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EFFICIENCY OF USING THE RESOURCE POTENTIAL OF AGRICULTURAL ENTERPRISES

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*Effective functioning of agricultural enterprises is impossible without economically feasible development of its resource potential. Increasing the level of effectiveness of the use of capacity plays a leading role in the successful resolution of economic and social problems, achieving the main goal of production - increasing profitability. In the article the theoretical and methodical principles of effective use of resource potential of agricultural enterprises are investigated and the most significant component of it is determined.*

**Introduction.** Economic efficiency of agriculture is expressed in its purpose - providing the population of the country with food in accordance with the recommended level of their consumption.

In order to protect national interests, it is necessary to ensure the food security of the country, increasing the production of agricultural products by domestic producers.

The development of a market economy, the integration of Ukraine into the world economic space make it necessary to increase the competitiveness and quality of agricultural products, which implies a significant increase in the efficiency of the use of the resource potential of agricultural entities. Therefore, studies aimed at improving the efficiency of using the resource potential, creating conditions for its sustainable reproduction, are relevant and have important national economic importance.

**Task formulation.** Studying the main elements of the resource potential of agricultural enterprises and the effectiveness of their use in order to produce high-quality and competitive agricultural products to meet the needs of the population.

**Methods of research.** When the article was written, various methods of economic research were used: dialectical, abstract-logical, monographic and others.

**Results, their discussion and perspectives.** When studying the resource potential of an agricultural enterprise, it is important to evaluate the effectiveness of its use as a whole and assess the effectiveness of the use of individual factors of production.

It should be noted that a systematic approach to the consideration of the resource potential involves the achievement of effective activity with the interconnected, streamlined and balanced interaction of all its elements. Therefore, all elements of the resource potential can be both main and auxiliary.

The variety of different classifications of resources and approaches of scientists presented in the scientific literature is the result of the development of economic thought and scientific and technological progress. As a result, the productive forces and production relations are improved; the process of interaction of elements of the resource potential of an agricultural enterprise is complicated; attitudes of scientists to certain elements of the resource potential are changing.

In agricultural production, the composition of the resource potential of an agricultural enterprise, the assignment of its elements to a particular species or group is made in accordance with their nature, purpose and use, and also depending on the approaches of researchers.

In the composition of the resource potential, some scientists include land, labor resources, fixed and circulating funds, funds, reserves, values, reserves, material and technical resources, while others also include bio-potential, funds and labor resources, bioclimatic potential, information and energy resources.

Foreign researches in assessing the resource potential are based on the system of values. M. Porter substantiated that the formation of competitive advantages is carried out in the process of creating values and singled out five stages of economic activity that create the main values: marketing; manufacturing products; logistics; distribution, delivery, warehousing; after sales service [1].

The principles for assessing the resource potential are also associated with the following methodological areas: statistical models that allow establishing a link between production resources and production results; standardized values of providing agricultural organizations with kinds of resources. It is defined as the quotient of the resources to the average group or base value; economic evaluation of resources. Resource availability is defined as the sum of economic assessments [2].

Methods for assessing the resource potential of A.V. Ulezko consist of three stages: analysis of individual resources, their potential, possibilities of use and determination of the most effective option for combining resources; identifying factors limiting the growth of production efficiency, identifying unused reserves and

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translating them into investments, calculating the effective update option; a study of the performance of the enterprise due to investment attractiveness [3].

Along with various types of resources, the resource potential is characterized by the degree of use of these resources and the ability to create beneficial effects.

There are many approaches to determining the economic effect. Scientists propose to calculate it as net income, gross income, gross output, final product, main commodity output, commodity output minus purchased feeds, gross output minus feed stock, etc.

The economic efficiency of agricultural production is expressed by the criteria, or signs, by which the effectiveness is evaluated, and indicators.

The opinions of agricultural economists on the issue of determining criteria, indicators of resource use efficiency and its essence are very contradictory, which complicates their choice in the analysis.

In the process of studying the efficiency of production, scientists came to the conclusion that this category is closely related to expanded reproduction and reflects its process, and also characterizes the level of achievement of the main goals implemented within the framework of economic laws applicable to expanded reproduction [1, 4].

Some scientists believe that it is necessary to use the ratio to the cost of labor (both living and materialized) gross output, gross income or net income as a criterion of efficiency [1, 4].

Some scientists consider the intensive development of agriculture to be the basis for increasing production efficiency. Efficiency characterizes the results of production, and intensification reflects the ways to achieve them [5-6].

Many consider profit to be the criterion of economic efficiency, and generalizing indicators of efficiency - the ratio of profit to cost or level of profitability, expressed as a percentage; the ratio of profit per unit of capital (resource) costs.

In agricultural production, it is important to analyze the indicators characterizing the amount of profit per unit cost of a resource: the level of profitability of fixed assets, tangible working capital, the rate of profit as a generalizing indicator (the ratio of profit to the value of fixed and working capital).

However, according to some researchers, these indicators ignore the time factor that affects the results in terms of inflation. The level of profitability can change with a change in the absolute value of profit, while in determining the production efficiency, the first place is the growth of the mass of profit [2].

Resource potential of agricultural enterprises is characterized by absolute indicators of the average annual number of people employed, acreage and areas of agricultural land, the number of heads of agricultural animals, the cost of basic production assets and the cost of working capital.

The calculation of indicators of resource productivity or cost recovery is a necessary step in determining the efficiency of resource use. The following indicators are used: gross output, profits, gross income, including in relation to the main production assets, material costs, 100 hectares of agricultural land, arable land, etc. Also use a system of additional, auxiliary indicators - cost and profitability of individual products, productivity, productivity of animals, feed return, etc.

Making the maximum profit is the main goal of each enterprise; therefore, agricultural producers seek to optimize production volumes and reduce costs.

Some scientists believe that the definition of economic, industrial and technological, industrial and economic and socio-economic efficiency is the most common methodological approach in assessing the effectiveness of systems. Scientists have proposed various approaches to assessing the use of resources in agricultural production and the calculation of indicators of their efficiency. The choice of indicators and methods depends on the specific features of the organization, its specialization and other factors [2, 4].

The directions of increasing the efficiency of labor utilization in agricultural production are: the introduction of integrated mechanization, the expansion of training of qualified personnel, the development of social infrastructure, the reduction of the influence of the seasonality factor, the development of processing and product sales.

The efficiency of land use depends on many factors. It is associated with the diversity of the results of labor, and therefore is a complex economic category. Apply indicators of arable land use, indices of agricultural production, the dynamics of production, etc.

As natural indicators of land use efficiency, we suggest considering crop yields, production of meat, milk and other products per 100 hectares of agricultural land. As estimated indicators - the production of gross and marketable products per 100 hectares of agricultural land, profit, production costs per 100 hectares of agricultural land in monetary terms, incl. material costs, labor costs [7].

In assessing the efficiency of land use, many researchers apply the cumulative efficiency score as the ratio

of the crop yield ratio (the ratio of the yield of a particular object to the average) to the cost ratio [3].

People allocate material resources along with land.

Material resources are represented by the main production capital, material circulating assets, energy capacities and other indicators.

The peculiarity of the formation of material resources in agricultural production consists in the frequency of use of fixed assets in crop production due to seasonality, which contributes to an increase in production costs, leading to an increase in the capital intensity of production.

Currently, the factors limiting the possibility of increasing agricultural production are: the poor state of the machine and tractor fleet, as the most active part of material resources; low level of equipment with tractors, combine harvesters, trailed, mounted implements and other agricultural equipment, high physical wear and tear; reduced fertilizer use; excess of disposal of equipment over its receipt. This leads to a decrease in the volume of work performed, an increase in the time taken to perform technological operations, an increase in the cost of maintenance and repair, an increase in equipment downtime.

The growth of the efficiency of the work of agricultural organizations depends on increasing the level of technical equipment, the power supply, the use of modern production technologies and management, the modernization of the material and technical base and the intensification of production.

Scientists consider it possible to lower prices for resources for agricultural production by developing the market for material and technical resources, creating wholesale markets, expanding leasing and direct contractual relations with manufacturing plants, and creating machine and tractor stations [5].

The efficiency of the using of material resources is measured by many indicators. These are energy supply (amount of energy capacity per unit of crop area), power supply (amount of energy capacity per worker), and level of mechanization (ratio of the amount of mechanized work performed by machines having mechanical engines to the total amount of work expressed in percent). The level of mechanization of production processes in animal husbandry is defined as the ratio of the livestock of animals that are serviced using mechanisms to the total population.

The effectiveness of the introduction of new agricultural equipment is determined by the reduction of labor costs, operating costs, specific investments and the payback period of additional investments.

A significant improvement in the efficiency of material and technical resources is achieved with the implementation of the following areas: reducing the loss of resources; increasing the productivity of agricultural land and animals; the use of modern technologies for the production of agricultural products that reduce the use of resources and waste; improving the quality of agricultural products; the use of highly efficient business methods.

**Conclusion.** The material base of the agricultural organization is the most important, most significant component of the resource potential. Technical and technological factors of production, the level of energy intensity and progressive methods of using equipment and materials contribute to the most effective involvement in the production process of other factors - land, labor, funds and natural resources.

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