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## **DETERMINANTS OF SUSTAINABLE ECONOMIC DEVELOPMENT OF AGRICULTURAL ENTERPRISES**

The ability of agricultural enterprises to withstand the changing factors of the external business environment and to carry out effective production activities that guarantee solvency and investment attractiveness in the long term ensures their sustainable economic development. In general, the problem of sustainability has important theoretical and practical significance [3]. Sustainability is a factor in the development of the system, that is, the enterprise develops only under the condition of ensuring sustainability, and otherwise it may not get out of the crisis state. Stability is reluctance to the risk of losses and damages, that is, permanence [4]. It can be assumed that sustainability as an internal property of the economic system (enterprise) is expressed in the ability of the enterprise to resist fluctuations caused by changes in the external and internal business environment and at the same time to carry out effective activities to achieve the goals of its development.

The sustainability of agricultural enterprises is ensured by the formation and support of production, marketing, organizational and structural, personnel, investment, financial, social and environmental sustainability at the same time [2]. But from the point of view of effective implementation of the reproduction process, the consistent provision of production, marketing, investment and financial stability is of particular importance. Production stability is determined by the rational use of production resources of the enterprise and is characterized by the stability of production volumes. The marketing stability of the enterprise depends on the quality of the manufactured products, price policy, sales channels and markets and is expressed in the continuity of the process of selling products (works, services). Investment stability is manifested in the attractiveness of the enterprise for investors. The creation of a favorable investment climate is a complex problem aimed at the effective use of the main factors of the external environment, at the creation of conditions for ensuring the sustainable economic development of an economic entity [5].

Financial stability, first of all, is determined by the company's ability to generate a sufficient amount of financial resources to cover the need for working capital at an optimal level. But depending on the level of financial capabilities, the degree of sustainability of the enterprise will vary significantly. There are several types of financial situation according to the degree of stability: absolute and normal, or unstable and crisis financial states [6]. The enterprise is absolutely stable or normally stable in financial terms, if the amount of its own capital allows to fully financing all the necessary current assets (inventories). The increase of own capital, as a source of financing the growing assets of the enterprise ensured exclusively under the condition of its highly profitable production and effective investment activities. Therefore, the main factor in ensuring financial stability is the effective investment activity and profitability of the enterprise.

Sustainability is inextricably linked with the potential of agricultural enterprises – these are means, stocks, sources that are available and can be used, put into action to achieve a certain goal, solving tasks, and the possibility of social composition in a certain area [1]. The potential model of any enterprise is determined by the volume and quality component of its available resources (the number of employees, fixed and circulating assets, financial resources and intangible assets – patents, licenses, information, technology); the abilities of employees, their educational, qualification, psycho-physiological and motivational qualities; management abilities to rationally use available resources; innovative and financial capacity [6]. The unconditional and indisputable dominant of the essence of the economic category "potential" is the ability of the subject to use the

system of elements that provide a rational structure of resources, as well as relations, productive signs of production activity and their functional capacity. Based on this, the conceptual feature that expands the inner essence of the sustainable potential of economic development is the ability. It characterizes the level of development of the subject's potential opportunities, his readiness for competitive advantages. Thus, we believe that the concept of ability does not change the level of theoretical research, but forms a rational basis of thinking, perceiving the natural validity of the objective statement of ability as a process of developing knowledge of the essence of the category "sustainability of the potential of economic development", aimed at reflecting the target resolution of economic theory in as a result of scientific experiments and modeling of economic relations in the space of the business environment.

In the definitions of the integrated approach to the essence of the sustainable potential of economic development, emphasis is placed on the properties of resources and on their hypothetically mobilized ability to generate positive net cash flows in volumes that ensure the continuous process of financing assets, fulfilling obligations to the state, and diversifying the risks of economic growth and business activity, increasing profitability and increasing the market value of resources (assets) [6]. We note that in this context, the determination of the content of the sustainable potential of economic development determines the connection between profit and equity and the sustainability of the enterprise. Let's consider this position more specifically.

In order to justify this statement, we believe that the company's profit is the main source of its sustainable, break-even development. With its help, the enterprise is able to introduce modern technologies for the production of agricultural products, to conduct successful production, financial and investment activities. With the growth of the company's profit, tax deductions to the budgets of all levels increase, and the socio-economic capacity of the company at the state level increases. Thus, the meaningful component of profit reveals the main tasks assigned to it: ensuring the optimal level of income for the formation of invested capital and a sufficient amount of financial resources for the growth of the market value of the enterprise; ensuring high sustainability of the resource potential of the enterprise, made possible by effective management of the capital structure of the enterprise, management of expenses and income, management of cash flows.

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