

## INFORMATION AND STAFFING COMPONENTS OF INNOVATIVE POTENTIAL IN AGRARIAN-INDUSTRIAL COMPLEX

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Innovation activity in modern conditions is the foundation of effective economic growth for the national agrarian-industrial complex of Ukraine. Ukraine in dimensions of productivity and efficiency of the agricultural production falls far from all states – members of the European Union, and only on the basis of innovative development can achieve significant growth of efficiency in agriculture and processing sector, production of competitive food products. The movement in the direction of innovative development of the national AIC should be consider as a strategic task.

Issue of information and staffing providing in the current conditions of agrarian economy development acquires the special actuality. The main role in the information support of innovative processes carry information resources and modern information and communication technologies. In sectors of agrarian-industrial complex are no sectoral and territorial bodies of scientific and technical information that would provide agricultural enterprises the latest information. Only a few farms and agribusiness companies have reference-information funds. This negative impact on the use of information assets. The main reasons for this phenomenon is the disintegration of the former library system, reducing the financing volumes for scientific institutions, libraries, lack of receiving of publishing products from other neighboring countries. The experience of countries with market economies shows that information transfer to enterprises about innovation in market economic conditions is increasing due to extension of a

private consultation application. Particular importance in this case have advices on innovation activities. Note that address consultation of agricultural enterprises are able to finance only large farms. The use of “know-how” by advisors of farms and auxiliary farms are very limited. Group counseling for smaller by size enterprises may be one of the best ways to solve the problem. Under conditions of market economy giving of independent private consulting will become particularly important. Innovative consultations already widely used in Ukraine. In recent years growing the trend from attracting of commercial qualification consulting assistance from production-technology and innovation issues. In the future, an independent private economic consulting of enterprises in the agricultural sector, like other forms of consultation will find its place in Ukraine, as is the case in Western Europe. The proper place in the development of the information component of innovative potential of APC should provide consulting companies. Thus, the well-known consulting company “Agroconsult-Transform” (ACT), which was founded under German-Ukrainian project (in 2000) for agricultural development and attracting of investment (NUAP), which along with various services for the establishment of the company provides advices from selection and purchase of modern agricultural machinery. ACT provides consulting assistance on the mechanization of enterprises with limited funds. Managers and experts of enterprises can get information on important issues such as advice on effective



use of human resources personnel; selection of modern production facilities that are most suitable for the conditions of the enterprise; recommendations for the use of various technologies, depending on the specific conditions of the location of the company; qualifications preparation for production conditions etc.; advice on purchasing the best of technological and economic standpoint agricultural machinery for the enterprise; service of compliance of rules of technical exploitation and technical maintenance of acquired machinery and more.

Along with this has formed an innovative culture of enterprise, developing a new attitude to the worker by giving priority for its innovative development, improving of education, promotion of initiatives, professional growth, training and more. Introduction into production of new media, precision machinery, appliances, computers carries in itself the possibilities of development in the employee of scale logic, a new culture of work, its improvement, discipline of thinking and precision of reactions. The development of degradation processes in rural areas has led to the fact that in recent decades in some rural settlements the number of residents decreased in several times, there lives mostly elderly people. Often the heads of agricultural enterprises complain that farms have new technology, but no one to control it. Teams of mechanics equipped with a 60% or even less. Young staff critically lacking. Again the reason for this is not so much the absence of many young people in rural areas, as imperfect of modern system for mechanics training. Previously in securing of public funding for vocational schools annually produced amount needed to machine in the village, but now their production has decreased substantially. In addition, the system of the such preparation does not hold water. Thus, with limited modern technology in vocational schools graduates do not receive any skills and are not willing to work in the production. This applies to our higher educational institutions. Often graduates of universities that coming on production even imagine not having which equipment used in agricul-

ture, which have new versions, because in the universities they have not seen her. Unfortunately, to ensure the exploitation of new technology to young workers need to start from scratch. Compared to the 50<sup>th</sup> years of XX century in modern conditions significantly reduced life of equipment, technology, technological processes, about 2 times, and in some sectors or in individual enterprises technology is changing faster – every 7-8 years [4, 147]. With them the system of national training and career guidance staff, unfortunately, are not adapted to these conditions, which often leads to negative consequences in the workplace, the inability to update, accidents and so on. The main trends in the evolution of information support for innovation activities in agricultural production in Ukraine show that it does not meet modern requirements. In market terms significant advantages over traditional information support information that is provided by government agencies, acquires private counseling. In the economy of Ukrainian agriculture appears a number of successful private innovative companies, for which providing of advice and staff training (even at no cost) was an integral part of innovation business. Domestic practice of training and career guidance personnel, which is not adapted to modern conditions of innovation updating of agriculture, is today one of the most acute problems of innovative development of agricultural enterprises and increasing of innovation culture in AIC.

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