

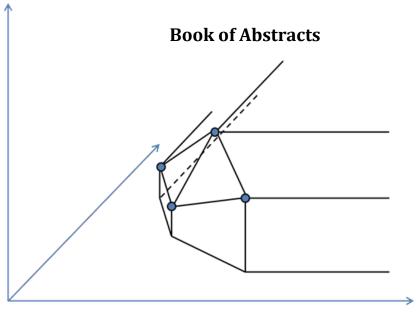




International Scientific-Practical Conference

ECONOMICS AND MANAGEMENT SCIENCE & STUDIES - INNOVATIVE SOLUTIONS

June 19-20, 2014



Vilnius-Kaunas-Klaipėda



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Schedule

June 19	
900-1000	Registration
1000-1010	Welcome Address. Viceminister of Agriculture of the Republic of Lithuania Mindaugas Kuklierius.
1010-1200	Plenary Session.
	Speakers: Dr R. Melnikienė, Prof. J. Ramanauskas,
	Prof. E. Kolbachev, Prof. N. Kuznetsova, Prof. O. Skydan,
	Prof. O. Yatsenko, Prof. A. Bakanauskas, Prof. A.
	Baležentis, Dr A. Veveris, Dr V. Moroz, Prof. J. L.
-	Hougaard
1200-1300	Lunch
1300-1500	Poster Presentations
1500-1800	Workshops
1800	Dinner
June 20	
930-1000	Breakfast
1000-1200	Workshops
$12^{00} - 15^{00}$	Discussion
15^{00}	End of Conference

A NEW BRAND STRONG ASSOCIATION BUYERS OF CREATION, POSITIONING NEW FOOD PRODUCT EQUITY

Arvydas Bakanauskas¹, Vitalija Vanagienė²

¹ Vytautas Magnus University, ² Aleksandras Stulginskis University

The food market notable new brands, new food growing number range. Becomes relevant to the question of how to successfully position the new brand, raising strong associations, which were formed by other elements of the brand equity: identity, awareness, image, reputation, loyalty, distribution. There is new emphasis on the relevance of the food equity of importance. The aim of the article - to provide a new brand new food products equity on the market positioning, the creation of a strong association model. This model lacks not only the construction of a new brand equity concept, but also the process of identification. To achieve the objective, the paper presented a new brand equity concept of the equity of food in the context of the criteria. Theoretical methods to analyze the context of the still little systematic re-branding of a new food product on the market equity of the positioning, the creation of a strong association aspects, which, according to the principle of the algorithm to structure the process model. This model is recommended to use in order to successfully integrate the new brand equity new food product equity on the market. This model is recommended to refer to the area of marketing science and practice of professionals in order to better integrate the new brand new food product on the market. The model is recommended to determine the eligibility simulation study and expert opinion.

PRODUCTIVITY CHANGE IN LITHUANIAN FAMILY FARMS WITH THE SEQUENTIAL TECHNOLOGY

Tomas Baležentis¹, Jens Leth Hougaard², Mette Asmild²

¹ Vilnius University, ² Lithuanian Institute of Agrarian Economics

The sequential Malmquist-Luenberger productivity index was employed to assess the sources of changes in the total factor productivity in Lithuanian family farms. The research sample encompasses 200 family farms reporting to the Farm Accountancy data Network. The sequential Malmquist-Luenberger index was decomposed by taking into account scale efficiency change and variable returns to scale technology. The obtained efficiency

scores suggest that years 2006 and 2009 were those of the most inefficient farming activity. Analysis of the scale efficiency scores suggested that the mixed farming should expand its operation scale in order to maintain the economic viability and competitiveness. The sequential Malmquist-Luenberger productivity index suggested that the TFP had decreased by some 2.9% throughout 2004–2009. The technical change component stagnated in 2009, yet remained the most important factor of TFP growth accounting for increase of some 14% during 2004–2009. The decreasing pure technical efficiency, however, reduced the TFP by 16%. The scale efficiency change did not play an important role. Innovative decision making units – family farms – were identified in terms of distance function and productivity index values.

THE PATTERNS OF THE LITHUANIAN CREDIT UNION PERFORMANCE

Tomas Baležentis¹, Asta Kantaravičienė², Vytautas Kėdaitis³, Alvydas Baležentis⁴

¹ Lithuanian Institute of Agrarian Economics, ^{2,3} Vilnius University, ⁴ Mykolas Romeris University

The paper analyses the patterns of the performance of Lithuanian credit unions united under the Lithuanian Central Credit Union. A system of indicators describing the performance of the credit unions has been established in order to tackle the heterogeneity among the credit unions and asses its dynamics. The overlapping clustering was employed for the research. The research is based on data covering years 2008–2012. Such a framework enabled us to compare the performance of the credit unions amidst the economic turbulences fuelled by the global financial crisis. The overlapping clustering yielded the three groups of the credit unions comprising the unions featuring different levels of the performance efficiency. The results did indicate that the economic crisis altered the structure of these groups. Indeed, it was found out that the financial index (rating) assigned to the credit unions does not necessarily reflect the result obtained by tie multivariate statistical methodology.

HEALTH STATUS OF THE RURAL POPULATION IN POLAND

Agnieszka Bem¹, Paulina Ucieklak-Jeż²

¹ Wrocław University of Economics, ² Jan Długosz University in Częstochowa

The aim of this paper is to evaluate the health of the elderly, living in rural areas of Poland. The analysis based on a survey "The health status of the Polish population" carried out by the Central Statistical Office (GUS). In order to assess the differences in the health status of the villagers and townsfolk's we have examined the share of older people living in rural and urban areas in the structure of the whole population. We have also identified the measures of the health status. We have calculated, using the Sullivan method, the value of *Healthy Life Expectancy*, *Disability Free Life Expectancy*, *Chronic Disease Life* for the Polish rural and urban elderly population. The study has shown, the villagers live shorter in good health (without disability and chronic diseases). Presented study allows to formulate the desirable directions of changes to improve the health status of rural population. This should lead to more effective health care in rural areas.

THE CONCEPT OF SOCIAL CAPITAL

Darius Burgis

Klaipėda University

Recently the concept of social capital has become an object of intense academic discussion. Because of its complex nature the phenomenon of social capital is being analysed in various dimensions. Uphoff (2000), Bourdieu (1991), Coleman (2000), Putnam (2000), Gečienė (2009), Vasiliauskaitė, Mačerinskienė (2004) and others analysed the concept of social capital, its benefits, various aspects of manifestation of social capital in business organisations. The problem of the research – because of the broadness of the concept of social capital and different interpretations, it is difficult to determine the real content of this concept. The goal of the research – to examine the concept of social capital. With the help of the method of analysis of scientific literature: the genesis of the concept was explored; paradigms of social capital examined; and groups of definitions of social capital were analysed according to their emphasis on: 1) relations

between individuals; 2) structure of relations within collective; 3) both groups of social relations.

STUDENTS MOTIVATION FACTORS AND MEASURES TO ENSURE ACTIVEPARTICIPATION IN ENTREPRENEURSHIP EDUCATIONAL PRACTICE

Aistė Čapienė, Rasa Merkienė

Aleksandras Stulginskis University

This article analyses students motivation to actively participate in entrepreneurship education practice. Given is the analysis of reasons, factors, measures leading to greater motivation to entrepreneurial educational attainment and practical skills implement. The article's aim is to identify and empirically examine students' motivation factors and measures to ensure the active participation in entrepreneurship practice. The study methods are based on scientific works on the evolution of the concept of motivation, modern attitude, motivational effect on the active involvement in the activities. Scientific literature was analysed, a study had been made, and also conclusions are given.

IMPORTANCE OF STAFF'S CREATIVITY ACHIEVING THE ORGANIZATION'S COMPETITIVE ADVANTAGE

Jelena Dementjeva, Vytautas Jonas Žilinskas

Klaipėda University, Lithuania

It can be argued that creativity (as a style of thinking) is more important than hard work. Today, people are having and holding ideas, become more in demand than working and serving technique (Howkins, J., 2010). Currently at the stage of creative development are USA, Japan, South Korea. Tend to move to this stage EU and China. Exploring creativity question aims to reveal the importance of personnel creativity for competitive advantage aspiration.

Emphasizing the need to use creativity in business and organizations management began exploring transformation's forms of society (as a creative society) and it characterized creative industries, creative economy, and creative management.

Key elements for the formation of a creative society are technology, talent, tolerance (by 3T concept). In the organizations management play an

important role the staff's creative potential and their level of creativity. According to O. B. Павлова (2010), there are three necessary conditions for creativity, it's excellence, creative thinking, motivation. The components of creative thinking, according to B. И. Шубин, Ф. Е. Пашков (2001), are thinking flexibility and latitudes, independence, unselfishness. Moreover, creative thinking can be expressed by the following formula: objective - the method - the result (Žilinskas V. J. etd, 2007). This means that it is necessary to formulate clear objectives, learn how to use the appropriate method of the search for innovative ideas and keep applying until you achieve the objective.

It can be argued that amplification of thinking's productivity, staff's creative potential disclosure and efficient use is one of the major contemporary organization's management issues.

AGRI-ENVIRONMENTAL PROGRAMS IN RURAL DEVELOPMENT: CASE OF THE OSTFRIESLAND REGION IN GERMANY

Jörg Denekas¹, Agnieszka Jaszczak¹, Wojciech Gotkiewicz¹, Adam Pawlewicz¹, Jan Žukovskis²

¹ University of Warmia and Mazury in Olsztyn, ² Aleksandras Stulginskis University

Rural areas in the EU are highly varied in terms of their spatial, environmental, social and functional features. Their specificity is associated mainly with the agricultural production profile in the area. In recent years, programs aimed at limiting the adverse effect of agricultural production (especially using intensive methods) on the natural environment have become increasingly important. Agri-environmental programs encourage farmers to take preventive or corrective actions in regard to the condition of the natural environment. The aim of this study was to evaluate agri-environmental programs and their influence on the development of German farms in the Rheiderland (Ostfriesland region, Lower Saxony, Germany). This paper presents the principles in the German system of organisation of agri-environmental programs in the years 2007–2013 and planned for the years 2014–2020.

MULTI-CRITERIA ASSESSMENT OF AGRICULTURAL BUILDINGS SUSTAINABILITY BEHAVIOR

Rolandas Drejeris

Aleksandras Stulginskis University

Sustainability of agricultural building's behaviour is important characteristic which influence not only expenditure of its design, building and management, but also the choice of housing, working safety, and ease of implementation of these decisions. Models of sustainability assessment suggested in scientific and special literature are based by only several different criteria, so in that way sustainability cannot be measured overall. There is no single summarizing indicator which would cover all the aspects of the building's sustainability behaviour. The aim of this article is to present methodology for assessment of the agricultural building's sustainability behaviour. Presented methodology is based on "Copras" method of multi – criteria evaluation which is built on selected and justified 76 criteria, and they are grouped in 12 parts. It also includes innovative recommendations for the experts' assessment for using mentioned criteria.

REPRESENTATION OF PERSONALITY TRAITS OF MANAGERS IN AN INNOVATIVE PRODUCTION COMPANY

Algirdas Giedraitis

Klaipėda University

Innovative manufacturing companies may serve as a model for other Lithuanian manufacturing companies striving to implement or develop innovative technologies, products or services. However, there is no sufficient contemporary research on representation of personality traits of different level managers in successful innovative manufacturing companies. The present research aimed at identifying of the ways of representation of managers' personality traits in innovative furniture manufacturing company in Klaipeda. "The Big Five" quantitative method was chosen for empirical research. The research has revealed the following representation of personality traits of different level managers: top-level managers are initiators of innovations; middle-level managers are cautious about the major

changes in the company; first-level managers have confidence in themselves and in their work.

INTERACTION BETWEEN SATISFACTION AND LOYALTY OF LITHUANIAN TOURISTS: A MODERATING EFFECT OF NATURAL FEATURES

Viktorija Grigaliūnaitė, Lina Pilelienė

Vytautas Magnus University

The moderating effect of natural features on the effect of Lithuanian tourist satisfaction to loyalty is being analysed in the article. Experience of foreign countries and scientific researches justify the positive effect of tourist satisfaction to loyalty. Nevertheless, this effect is considered as complex due to the possibility of the endogenous or exogenous latent variables' moderating effect. Natural features of the country may be regarded as such variable. Taking into account that there is a lack of scientific researches about the moderating effect of natural features in the case of Lithuania, it is worth analysing the interaction effect between tourist satisfaction and loyalty. The aim of the article is to determine the interaction effect between Lithuanian tourist satisfaction and loyalty regarding natural features as a moderator variable. While achieving the aim of the article, the analysis of scientific literature is provided. Furthermore, quantitative research and the analysis of the research results using structural equation modelling are applied. As a research results, the interaction effect of Lithuanian tourist satisfaction to loyalty is determined and the moderating effect of natural features is assessed.

PROMOTION OF THE INNOVATION COMPONENT OF THE LOCAL BUSINESS DEVELOPMENT IN RURAL AREAS

Yuriy Hubeni, Vitaliy Boyko

Lviv National Agrarian University

The transformation process led to the decay of the rural territories. The key task for solving their socio-economic problems is to promote entrepreneurship based on promoting the development of the innovation component. The aim of the research is to develop the set of measures on promoting innovation component of the local business development in rural

areas. The scientific methods, used in this research, are: system analysis, synthesis, scientific abstraction, monographic method, SWOT analysis, planning and organizational methods. The key issues are identified in the article, which impede the innovative development of entrepreneurship in rural areas of Ukraine. A set of priority actions are drawn up within the state economic policy and the organizational and economic instruments at the level of economic entities towards promoting innovation component of the local business development in rural areas.

ORGANIC PRODUCTION AS AN INNOVATIVE TREND IN EXPORT-ORIENTED DEVELOPMENT OF UKRAINE'S AGRICULTURE

Nataliia Karasova

National Academy of Agricultural Science of Ukraine

Despite the global economic slowdown, the sales of organic products on the international market continue to grow, and their production is becoming one of the most promising directions in agriculture. Given Ukraine's natural resources, export-oriented production of organic products has great potential. The purpose of this survey – to analyse the current trends on the global market for organic products, as well as the potential for organic farming in Ukraine, and to find the prospects and ways to develop exports. Using of general logical methods of induction and deduction, analysing the trends on the global market for organic products and the potential of Ukraine's agriculture, organizational, economic, socio-cultural and regulatory conditions for the development of organic production in Ukraine are distinguished. The factors and promising directions of Ukraine's export specialization on the world market for organic products are explored, major methods of stimulating and supporting exporting producers are suggested.

THE PROBLEMS AND SOLUTIONS IN THE INNOVATIVE ACTIVITIES OF UKRAINIAN ENTERPRISES

Elena Kilnickaya, Maksim Zvyagincev

Zhytomyr National Agroecological University

During the global economic crisis are those competitive businesses and industries that are actively implementing and using innovative

technologies. However, Ukraine continues to develop as a country with a high proportion of primary industries, and innovative development did not become one of the major signs of growth of the national economy. Innovation processes in Ukraine - unstable, with no clear long-term incentives, which emphasizes the need to identify problems hindering their development. Research methodology is based on analysis of scientific - research literature and processing of statistical information for the years 2002-2012. The article shows that in recent years the level of innovative activity of industrial enterprises is significantly reduced. The major factors constraining the development and problems of innovation were identified. To address the concerns raised should: improve the regulatory framework of the state; establish an effective independent national innovation system based on market principles and to integrate it into the scientific sphere; establish a system of public procurement for scientific and technical innovation and technology products.

INSTITUTIONAL METHODOLOGY AND THE INSTRUMENTS OF THE NATURAL SCIENCE FOR THE DEVELOPMENT OF THE INNOVATION THEORY

Evgeny Kolbachev

Southern-Russian State Polytechnical University

The grave shortcomings of the monetary valuation of the innovation processes and innovation projects are the general result of the money units' instability. That's why working out of the innovation valuation methodology, which methodology is based on the natural science approach, is an actual task, and also the objective of the work. Using the methods of the institutional economy, technological relations and functions theory and the technological orders conception, we worked out the original approach to the innovation projects' development. The approach gives a possibility to minimize the possibility of the existence of the innovation processes participants' opportunistic behaviour, and to increase the efficiency of the innovation activities.

LABOUR PRODUCTIVITY INDEX DECOMPOSITION ANALYSIS AND THE INNOVATION-DRIVEN METHODS OF ITS IMPROVEMENTON SUGAR PLANT

Tania Kostenko

Taras Shevchenko National University of Kyiv

In recent years, Ukraine has lost its leading position in the global sugar production and export- oriented industry has evolved into an import-dependent one, whose production is concentrated only to meet the needs of the domestic market. Today the Ukrainian sugar is uncompetitive due to the low efficiency of utilization of production capacity and outdated technology. One of the major drawbacks of sugar factories is the lack of incentives to innovate that inhibits productivity growth and development in general. The relevance of the study is the importance of identifying the labour productivity growth factors of sugar factories for catching sector and to improve its competitiveness. The purpose of the article is to conduct an index decomposition analysis of sugar plant's labor productivity and provide practical recommendations to improve productivity through innovation in sugar industry. A structural logic model of the innovation-driven improvement of labour productivity is proposed.

THE IMPACT OF DIRECT PAYMENTS ON THE ACTIVITY RESULTS OF AGRICULTURAL PRODUCERS

Rolandas Kripaitis¹, Virginia Namiotko², Aistė Galnaitytė², Andrej Iedik²

¹ Mykolas Romeris University, ² Lithuanian Institute of Agrarian Economics

Direct payments are one of the most important measures of the Common Agricultural Policy because of majority financial resources allocated for them. Direct payments guarantee minimum income to agricultural producers because of fluctuation agricultural products price in the markets. Regarding relatively large financial resources, it is important to assess the impact of direct payments to agricultural producers according to farm size and type of farming. The purpose of the paper is to assess the impact of direct payments to results of agricultural activity. The methods used are as follows: systematic analyses of scientific literature, comparison, generalization and graphical methods, regression analysis. In the paper the

overview of scientific literature related to the impact of direct payments to agricultural producers, analysis of the influence of direct payments to agricultural activity both in EU countries, focusing the attention to Lithuanian agriculture is carried out. The results of regression analysis concerning the direct payments impact to different agricultural activity results according to the farm size and farming type are outlined.

IMPORTANCE OF SOCIOLOGY IMPLEMENTING INNOVATION ACTIVITIES

Elena Kuchko¹, Stasė Navasaitienė²

¹ Belarusian State University, ² Aleksandras Stulginskis University

A priority of scientific and practical activity becomes important in theoretical and methodological analysis of the various phenomena of innovative practices.

Implementation of the defined priorities should be based on a scientific approach, which involves the implementation of research and development within the framework of interdisciplinary and transdisciplinary research Implementation of the proposed model approaches. interdisciplinary and transdisciplinary approaches to the study of innovation is based on sociological innovative perspective that is expressed in the active inclusion of social science research in innovation processes and phenomena. Studies of innovative processes and phenomena should be carried out within the framework of special sociological theory - the sociology of innovation. The increasing role of sociology in the study of phenomena and processes of innovation enhances both cognitive and practical potential of such research and provides an opportunity: to clarify the problem field through operationalization and interpretation of key phenomena of innovation with regard to the social aspect of their existence; to represent categories (Kuchko, 2008b) and the classification matrix of innovation theory; fix system factors that determine the perception and evaluation of innovations; a comprehensive system of social monitoring and evaluation of innovation.

The purpose is to present the importance of sociology researching processes of innovations. The necessity of the study of innovation practice with sociological position of innovation is established. The used research methods are as follows comparative historical analysis, social modelling.

IMPACT OF DEMOGRAPHIC FACTORS TO RURAL VITALITY

Gediminas Kuliešis, Lina Pareigienė

Lithuanian Institute of Agrarian Economics

Rural vitality is an important public good which is needed to be constantly maintained by appropriate rural policy decisions and which is supported by a number of factors, one of which is infrastructure and services provided. This article covers only one of the elements of the infrastructure transportation infrastructure - which provides movement services to people in space (public, individual transport, its availability, roads density, quality, etc.). The paper aimed to establish the relationship between the region's vitality and communication infrastructure elements and their trends The study was carried out for three groups of Lithuanian municipalities in which they have been divided by internal migration rate: viable (lowest emigration), non-viable (maximum) and mid-viable. The results showed that while non-viable regions are fading more rapidly (faster population decline and aging) than viable, it's transportation infrastructure are scrambling to maintain at a level that the regional aging population suffer the least possible inconvenience.

ESTIMATION OF LEVEL OF PERFORMANCE FUNCTIONS FORESTS RADIOACTIVELY CONTAMINATED TERRITORIES

Ivan Martynchuk

Zhytomyr National Agroecological University

Forest resources are an integral part of economic, social and ecological development of the state. Making decisions as for the change and improving the system of forestry and the mechanism of management of it should be based on the results of comprehensive evaluation of implementation their functions by forest fund. The research is based on application of integrating estimation method to economic objects. The main functions of forest resources include productive, socio-economic, protective and preserving function. The method of evaluation of lamas their functions is developed, which is based on the method of integral evaluation and regulation of performing indicators implementation of specific functions. System of indicators is selected, which reflect the performance of the forest

resources of each determined function. It was ascertained that degree of execution of their functions by forests of the four most radioactively contaminated districts of Zhytomyr oblast as one of the worst-affected by Chornobyl Nuclear Power Plant disaster differs significantly. This applies especially to provisional and protection functions.

INNOVATIVE TECHNOLOGY IN AGRICULTURE AS A COMPONENT OF ENVIRONMENTAL MANAGEMENT

Mariya Martynchuk

Zhytomyr National Agroecological University

Innovative technologies in contemporary agriculture appear as an efficient instrument of introduction of ecological management to agricultural companies. The aim of the research is to investigate ecological consequences of agro-innovations. The research is based on methods of analysis, synthesis and logical generalization. The analysis of the publications of national scientists studying the issue of innovation in the agricultural sector has been studied. Terminological identification of the concept of "ahroinnovation" has been made. Best innovative technology for each type of agricultural activities has been singled out and grouped. Possible ecological and economic consequences of introduction the innovative technologies in national agricultural production have been predicted.

SMALL AND LARGE FARMS IN THE REPUBLIC OF MOLDOVA: TRENDS AND PERSPECTIVES

Victor Moroz¹, Anatolie Ignat², Eugenia Lucasenco³

¹ National Institute for Economic Research, ² National Institute for Economic Research, ³ National Institute for Economic Research

During the past years the Republic of Moldova has implemented a set of reforms in order to improve the efficiency in the agricultural production. The main purpose of this paper is to present the separation of the agricultural sector in the Republic of Moldova into large and small farms with inherent advantages and disadvantages of the large-scale farming, and also to focus on the multidimensional role of small farming for rural areas. This paper integrates analysis from the different quantitative and qualitative surveys carried out during last ten years and data analysis of the General

Agricultural Census and other sources of statistical data. The main expected results of this paper lay in the proposals of ways in which agriculture can make a contribution to the vibrancy of rural communities from the Republic of Moldova.

SERVICE DELIVERY FOR COLLECTION SOLID MUNICIPAL WASTE IN THE INDIVIDUAL HOUSEHOLDS IN UKRAINE

Oleksandra Orel

Zhytomyr National Agro ecological University

The technology of agricultural production is one of the reasons of environmental problems in rural areas. Environmental problems are intensified because of accumulation of waste and usage of non-ecological methods for its recycling. The purpose of this publication is the formation of a clear organizational mechanism that is able to solve the environmental problems of the individual households. The abstract-logical and interview methods were used. During the scientific research the main environmental problems of individual households are determined. The influence of agricultural production technologies on the environment is developed. The recommendations to use the methods of collection the solid municipal waste in rural areas as a form to solve the problems of eco deconstructive waste treatment are given.

INNOVATIONAL INVESTMENT DEVELOPMENT VECTOR OF RURAL TERRITORIES

Maria Plotnikova¹, Yuliya Bogoyavlenska²

¹ Zhytomyr National Agroecological University, ² Zhytomyr State Technological University

The paper is dedicated to the investigation into the problems of providing for and enhancing of adequate living standards and a high quality of life in Ukraine. Using the results of the empiric studies the authors identify key peculiarities of the present national socio-economic agrarian policy. The living standards are characterized and it is shown how social standards affect the living ones. The application of up-to-date methodology made it possible to formulate and substantiate the ways of raising the standards and quality

of Ukraine's population living in the near future on the basic innovation and organic technologies.

POTENTIAL OF ENTREPRENEURSHIP AMONGST LITHUANIAN COUNTRYSIDE POPULATION

Jadvyga Ramanauskienė, Adelė Astromskienė

Aleksandras Stulginskis University

In scientific literature entrepreneurship is defined as a direct factor of effectives of business activities which aids in achieving economic and results. The abundance commercial of theoretical models entrepreneurship education reveals the multi-level and multi-stage nature of entrepreneurship expression. Aim of the study is to analyze theoretical and methodical attitude towards tendencies of entrepreneurship education and provide recommendations of improving the entrepreneurship and employment of countryside population. This study contains criteria of entrepreneurship which are important for business development in countryside regions. It also has factors and tools defined that are significant for entrepreneurship of countryside population and its realization. An analysis of improvement of entrepreneurship level, development and promotion of business in countryside regions as well as the realization of means was performed. Tendencies of viable entrepreneurship development and realization were defined. Recommendations in improving the entrepreneurship of countryside population and stimulating their desire to found personal business were given.

PERFORMANCE EVALUATION RESULTS OF THE ORGANIC DAIRY COOPERATIVE

Virgilijus Skulskis, Vilija Girgždienė, Deiva Mikelionytė Lithuanian Institute of Agrarian Economics

The Lithuanian dairy sector is dominated by small and medium-sized milk producers. Cooperation is one of the means that could improve conditions and results of their activity. The purpose of the paper is to analyse the opinion of members of organic dairy cooperative on its performance and to propose recommendations for the development of organic cooperatives. A questionnaire-based survey shows that the respondents positively evaluate

cooperative performance, and the prestige of the cooperative is very important to all members. Investments and financial stability of the cooperative are important factors for the successful development of organic production. A significant share of the respondents would prefer a broader range of services provided by the cooperative.

IMPACT OF ORGANIZATION LEADERS' EMOTIONAL INTELLIGENCE ON ORGANIZATIONAL CULTURE

Ligita Šimanskienė, Karolis Ramanauskas

Klaipėda University

The challenges faced by modern organizations are requiring from their managers not only to adequately respond to, but also to manage them. One of the most important organizational change management effectiveness factor is leaders 'emotional intelligence (EI) and the directly related to that organizational culture. The objective of the study is to present a model, which reflects the theoretical foundations of leaders' (EI) impact on culture. To accomplish this objective the organizational organization, logical comparison, summary and interpretation of the scientific literature was done from the viewpoints of the organizational culture, managers EI social and psychological characteristics and their relationship with the management interaction. The importance organizational culture in the survival of business organizations during constant operating environment changes was defined. The theoretical model of leaders' emotional intelligence impact on organizational culture was presented. The conclusions formulated suggestions for leaders.

GLOBAL TRANSFORMATIONS OF INTERNATIONAL ORGANIC AGRIFOOD MARKETS

Tatyana Tsyhankova¹, Olga Yatsenko², Yulya Zavadska³

¹ Kyiv National Economic University, ² Kyiv National Economic University, ³ Zhytomyr National Agroecological University

Globalization of the international economy has a significant impact on the agricultural market. The article reveals the economic and social prerequisites of global transformations and market changes in international markets for organic agricultural food. The aim of this paper is the theoretical

and practical study of determinants for globalized development of global and domestic organic food market and justification of priorities in the implementation of national interests in this field. The peculiarities of the market development of organic agricultural food are identified and its structure is investigated. Given the processes taking place in the world markets, the imperfections of institutional support of the Ukrainian market is highlighted. On the basis of scientific and special methods of economic research, the methodological approach to the definition of complex instruments stimulating the market development of organic agricultural products in Ukraine was proposed and justified and the proposals for harmonization of methods of its state and market regulation through the introduction of a system of measures, which include regulatory, financial and communication tools, was made.

CREATION OF PRODUCER ORGANISATIONS AS OPPORTUNITY OF AGRICULTURAL COOPERATION DEVELOPMENT IN LITHUANIA

Vytautas Vaznonis

Aleksandras Stulginskis University

The imperfection of the agri-food market determines the low power of single farmer in the market; therefore it creates the need of cooperation. The creation of producer organisations generates the new opportunities for development of farmers' cooperation. The aim of the research is to evaluate effects and possibilities of producer organisations creation in Lithuania. For achieving the research aim the analysis of the essence and the content of the producer organisation was done, the results of support application for producer organisations creation in Lithuania were analysed, the creation and activity effects of producer organisations were revealed. Having done the analysis of laws of Lithuanian Republic it was determined that the most appropriate legal form of producer organisation is the cooperative. The proposals for farmers, especially for small ones, about the consolidation to producer organisations are introduced.

MAIN ASPECTS OF THE UKRAINIAN SHARE MARKET MANAGEMENT

Olena Zotsenko

Taras Shevchenko National University of Kyiv

The share market is an objective economic mechanism which provides internal institutional and functional integrity of the equity sector and the market system of relations. Importance of the research is due to the fact that share market potentially can help to bring economic restructuring in Ukraine becoming a factor of economic growth, employment, integration of Ukraine into the world economy. The goal of the research is to identify main aspects of Ukrainian share market management as well as providing recommendations to improve its functioning. This paper lead to important conclusion - the main objective of the Ukrainian share market at the current stage of development should be the mobilization of temporarily free funds of individuals and businesses, the redistribution of resources in those sectors that require additional funding for further development. Research is based on comparative analysis and statistical data analysis of the current and past situations in Ukrainian share market. The study used the data of the National Securities and Stock Market Commission of Ukraine, PFTS Stock Exchange and Ukrainian Exchange data.

THE BUSINESS PUBLIC CONSULTATION SERVICE QUALITY ASSESSMENT: KAUNAS REGIONAL CASE STUDY

Alvydas Aleksandravičius, Sandra Valauskienė

Aleksandras Stulginskis University

The business consulting public services is one of the most successful business building and development conditions. The business public consulting services are an important professional activity helping executives and managers analyse and solve practical problems of other organisations, improve operational efficiency as well as absorb the experiences of other organisations. Various models integrating theoretical knowledge and practice are used for analysing and for evaluating the quality of the services. After performing an analysis of the majority of the models, it was decided that the most suitable models for evaluation or service quality are the Generally Perceived Quality and Seroquel. Consulting services are not

providing the consumers with any materials goods and therefore, most of the other models are not suitable for evaluation of business consulting services. Research object – quality of business consultation services. Research aim – to identify the quality of business consultation services, provided by public institutions of Kaunas Region and to prepare the recommendations, how to improve it. Research methods: the analysis and synthesis of academic literature, questionnaire poll, logical modelling, comparison and visualization techniques were.

ECOLOGICAL CERTIFICATION FOR CORPORATE RESPONSIBILITY

Oleksandr Chaikin

Zhytomyr National Agroecological University

Modern conditions of the world economic globalization caused unification and universalization of ecological demands to the quality of agricultural production. Ecological certification can be used as an evidence of producers' corporate responsibility towards consumers and the state. The purpose of the paper is to study the possibility of production's ecological certifications for the implementation of corporative responsibility of the enterprise. The concept of corporate ecological responsibility of the company is rather developed. With the help of logical summarizing the determining criteria of environmentally responsible enterprise from the point of view of ecologically certificated production are defined. The correlation of responsibility corporative and ecologically certificated production is analysed. We demonstrate the possibility of certification usage for achieving the valuable reference points of the ecologically responsible company.

TECHNOLOGY-BASED CURRICULUM FEATURES OF EDUCATION AND BUSINESS ORGANIZATIONS

Sigitas Daukilas, Judita Kasperiūnienė

Aleksandras Stulginskis University

Integrating technology-based learning tools into business and educational institutions, it is important to identify epistemological differences that are preconditioned by the circumstances of interactive and high-quality cognition. The research was carried out aiming to reveal the

aspects between the pedagogical and andragogical interaction applying technology-based learning tools in business and educational institutions. Studies have shown that in business organizations and educational institutions differences in curriculum cognition are due to the interactive, high-quality, technology-based forms of studies. Personalization elements and enhancement of cognitive knowledge warrant an interactive technology-based curriculum in educational institutions at cognitive, emotional, sensual and practical perception levels. Business organizations give priority to cognitive form of perception that is often realized by adults applying the elements of reflective and experiential learning. Technology-based curriculum for adult education can be impersonalized.

INNOVATION DIFFUSION AS A CATALYST FOR INDUSTRIAL COMPANY'S ECONOMIC GROWTH

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The goal of the paper concerns essential issue of economic growth diffusion and innovation diffusion in the context of its spatial dissemination forming framework of the electro technical industry of Russia and the Netherlands main actors micro-level growth comparison. Comparison of two companies economic growth and innovation diffusion proves that Russian high-tech LOMO (Leningrad Optic-Mechanics Company) having enormous innovation portfolio but lack of financial capital could proceed only organic growth and hierarchical innovation diffusion compared to financial and innovation world giant Philips which shows growth scenario of organic and inorganic growth assimilation that implies hierarchical innovation diffusion priority and higher competitiveness than LOMO.

POSSIBILITIES OF BEST PRACTICES METHOD APPLICATION IN AGRICULTURAL ORGANIZATIONS

Audrius Gargasas, Deividas Juodis

Aleksandras Stulginskis University

Agricultural organizations (companies, farms) trying to increase operational efficiency with the lowest cost. To achieve this, their can use the "benchmarking" or best practice (BP) approach – this is a comparison of one

business organization versus the other, which should be guided by the best solutions, the latest technology, improved business processes and product quality, operate at the lowest cost, increase business productivity, encourage creativity, innovation and meets the consumers demands as well as higher business performance levels. The aim of the article is to analyse theoretical aspects of the BP achieving methods and to present possibilities and features of its application to agricultural organizations. Research methodology – analysis of Lithuanian and foreign scientific literature its generalization, grouping and structuring. In the article is proposed the methodology of BP method application in agricultural organizations; the methodology consists of four phases of the ten stages.

CHANGES IN THE ROMANIAN AGRIFOOD TRADE COMPETITIVENESS IN THE POST-ACCESSION PERIOD

Camelia Gavrilescu, Dan-Marius Voicilaș

Institute of Agricultural Economics, Romanian Academy

Romania's accession to the EU meant a significant increase in both the volume and value of the Romanian agrifood trade, and a continuation and increase of the trade flows with the EU. The agrifood trade balance has been continuously negative since 1990, and increased strongly after Romania joined CEFTA in 1997. The highest deficit (2.2 billion EUR) has been in 2007 and 2008, first two years after accession. The requirements of the Single Market imposed changes and improvements in the domestic agrifood production and processing; then, in 2009, the economic crisis introduced new constraints in the sector. The increasing trend in imports was reversed, the exports intensified, and the result was the reversal of the agrifood trade balance trend, which diminished strongly, down to 30% (2012/2007). In 2013, preliminary data are indicating an agrifood trade surplus, for the first time in the last 25 years.

The paper is examining these important changes in the competitiveness of the Romanian agrifood trade, in the intra- and extra-EU trade, for the HC-24 product groups, using Gehlhar and Pick classification in price and nonprice competition. The country's position among the other EU member countries in terms of values, quantities and directions of the trade flows is examined as well.

ORGANIZATIONAL CULTURE STRENGHTHENING ANDEMPLOYEE MOTIVATION IMPROVEMENT

Violeta Grublienė, Audronė Urbonaitė

Klaipėda University

Increasing competition as well as drastic and rapid changes within the market encourages the organizations to shift their focus to efficient operation at minimal expense. Organizations willing to become successful need to inspire their employees to work responsibility demonstrate initiative and actively participate. The objective of this research is to identify the correlating factors of organizational culture and employee's motivation and anticipate the actions aimed at organizational culture strengthening and employee motivation improvement. To achieve this objective sources of scientific literature have been analysed and summarised and employees of two industrial companies have been surveyed. Goals of the research: to determine correlation between organizational culture and motivation and to create a correlation scheme; to identify employees' attitudes towards organizational culture and to evaluate the impact of organizational culture on employees' motivation; to anticipate the actions aimed at organizational culture strengthening and employee motivation improvement. On the grounds of the research results main factors determining correlation between organizational culture and motivation were identified and importance of congruence of employees' and organization's values has been substantiated.

THE COMPARISON OF ENTREPRENEURSHIP ABILITY OF DAIRY FARMS IN LITHUANIA, LATVIA, ESTONIA AND POLAND

Andrej Jedik¹, Aldona Stalgienė¹, Marju Aamisepp², Valda Bratka³, Marcin Zekalo⁴

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According to the agricultural Census data, dairy farms with less than 20 cows (small-scale dairy farms) have the biggest share of dairy farms structure in Lithuania, Latvia, Estonia and Poland. It leads to the importance of entrepreneurship ability evaluation in small-scale farms among these

countries. However, there are no researches about comparison of entrepreneurship ability of small-scale farms among mentioned countries. The article investigates a comparison of the farmers' entrepreneurship ability in small-scale dairy farms in mentioned countries by using distribution terms. The aim of the article is to perform calculations of smallscale dairy farms' entrepreneurship ability for each country, give comparison analysis of the data among countries and estimate fitted distributions of entrepreneurship ability for further modelling purposes. entrepreneurship ability and fitted distributions are evaluated by using optimization methods. The complex comparison method is also provided to show the general situation of the dairy farms in the selected countries. The results of the investigation show that Poland takes relatively the best position in the dairy farms' economy. Latvia and Estonia take up relatively weaker positions. The calculation of the entrepreneurship indicators for each country shows that Estonian farmers have the highest entrepreneurship ability level. Two third of Estonian small-scale dairy farms' correspond the entrepreneurship of 0.8 and a higher level. Latvian, Lithuanian and Polish dairy farms' owners have similar average entrepreneurship ability (0.6–0.7) with different standard deviations. The best fitted distributions for all countries are normal and truncated normal distributions.

SOCIO-ECONOMIC BACKGROUNDS OF AGRICULTURAL PRODUCTION ECOLOGIZATION

Olga Khodakivska

National Science Center "Institute of Agricultural Economics"

This article reveals the economic and social preconditions of organic agricultural production. Purpose of this article is to offer a system solution of environmental problems in the agricultural sphere both at the global and local levels. It has been found that meeting the needs of mankind is accompanied by new innovative technological solutions that are sometimes dangerous to human life and health, and increase in the food production in developing countries is accompanied by depletion of natural resources, specifically land and water. On the basis of scientific and special methods of economic research, core areas of organic agricultural production have been grounded: meeting the needs of the population in the environment-friendly food; ensuring people environmental safety; use of technologies and methods

of agricultural production that do not harm human health and the environment.

CONSUMERS PERCEIVED INSURANCE PRICE SURVEY

Deimena Kiyak, Linara Pranckevičiūtė

Klaipėda University

In order to increase the demand for insurance services in Lithuania remains a pressing problem to reveal how consumers perceive this service, which characteristic of the insurance products they emphasizes. The aim of the research – exam the consumer attitudes to non-life insurance prices and determine their perceived quality for insurance products as the insurance products value. It was established that consumers selecting an insurance company to insure focus not only on price but also on other factors – fast service, good claim compensation, insurance service after purchase, a high level personnel. Meanwhile, factors such as nice and modern office, Lithuanian capital company, loyalty to the same company, famous brand and the emotional satisfaction after the purchase of insurance by the users have been identified as less important when choosing in which insurance company to purchase the insurance products.

THE INTEGRATION OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES INTO THE VALUE CREATION MODEL IN PRICING

Deimena Kiyak, Agnė Šneiderienė

Klaipėda University

Consumers are more concerned about the surrounding environment and they take into account the social side of enterprises while making consumption decisions. It should be emphasized, that it becomes important for companies' to revise the process of value creation development, to assess the need of consumers' participation in the value creation process, to determine the potential mutual benefits. In this way, there is highlighted the link between consumers' and business enterprises co-operation; that is especially important when the products of socially responsible companies' are analysed. The concept of product value is quite often investigated in scientific literature, but there is a lack of research that emphasizes twofold interpretations' of the value concept. Also, there is noticed a lack of

examination of how corporate social responsibility can create perceived value for consumers. It must be stated, that there remains a problem how to integrate the value creation of socially responsible companies products in the pricing process. The aim of the article – after analysing how socially responsible companies' can create value of their products, investigating the differences of twofold value concept, identifying the stages of value creation, to establish a model how to integrate the value creation into the pricing process.

TRANSFORMATION OF BUSINESSMEN'S PERSONAL RELATIONSHIPS INTO BUSINESS RELATIONSHIPS

Edmundas Klimas

Klaipėda University

Competition, rapidly changing business environment of new social. legal and economic aspects of the business requires the participants ability to quickly and effectively adapt to changing business conditions and the environment. One of the main successful development of entrepreneurial opportunities is the acitivity of the leaders or business communications networks, the ability to communicate with business partners. Problem to be solved - how to organize personal communications transformation into a business relationship. The purpose of Article examination of personel business and business communications interact and present their transformation model. The study was a qualitative study, interviewing Klaipeda region of large enterprises. It was found that the entrepreneurs personal relationships can be transformed into a business relationship, under certain conditions: participation in trade shows, seminars, corporate business trips, business unite organizations (industry trade and crafts, associations, as well as organizing informal meetings, participation in various clubs, sports events and trips). The proposed model, which can be used in transforming a personal touch to business communications.

INSTITUTIONAL METHODOLOGY AND THE INSTRUMENTS OF THE NATURAL SCIENCE FOR THE DEVELOPMENT OF THE INNOVATION THEORY

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The grave shortcomings of the monetary valuation of the innovation processes and innovation projects are the general result of the money units' instability. That's why working out of the innovation valuation methodology, which methodology is based on the natural science approach, is an actual task, and also the objective of the work. Using the methods of the institutional economy, technological relations and functions theory and the technological orders conception, we worked out the original approach to the innovation projects' development. The approach gives a possibility to minimize the possibility of the existence of the innovation processes participants' opportunistic behavior, and to increase the efficiency of the innovation activities.

MODERNIZATION OF DEVELOPMENTAL AGRICULTURAL HOLDINGS OF PODLASIE PROVINCE IN THE YEARS 2011-2012

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In this paper, the effects of modernization activities in developmental agricultural holdings in the Podlasie voivodeship are analyzed. The research material was constituted by agricultural holdings participating in FADN. Analysis of agricultural holdings in the years 2011-2012 indicated an advancing process of strengthening of units with high production potential and capable of expanded reproduction. Growth of the technical development of land and work at these holdings took place during the studied period.

In 2012, a reduction of most economic indices took place as a result of worsening of production conditions. The value of completed investments and the structure of their financing indicates a renewal of investment activities. Preferential loans were the most important external source of financing and the main stimulator of modernization. All studied holdings took advantage of this option. Supporting them with public funds is very much justified.

SOCIAL ENTREPRENEURSHIP AS AN INNOVATIVE SOLUTION MECHANISM OF SOCIAL PROBLEMS OF SOCIETY

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For each country, regardless of its socio and economic development, one of the main key indicators of success is the social stability of society. That is why the use in practice of such innovation to our society as a social technology social entrepreneurship became actual. The aim of the paper is theoretical and methodological grounding of necessity and feasibility of using social entrepreneurship as a generator of socially oriented economic development and the development of practical recommendations for implementation and development in Ukraine. The methodological basis of the study was theoretical methods of scientific knowledge, the use of which has made it possible to reveal the wider possibilities of social entrepreneurship in solving the social problems. According to the results of the study it can be stated that social entrepreneurship as a social innovation has found its niche and its place in the new information and innovation, innovation economy and continues to gain momentum. In Ukraine, such a business can set a goal of occupational therapy, social rehabilitation, and introduction new mechanisms in order to solve these social problems. Based on a systematic approach to the problems of integration of social enterprises in the economy of Ukraine was founded that for further development of the state should provide favourable conditions, in particular, to establish the legal and tax conditions for the creation of social enterprises, to realize favourable form of systemic interaction between government, business and citizens, to create favourable institutional environment for social enterprises.

KEY DETERMINANTS OF THE PRODUCTIVITY OF THE AGRICULTURAL SECTORS IN LITHUANIA AND GERMANY: WHAT ROLE DO RURAL DEVELOPMENT PROGRAMMES PLAY?

Irena Kriščiukaitienė¹, Gerald Schwarz²

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The main objectives of the paper are to review the development of productivity indicators of the agricultural sectors in Lithuania and Germany and to assess the role and potential contributions of the support measures in the Rural Development Programmes. The paper will focus on sectoral productivity and profitability indicators and carry out a comparative statistical analysis with policy support indicators over the period 2000 to 2011. The comparative analysis will use FADN and IACS data as well as data from the national economic statistics services. Building on the statistical analysis the potential productivity impacts of the rural development programmes will be discussed in the context of the different main external drivers of the productivity of the agricultural sectors in Lithuania and Germany. Drawing from the experience of current and previous evaluations of the RDPs in Lithuania and Germany the paper will highlight opportunities and constraints of rural development support to promote productivity improvements at sectoral and regional level.

VERTICAL INTEGRATION AS A MEANS OF OVERCOMING THE INFORMATION ASYMMETRY

Andrii Lapin

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The activities of present-day companies are exercised under the effects of the factors of external and internal surroundings which are changing rapidly. This is stipulated by the processed of globalization, economic integration, as well as by the advance in science and technology. Under the situation the progress of the enterprise activities to a large extent depends on the efficiency of cooperation with after organizations on various levels of service to a final consumer, i.e. on the efficiency of vertical integration. In this context there arises a problem related to the conditions of joining the enterprise to the integration structure or creating it with maximum efficiency.

EFFICIENCY EVALUATION USING DATA ENVELOPMENT ANALYSIS METHOD: APPLICATION PROBLEMS

Eligijus Laurinavičius, Daiva Rimkuvienė

Aleksandras Stulginskis University

Efficiency analysis has always interested researchers because of the relative difficulty encountered in assessing the performance of a company or

an organization. Among the methods used to assess performance, Data Envelopment Analysis (DEA), a linear programming-based technique, which stems from the seminal works of Farrell (1957) and of Charnes, Cooper and Rhodes (1978), proved to be extremely effective in enhancing productivity of organizations. DEA is most effective where the organization uses multiple types of resources to produce many different services or products and where the production function is not well defined. This paper briefly introduces the development history of DEA method by presenting the basic models for the efficiency evaluation (CCR, BCC, SBM, additive), with the reference to their characteristics in the cases of both, orientation (input vs. output) and returns to scale (constant or variable). The strengths and weaknesses of the DEA method most commonly encountered in the practical application are discussed.

INNOVATIVE TAKE ON THE FINANCIAL MARKETS NATURE

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Financial behavior is described as the behavior of the crowd. This is dominant viewpoint. But we shouldn't have similar views on such a statement because the new knowledge about the swarm behavior prove that it is not chaotic, but has a trend and the logic of what we are allowed to judge data featured in the journal. In this paper we propose the innovative look at the financial markets, letting us to create the conditions for the formation of future special methods and forecast financial flows.

Thus, the swarm approach has important qualities for market analysis both internally (for its direct participants) and outside for monitoring institutions, it is significant for the analysis of market structure and the distribution of those players who can change their investment trend or form sub trendy. That is, in the situations where financial analysts recognize the inability to explain the cause and effect of changes in the market, using the concept of "multi-directional" market movements, we suggest to apply a swarm approach.

BIOENERGY: IMPACT OF RURAL DEVELOPMENT SUPPORT MEASURES IN LATVIA

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The Latvian RDP 2007-2013 targets renewable energy production from biomass of agricultural and forestry origins, where a total investment of EUR 45 million is predicted; besides, there are also additional opportunities for support of renewable energies in the farm modernization measures. The purpose of the study presented in the paper is to evaluate the support under the RDP 2007-2013 measures provided for the bioenergy production in Latvia by studying its tools, results and impacts. The main materials used for the studies are as follows: published and unpublished data from Central Statistical Bureau of Latvia (CSB) and Latvian Rural Support Service (RSS). The results show the support granted to biogas plants has been significant as it constituted almost half of the total support paid to the rural economic diversification measures in Latvia by 2014. Moreover, biogas plant projects were realized by the wealthy agricultural producers and are located in most productive agricultural Latvian regions, which contradict the aim of RDP. Despite the rapid increase in the amount of biogas (bioelectricity) produced, mainly due to the generous public support, as well as the fast development of the production of biomass (fuel wood), the total bioenergy consumption in Latvia is still below the target. Furthermore, the development of fuel wood production mainly contributes to meeting the RES targets in other countries, not Latvia, as it is mostly export oriented.

LOCAL FOOD SYSTEMS AND ITS DEVELOPMENT IN LATVIA

Ligita Melece

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The issues related to local food systems and their wider social, cultural, economic and environmental implications have flourished amongst scholars and policymakers over the last decades. The hypothesis of study, which this paper is based upon, is that local (alternative) agrifood or food systems will be a suitable tool for further development of sustainable agrifood sector, as well as development of rural communities and rural areas.

The tasks of study are: to clarify the concept of local food systems; to investigate the food system relationship with further sustainable development of rural communities; and to review initiatives and activities for developing the local food systems in Latvia. The used research methods are mainly qualitative: analysis and synthesis, logical and abstract constructive and expert, etc. Although there is no consensus among scholars regarding the definition of the local food system, nevertheless, the local food systems or alternative food networks are no less important and suitable tool for solving environmental, economical (farmers' and rural inhabitants' income increasing) and social issues, and they facilitate further sustainable development of rural areas and communities. Some activities and projects as examples of development and implementation of local food systems in Latvia are explained and results of projects' implementation are given, for example: Project "Local Identity Product" Project "Local Products Development in Middle Baltics"; Project "Marketing Campaign for Development of Rural Tourism Products in all Regions of Latvia and their Promotion" etc.

ASSESSMENT OF THE DETERMINANTS OF DAIRY FARMS' INVESTMENT

Virginia Namiotko, Irena Kriščiukaitienė Lithuanian Institute of Agrarian Economics

Investment is important at the state and company level. Although various authors examine the determinants of farms' investment, analysis is often limited to one investment theory. Moreover, investment decisions in agriculture don't always comply with investment theory. Therefore, a systematic approach for evaluating the determinants of farms' investment is still missing. The aim of this paper is to assess the determinants of dairy farms' investment. The analysis of scientific literature, comparative analysis and generalization was employed to reveal and classify factors that affect farms' investment, whereas logistic regression was used to assess determinants that affect dairy farms' investment.

CONCEPTUAL PRINCIPLES OF COMPETITIVENESS OF ENTERPRISES

Olga Nykolyuk

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The transformation of modern scientific paradigm requires the adaptation of traditional theories of the firm competitiveness to new economic conditions. The aim of the study is to develop conceptual principles of enterprise's competitiveness management, which are based on the definition of this term and includes a system of principles, functions, models and management mechanism. Formation of the concept involves the use of systematic approach to research. Principles of management by enterprise's competitiveness are allocated based on purpose of management, managed, managing systems and their interaction. Functions are determined by following stages: achieving the goals, developing of management system, aims to ensure competitiveness, characteristic of administrative actions. Model of control the competitiveness reflects the flows of management information and control system (administration unit) and manageable (economic process of the enterprise). Control mechanism includes appropriate methods (economic and psychological), levers (price, quality, and incentives logo, motto) (economic, brand. branding. administrative, creative).

SOCIAL RESPONSIBLE MARKETING IMPACT TO ORGANIZATIONS IMPLEMENTING SOCIAL RESPONSIBILITY

Jurgita Paužuolienė, Daiva Viningienė

Klaipėda University

This, article analyses the social responsible marketing, its benefits and importance of organizations implementing social responsibility. Social marketing is defined as an ethical corporate governance orientation in order to meet the needs of the public, consistent with the public interest. Research problem: what impact and how social responsible marketing makes for organizations implementing social responsibility. Aim of the research. Analyze the impact of social responsible marketing, providing examples of the organizations implementing social responsibility, benefits and importance. Research methods: literature analysis, synthesis, documents

analyze. Social responsible organizations examples illustrate how organizations integrate their activities in a social responsible marketing. Emphasis, that social responsible marketing impact on social responsible organization's image, reputation, customer satisfaction with the service / product.

THE EXPEDIENCY OF VERTICAL INTEGRATION: SYNERGY APPROACH ARGUMENTS

Vasyl Shukalovych

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Deciding on vertical integration is caused by the need to increase the company's competitiveness in the market. At the same time, under conditions of intense transformation processes in the market environment, the choice of organizational strategy is very complicated. This requires the development of recommendations on its feasibility taking into account the stage of market evolution. Accordingly, the aim of the work is the definition of expediency of vertical integration by use methodological instruments of synergetic approach. Results of the study were obtained using a methodology that includes theoretical synchronization of synergy tools and economic phenomena at the macro and micro level; simulative modeling stages of development of the market system which includes parameters of the value added, value of enterprises, number of enterprises; forming conclusions based on a comparison of probability estimates. As a result, it is determined that vertical integration is more doomed to success in conditions close to the stability of the market, rather than in terms of active transformations on it.

IMPLEMENTATION OF ORGANIZATIONAL CULTURE IN THE HEALTH CARE INSTITUTION

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Klaipėda University

Organizational strategy, values, and management style forms on the basis of organizational culture. Science problem – insufficient science evidence, which has to be based on the inter-disciplinary management and health sciences approach.

Aim – to present the model of organizational culture by disclosing the aspects of implementation of organizational culture in the health care institution.

Method – a survey, research population – employees of the health care institution, sample = 282.

Results. After implementation of the proposed model of organizational culture, which will be used in the investigated health care institution, through the use of motivation system it will be possible to strengthen organizational culture by involving the whole employees of the health care institution.

ENHANCEMENT OF INNOVATION MANAGEMENT AND TECHNOLOGY STUDY PROGRAMME

Rimantas Stašys *Klaipėda University*

In 2013 a new postgraduate study programme was created. Since the study programme has been running for a year now, a decision to evaluate the quality of the study programme. Objective of the Study: to evaluate the quality of study programme and, having analysed the aims and the results of the postgraduate study programme, to determine the aspects that would enhance the preparation of innovation managers. A quantitative study is the basis of this empirical study: a structured written survey. Study programmes accurately match the main needs of students and the results are important and relevant for the preparation of innovation managers. The quality of the study programme can be and needs to be improved: by actively using case analyses, by integrating workers of innovation companies into the curriculum of the study programme, by changing the ratio between lecture time and practicum time, by creating specific methodical guidelines for the preparation of a final project in this study programme.

CONCEPTUAL MODELS OF EMERGENCY MANAGEMENT

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The essence of emergency medical assistance management comprise: accident and disease prevention, preparation to act in case of accident or disease, quick response and treatment. The point of entire emergency

assistance management is to reduce the number of deaths and disability. The purpose of research is to review the components of emergency medical assistance, generalise and teoretically compare the emergency medical assistance management models, which are used worldwide. For evaluation of emergency medical assistance structure, there are used systematic given practice regulating documentation analysis, general and logical analysis of scientific publications. Seeking to ascertain an amount of emergency consultative assistance and to predict a tendency of development there are used statistical processing of data, comparison and summation. It were observed, that during 2009–2013 years, the amount of emergency consultative assistance increased but volume of specialized emergency consultative assistance decreased. Anglo-american and Franco-german model suitability in Lithuanian health care system depends on complexity or particularity of accidents, availability of human resources and also respective infrastructure.

ASSESSMENT OF THE AGRICULTURAL ACTIVITY IN THE EU-27 COUNTRIES

Vaida Šapolaitė

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The rational use of land, capital and labour determine the growth of economic efficiency of agricultural production and income of farmers together. The aim is to estimate the use of production resources in the EU-27 agricultural sector, using macro-economic indicators. The analysis and assessment of the use of land resources in agriculture have been conducted on the basis of data on economic accounts for agriculture and agricultural census to describe agricultural production intensity by type of farming and its impact on farm income.

This paper examines the use of land resources in agriculture, measured by using relative indicators of agricultural output, intermediate consumption per hectare of agricultural land, the revenue per average employee and the comparative analysis these indicators in the farms of the European Union (EU) is presented.

THE REGIONAL EFFICIENCY OF SPECIALIST MILK PRODUCERS IN THE EU

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The specialized dairy farms do not represent significant share in agricultural output in the Czech Republic. But in other EU regions there is relatively high significance of small specialized farms including dairy farms. So, it raises questions about determinants of its production efficiency. The aim of the article is to evaluate production efficiency and its determinants of specialized dairy farms among the EU regions. The DEA method with variable returns to scale (DEAVRS) reveals efficient and inefficient regions including the scale efficiency. In the next step, the two-sample t-test determines differences of economic and structural indicators between efficient and inefficient regions. The research reveals that substitution of labor by capital/contract work positively affects income indicator Farm Net Value Added per AWU, but not so strongly as in mixed type of farming. The significant economic determinants of production efficiency in specialized dairy farms are land area, labor input, crop output per hectare, productivity of land, labor, energy and capital. Agricultural enterprises in inefficient regions have more extensive structure and produce more non-commodity output (public goods).

FACTORS AFFECTING CONSUMPTION CULTURE FOR ORGANIC PRODUCTS IN LITHUANIA

Vilma Tamulienė, Akvilė Mažrimė

Aleksandras Stulginskis University

The organic food consumption creates only 2% of the total food market, although the consumption of these products is slowly growing (European Commission 2011). Consumption of organic products is not only important for the health, but also organic farming using their resources more efficient, what promotes rural development and employment. Organic products consumption has short-term, long-term economic and political benefits. To form consumer culture need some time, to encourage people to choose more organic products, first need to explore factors, which forms the culture of organic products consumption. When the demand is encouraged,

supply could be increased as well, that's why is important for organizations' to find them factors which affects culture organic food consumption, so they could increase sales of their products. *The aim of the research* - to analyse factors which forms culture of organic products consumption, to identify which ones are most important in Lithuanian market. In the article summarized the scientific literature, generated theoretical model of organic products consumption culture, and verified by questionnaire survey method. Find results are showed that the organic consumer culture in Lithuania is influenced by two factors: consumer values and attitudes with habits.

PRICE POLICY IN THE MARKETING SYSTEM OF AGRICULTURAL ENTERPRISES

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The aim of the research is to explain the peculiarities and mechanisms of price formation the system of agricultural enterprises' marketing. Research methods have scientific and analytical comparison, induction and deduction, analysis and synthesis. Place, role, and peculiarities of price policy formation in the system of marketing of agricultural enterprises are explained. Theoretically proven that effective functioning of agricultural enterprises is determined by pricing policy formation which is efficient and corresponds to the market. The pricing policy is considered as a system of actions directed on determining prices for products and services, and on formation of pricing strategy and tactics, and also on changing the level of prices depending on the competitive position of an enterprise on the market in order to hold the desired marketing chares in strategic perspective. The key ideas of complementary connection of pricing policy of agricultural enterprises with other directions of their marketing activity are described.

ECONOMIC ASPECTS OF LFA AND ORGANIC FARMING PAYMENTS IN LATVIA

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Less favoured area (LFA) payments and organic farming (OF) payments represent a third of all public funding available for RDP 2007–2013 in Latvia and are used by about two- thirds of all farms. The aim of the study is to assess the economic impact of LFA and OF payments. The data from Rural Support Service, FADN and statistics of agricultural sector were used to conduct the study. A group of farms receiving support payments was compared with a group without this kind of support, in order to evaluate the impact of support payments. The results show that LFA payments have facilitated a significant income growth, especially for small farms. They have also contributed to more intense use of the land. Since OF support has not contributed enough to the agricultural production, direct payments to production will increase economic impact of support payments.

ALTERNATIVES FOR RESOLITION OF BUSINESS DISPUTES

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Sometimes between business operators rises business disputes. Not in all cases it might be solved by negotiations, that's why if in some contracts both sides make an agreement if something is not acceptable for one side, or in business disputes, operators can use court or arbitrage as problem solving method. It means, that the legislature intended by the legislation of the two business dispute resolution in the courts of alternatives- Court or Arbitrage. Usually business people chooses court as dispute decision method, but Lithuania established Agro business arbitrage court- the other alternative of dispute decision, the pros and the cons are submitted. Purpose of the articlean analysis of the legislation, to provide a business dispute resolution in the courts and Court of Arbitration opportunities for comparison offer entrepreneurs business dispute resolution alternatives.

CLUSTER FORMATION PATTERNS: THE GENERAL INDICATORS, CRITERIA, STAGES AND GESTATION PHASES OVERVIEW

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In order to enhance the competitiveness of enterprises and strengthen the competitive positions in the market, the cluster formation is increasingly becoming one of the essential conditions for the increasing of business cooperation and development, especially in initiating general joint projects and corporate trust. Cluster formation is a dynamic process that is recognized by the general Indicators and Criteria, consisting of consequential Stages and having different maturity Gestation Phases. Therefore, the Objective of the Study - to assess the General Indicators, Criteria, Stages and Phases of Gestation significance of Cluster Formation process. The Study Objective conducted a comprehensive study of the Cluster Formation process, involving both the Cluster Formation process Phases, Gestation Stages and Cluster Development through the Analysis of dynamic Criteria and General Indicators analysis. According to the Study, the main features of Cluster general Indicators, the parameters of Gestation Phases, Stages and Criteria were determined, the main barriers to the formation of clusters were identified and the reasonable conclusions of the Cluster Formation process improvement were prepared.

THEORETICAL AND METHODOLOGICAL PRINCIPLES OF FORMING THE AGRARIAN INSURANCE MARKET IN UKRAINE

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Risk in agrarian production calls forth the necessity of well-timed localization and effective neutralization of the phenomena and processes that negatively affect the process of agricultural production. The paper grounds the expediency of developing an insurance system as an efficient instrument of risk management in the agrarian sphere. The purposes of this article is the substantiation of theoretical and methodological approaches and the application of present-day methodology of forming the agrarian insurance market in Ukraine for providing effective insurance protection and creating

favourable business environment in the agrarian sphere. The trends of the development of the domestic agrarian insurance market in 2005–2013 point out the necessity of intensifying research activity concerning the optimization of the forms and methods of innovative insurance protection of agrarians. The realization of the potential of the agrarian insurance development in Ukraine will make it possible to essentially reduce the negative effect of risks on agricultural production and ensure the minimization of fluctuations in revenues of agrarians.

FACTORS THAT INFLUENCE THE ORGANIZATIONAL CULTURE IN HEALTH CARE INSTITUTIONS

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The development of a new social economic structure, changes the relationship between conventional accents, the emergence of new priorities. Of healthcare care providers, wish to adapt to the changing external environment, more attention to, as it becomes an integral part of the image seen in patients. The aim - to analyze the factors that influence organizational culture in health care facilities. Methods. A quantitative survey questionnaire. The sample (n=138) consisted of a western Lithuania hospital nurses. Questionnaire data were analyzed using the statistical package SPSS 13.0. The study was conducted in accordance with ethical principles. Results. The results showed that the respondents believe that the organization is encouraged or in part to promote new ideas and initiative of incentives used in the psychological and material incentives (p < 0.01). More than half of the respondents felt that encouraging workers to influence organizational culture. The analysis of the different types of duties (nursing administrators, chief nurses, department nurses) respondents to decide the conflict situation. a statistically significant relationship between the post and the decision of the type (p < 0.01). Most of the respondents faced conflicts of interest to both sides to decide the debate, through the head. The study found that good working relationships within the organization, with customers, suppliers, the public and the media to strengthen the organizational culture. Thus, the organization's culture influences ideas and initiatives promoting the interests of conflict resolution techniques and a good working relationship.

THE USE OF STRATEGIC ANALYSIS METHODS IN LOGISTICS COMPANIES: RESEARCH FINDINGS

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Klaipėda University

The research aimed to establish the effectiveness of the strategic analysis methods applied in logistics organisations for the designing of strategies by optimising the opportunities of their application in the companies of logistics. First of all, a list of strategy designing methods to be used in logistics companies was made. By means of two empirical studies, the views of the heads of logistics companies on the methods of strategic analysis were identified, and the practical experience of the implementation of the methods of strategic analysis in logistics companies was evaluated. The obtained findings enabled us to draw a general conclusion that the attitudes of the heads of the logistics companies on strategic analysis were stronger than the practical implementation of the said methods in the field of strategic analysis of the logistics companies.

ИСПОЛЬЗОВАНИЕ МЕТОДОВ ПРОСТРАНСТВЕННОГО АНАЛИЗА ГИС ДЛЯ ОЦЕНКИ СТЕПЕНИ ИНТЕНСИВНОСТИ ЖИВОТНОВОДСТВА И ВЫЯВЛЕНИЕ РИСКОВ ЗАГРЯЗНЕНИЯ ПОВЕРХНОСТНЫХ И ПОДЗЕМНЫХ ВОД В БАССЕЙНАХ РЕК БАЛТИЙСКОГО МОРЯ

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В ходе реализации международного проекта "Балтийский Компас» Программы Европейского Союза « Регион Балтийского моря совместно с партнерами из стран Балтийского региона были исследования использованием осуществлены С пространственного анализа на основе применения географических информационных (ΓMC) по систем анализу количественных показателей сельскохозяйственного влияния производства на окружающую среду.

Проведенный анализ распределения плотности поголовья на территориях бассейнов рек позволит в дальнейшем оценить потенциальное количество формируемых животноводческих отходов и

выявить основные источники сельскохозяйственного загрязнения поверхностных и подземных вод, провести балансовые расчеты возможного поступления биогенных веществ за счет внесения минеральных и органических удобрений с учетом урожайности сельскохозяйственных культур.

BUSINESS GROWTH STRATEGIES: THE POSSIBILITIES FOR AGRO SERVICE COMPANY

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The business growth strategies or combinations of selection for Agrarian Services sector is particularly important in order to improve the economic performance of the business, ensuring the stability of cash flows and enhancing the survival of the market assumptions. Lithuanian market has not been carried out for this kind of study.

Objective. In this paper the attempt was made to identify effective ways of growth of Lithuanian agro service companies. There were analysed only organic growth strategies, i.e. market penetration, product development, market development and diversification.

Methodology of research. The research was conducted by applying the method of in-depth semi-structured interview. Ten executives of agro service companies were interviewed. The research was conducted, according to the theoretical research model, which was constructed by the author. This model was developed by connecting the Ansoff's and Varadarajan's growth matrixes and the resource-based view.

Results. Practical suggestions how to implement the selected growth strategies are the main results of this paper. The suggestions involve the application of platform business model; the applying of new selling channels, the strengthening of organizational resources.

Conclusions. Despite the present constraints of the market, market penetration is the most promising strategy for agro service company. The business must be expanded by implementing the related horizontal diversification strategy. This strategy enables to avoid the negative impact of season cycles. The risks related to diversification should be ignored.

ИННОВАЦИОННЫЕ ИНСТРУМЕНТЫ ВЫЯВЛЕНИЯ ПЛАГИАТА В АКАДЕМИЧЕСКОЙ СРЕДЕ

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Целью данного исследования являлось определение в числе существующих инструментов обнаружения плагиата наиболее эффективных с точки зрения целесообразности их применения в научно-образовательных учреждениях. Анализ проводился для 30 наиболее употребляемых программ и онлайн-сервисов, предоставляющих возможность проверять уникальность текстового материала, исходя из 12 ключевых характеристик.

Результаты исследования позволяют констатировать необходимость разработки универсального программного средства эффективного обнаружения плагиата, доступного для академического сектора в финансовом отношении.

ASSESSMENT OF EFFICIENCY OF INVESTMENTS IN AN INNOVATION

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The urgency of this research is defined by need of providing a ratio of quality of innovations and size of the investments put in their development and introduction on the market. The work purpose – to develop a technique which allows to define dependence of size of demand for concrete production on its price and quality. In work the analysis of scientific literature concerning investment in innovations, questioning and the analysis of opinions of heads of the industrial, agricultural and service enterprises, and also farmers, mathematical methods of processing of economic indicators on the carried-out researches and graphic interpretation of results is applied. It is possible to refer technique creation to results of this work at the choice of effective innovations which producers and investors can use.

REVIEW FOR STUDY GUIDE OF D. SC OF ECONOMICS, PROFESSOR KLIMOVETS O.V. "TNK RUSSIA"

R. L. Agabekyan

Academy of Marketing and Social Information Technologies

Russian companies take more steady positions in the rate of the largest world companies of market capitalization FT Global 500, annually published by the paper «The Financial Times». And it does not occur by chance. The main tendencies of recent years are forcing out banks by raw materials enterprises' and presence of them in the rate of the companies from developing countries.

The actuality of the reviewed study guide "TNK Russia" for undergraduates enrolled in the basic educational program HPE direction 080100 "Economy", in our opinion, due to the following reasons: the process of transnationalization, the globalization of the world economy and the third - shaping and setting vectors of transnationalization Russian companies, their goals when paired with the strategic goals of the Russian economy and society.

ENVIRONMENTALLY BALANCED LAND USE IN UKRAINE: PROBLEMS AND PROSPECTS

Olga Khodakivska, Oleg Bigdan

National Scientific Center "Institute of Agricultural Economics"

The article reflects the current environmental problems of agricultural land use and analyzes the factors that determine them. It is shown that the existing problems of the world impose a significant imprint on the agricultural sector of Ukraine, in particular, its land. Proposed key directions of ecologically safe use of land in agriculture.

UNIFIED LEGAL REGULATION ACROSS EUROPE AS A TOOL TO PROMOTE BUSINESS AND INNOVATION

Rūta Bučinskaitė

Mykolas Romeris University

In the paper the presumption is discussed, that clear and effective legal regulations are of genuine importance for smooth business development,

which is a trigger for innovative solutions for our everyday life. Different areas of law currently are covered by unified European Union legislation, however it does not provide uniform legal regime. In the paper the procedural rules, which are governed by European Union regulations, are discussed. Based on European Commission reports and European Union Court of Justice practice main practical difficulties and obstacles in cross border civil and commercial litigation are presented, and new legislative proposals are discussed. The paper is finalised with a practical case study, which enables the audience for a better understanding of the existing unified regulation within European Union.

РОЛЬ СТРАТЕГИЧЕСКОГО ПЛАНИРОВАНИЯ В ФОРМИРОВАНИИ ИННОВАЦИОННОГО ПОТЕНЦИАЛА СЕЛЬСКОХОЗЯЙСТВЕННЫХ ПРЕДПРИЯТИЙ

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Целью исследования является определение роли и значения стратегического планирования в формировании инновационного потенциала сельскохозяйственных предприятий.

Инновационный потенциал предприятия представляет собой явные и скрытые возможности привлечения и использования ресурсов, направленных на восприятие, внедрения нововведений, которые могут быть привлечены для достижения целей экономических субъектов.

Особенно сложная ситуация по формированию инновационного потенциала сложилась в сельскохозяйственных предприятиях. За результатами социологического исследования 69,7% сельскохозяйственных предприятий Житомирской области имеют низкий и очень низкий инновационный потенциал, что и определяет недостаточный уровень их инновационной активности.

деятельности Ключевым агроформирований аспектом принципах инновационного развития должна быть разработка внедрение инновационной стратегии. Действенная инновационная стратегия реализуется в рамках стратегического планирования. С выбором стратегии связана разработка планов. проведения исследований, инновационной осуществления других форм деятельности. Стоит отметить, что инновационную стратегию можно

рассматривать процесс стратегического управления как И инновационной деятельностью. В этом случае он будет включать в себя: тактическое управление инновационной деятельностью путем формирования портфеля инноваций; оперативное управление инновационной деятельностью путем оперативного управления отдельными инновационными проектами и программами.

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