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MODERN FORMS OF INTEGRATION AGRICULTURAL ENTERPRISES OF UKRAINE

The state of the Ukrainian agroindustrial complex and the prospects for its functioning are determined on the basis of targeted state and international development programs with outlined directions of traffic. The main forms of integration of enterprises in the agroindustrial complex of Ukraine – vertically integrated holdings and agricultural cooperatives are investigated. Attention is focused on the prospect of creating agricultural cooperatives in Ukraine, as structures working on the basis of a network approach. Among the advantages of cooperatives are the joint activities of a wide range of enterprises that are in a state of permanent partnership while remaining autonomous and independent economic entities. It is argued that a significant role in the efficiency of the agricultural cooperative is played by its size, since in a small cooperative its collective market power decreases compared to other market participants in the chain of agro-industrial production.

Unlike enterprises (hierarchical structure) of management of a cooperative for its democratic character requires a wider involvement of participants, whose role is mediated simultaneously by a combination of the user, the owner, the manager and the employee.

Enterprises in the cooperative receive more opportunities to participate in new and more profitable markets, as they gain opportunities to unite around any innovations or changes in the market. Those that have insufficiently effective management system can get access to the tools of organizational and interorganizational innovations in the co-operative society by providing them with advisory services and appropriate training to form a new quality of doing business.

Key words: agro-industrial complex, value chain, enterprise integration, vertical integration, agricultural cooperative, business network.