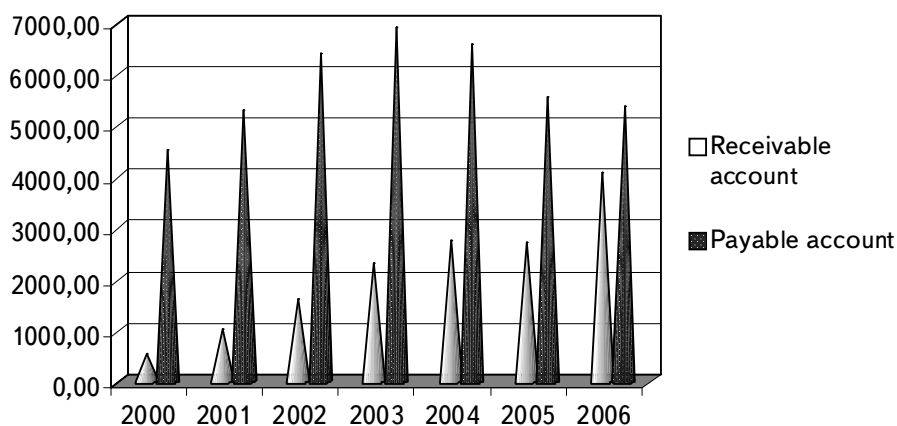


Fig. 2. Reivable and payable accounts of the agriculture enterprise, thousand rubles

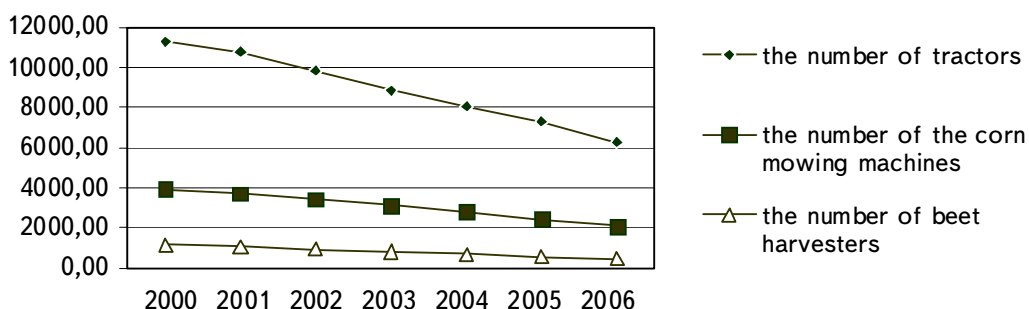


Fig. 3. Technical equipment of the agricultural of the Kursk region, piece

necessary to improve the obligatory actions to renew of the machine-tractor equipment in the agricultural organizations. In that situation it is very difficult to obtain the technique equipment because of great disparity of prices what has formed on the market. This problem could be a ground of the significant reduction of the crop acreage's of all agricultural products (Fig. 4).

In spite of exist problems the enterprises produce stabile and realize the necessary production. By the way the marketability of corn, sugarbeet, potatoes, vegetables, milk came up. At large the indexes of the crop earnest of the main agricultural products.

Foregoing data show the necessary of the realization of the formed programs in the sphere of the approval of the business activity in the enterprises of the Kursk region and using of the new effective management forms.

The development of the agri-industrial complex, his advance are the process which is necessary to forecast, to plan, to settle, to control, that is to say the concept of development has to be worked out, it has to control its realization.

It was worked out by us the typical concept of the strategic development of the agri-industrial complex which concludes a range of goals and the following aims (Table 1).

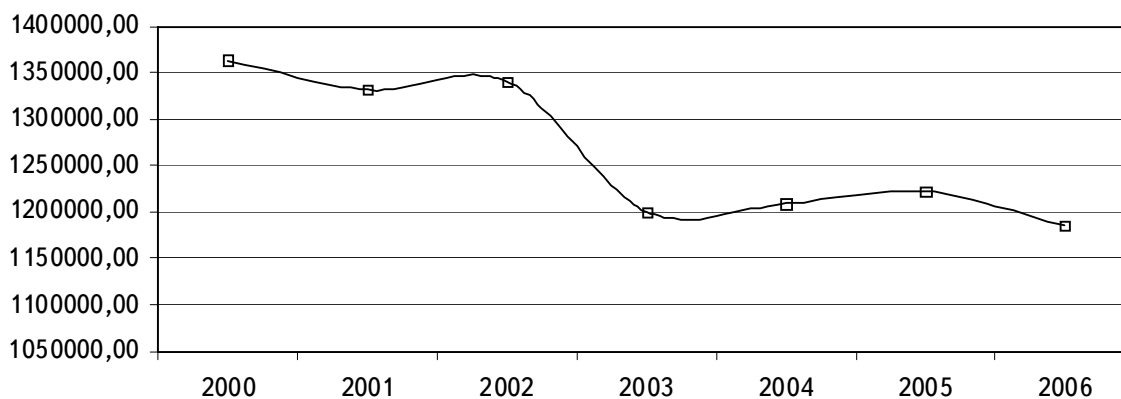


Fig. 4. The dynamic of the crop acreage's of all agricultural products in the Kursk region, hectar

**The main aspects of the concept  
of the strategic management concerning Kursk region**

Goals of the strategic management in Kursk region	Objects	Realization methods
Effectivization and provision of the development of the enterprises's activity	Perfection of the compititive ability of the products. Profit mark-up	Engaging of the credits of easy terms, subsidies, modernization of production
Increase of the income part of agri-industrial complex in the region budget	Increase of the production volume and realization of the agriculturer production. Development of the infrastructure, of the processing industry. Using of the domestic raw materials	Demand creation of the merchandise domestically assembled. Application of logistic methods
Provision of the food safety	Optimize of the community need in food articles. Realize the perchising interventions. Control of the movement of food on the region territory	Forecase the population increase. Furnish of the product quality control. To use the methods of strategic management

The first goal concerns the increase of efficiency and the secure of the development of enterprises's activity. To succeed this goal it is necessary to deliver the targets as perfection of the compititive ability, increase of the income. This goal is to deliver by the engaging of the credit on easy terms, susyudies and modernization of the production, that is to say of the using of the modern technique and the new technologies.

The second goal is directed to the increase of the incoming part of the agri-industrial complex in the region budget. We can separate following aims: the increase of the agriculturer production volume, infrastrucure development, secure of the using of the domestic raw materials. For the increase of the production volume and sucessful realization of the production the high demand on the market is necessary. The produsers of the agriculturer production must have a powerful materail basic and efficient marketing network. From the side od customer it is possibility to prolong of the program of forming demand on the domestic production. For optimization of the cooperation system of the raw materials producers, working out and realization of the production the logistic methods were used.

The secure of the food safety is the most important goal of the agri-industrial complex management. For optimization of the population food needs it should be made the purchising inventions, controled the movement of food on the region territory. There are the main aims what we have to realize.

In such a way for the will be opened the new opportunities to expand of the market, absorption of the potencial market niveau, devel-

opment of the international cooperation and external economic activity, increase of the demand for the domestic food production, strengthening of the state support, growing of the compititivity, engaging of the high qualified personell and investors.

The materials of the statistic digest were used in this article.

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