

FORECASTING OF ECONOMIC PROCESSES OF ENTERPRISE DEVELOPMENT

Karolina Rulitska

PhD in Economics, Associate Professor

Lviv National Agrarian University (Ukraine)

Forecasting of economic processes is one of the decisive scientific factors in formulating the strategy and tactics of social development. The unpredictable nature of the forecast is due to a wide range of factors that affect it. The probable state of development of domestic enterprises in the medium and long term today is extremely subject to the political situation in the country in the context of hostilities in eastern Ukraine.

Knowledge of economic phenomena in the agro-industrial complex of Ukraine and their analysis makes it possible to present certain features and outline certain vectors of development of agricultural enterprises. The company must keep up with the times, but it is better to be a few steps ahead and follow the trends that are not ready for the future cannot count on.

Ukraine's strategic goal at the moment is to raise national living standards and democratic principles to European levels, which will facilitate our country's accession to the EU. At the moment, there is a problem for Ukraine in determining the integration development strategy: in which direction the country's economy should develop.

In modern economic development, technology does not stand still, and business requires an increasing degree of integration of many management decisions [2, p. 134]. Special attention should also be paid to the issues of adapting domestic production to EU conditions and protecting the economic interests of Ukrainian producers, in particular agricultural products. Competition will always help increase the overall efficiency of the economy, improve the quality of goods and services.

The first objective problem for the Ukrainian countryside is the low competitiveness of goods and services compared to similar products in European countries.

European integration will help increase the productivity of the economy and the pace of technological modernization under the influence of competition in the European single market and ensure free access to the latest technologies, capital and information.

No less important advantage is the opening of borders, attracting tourists and the development of cultural heritage of Ukraine [3, p. 178]. But the biggest advantage of the common agricultural policy for our state would be the development of land lease relations and, at the same time, the formation of a civilized infrastructure of

the agricultural market, including commodity exchanges, wholesale markets, fairs, branded enterprises, auctions and more.

Achieving European standards for the functioning of the agricultural sector of the economy is possible only if the basic priorities that can provide synergistic and cumulative effects in the economic and social spheres.

Liberalization of access of Ukrainian agricultural products to the EU market is a problematic issue. To accelerate this process, Ukraine needs to take a number of measures both in agriculture as a whole and in its individual sectors.

According to a study by domestic scientists, the probability of positive changes in the medium term by 2020, is only 15 %, and in the long term – by 2030 – only 3 %. In order to achieve them, scientists have formed a sequence of actions of government and society [1].

Foresight should be taken as a basis for developing government programs and strategies. Scenario modeling, which is used in foresight, is the most popular in the world today.

Among the promising areas of the process of adaptation of the agricultural sector to the requirements of the European agricultural model can also be identified further improvement of targeted programs of state support for agriculture.

In Ukraine, reforms begin through tools, not through a base. Foresight is a toolkit, but there is no appropriate base for it.

Currently, the strategy of agro-industrial complex development is populism, and unfortunately, apart from some figures, it does not contain any basis.

What model of economy should we build? The one we have today, or the one we will have tomorrow? Where we should invest knowledge and intellectual resources?

Therefore, the model of the economy must be super modern and work ahead. As long as we build relationships in society, as long as we train staff, this economy will work. Redistribution of income to the poor and restrictions on the oligarchs must take place. The model of tomorrow is necessary for our future farmers, scientists and for the whole society. The basis for the success of European integration efforts may not be haste, but balance, not the desire for a formal result, but taking into account the whole set of real circumstances and trends that form the basis of Foresight's methodology.

References

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