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ЗЕМЕЛЬНО-МАЙНОВІ РЕСУРСИ СІЛЬСЬКОГОСПОДАРСЬКИХ ПІДПРИЄМСТВ В СИСТЕМІ ЇХ РЕСУРСНОГО ПОТЕНЦІАЛУ

***Анотація.** Стаття присвячена обґрунтуванню організаційно-економічних засад управління та раціонального використання земельних і майнових ресурсів, та визначенню принципів їх ефективного поєднання на основі дослідження сучасних детермінант розвитку ресурсного потенціалу аграрних підприємств. У Розкрито значення та роль майнових ресурсів у діяльності аграрних підприємств, визначено їх складові та важливість для забезпечення технічної бази та ефективних виробничих процесів. Обґрунтовано, що модернізація технічного парку та удосконалення технологічних процесів допомагають забезпечити конкурентоспроможність аграрних підприємств, знижуючи витрати та підвищуючи якість продукції. Земельні та майнові ресурси визначено як основу ресурсного потенціалу аграрних підприємств, а їх правильне управління та постійне удосконалення визначено як ключові фактори стійкого розвитку підприємств у сучасних умовах ринкового середовища. Доведено необхідність комплексного підходу до управління земельними та майновими ресурсами, що враховує специфіку галузі, регіональні особливості та сучасні тенденції. Розглянуто комплексний підхід до ефективного управління земельними та майновими ресурсами аграрних підприємств. Обґрунтовано важливість розробки стратегії розвитку, впровадження передових технологій та підвищення кваліфікації персоналу. Зазначено, що для оптимізації використання ресурсів можна застосовувати такі стратегії, як ротація культур, агроекологічний моніторинг, енергоефективність та цифровізація. Ці заходи сприяють підвищенню ефективності аграрних підприємств у сучасних умовах. Встановлено, що контексті системи управління землекористуванням слід звернути особливу увагу на основні принципи, які мають вирішальне значення для її ефективності. Серед основних принципів виділяються науковий підхід, об'єктивність, економічна обґрунтованість, наявність зворотного зв'язку, врахування регіональної специфіки та диференційоване застосування до різних типів земель.*

***Ключові слова:** земельні ресурси, майно, ресурсний потенціал, комбінування ресурсів, стратегічне управління.*

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LAND AND PROPERTY RESOURCES OF AGRICULTURAL ENTERPRISES IN THE SYSTEM OF THEIR RESOURCE POTENTIAL

***Abstract.** The article is devoted to the justification of the organizational and economic principles of management and rational use of land and property resources and the determination of the principles of their effective combination based on the study of modern determinants of the development of the resource potential of agrarian enterprises. The meaning and role of property resources in the activity of agricultural enterprises are revealed, and their components and*

importance for ensuring the technical base and efficient production processes are defined. It is substantiated that the modernization of the technical park and the improvement of technological processes help to ensure the competitiveness of agricultural enterprises, reducing costs and increasing the quality of products. Land and property resources are defined as the basis of the resource potential of agrarian enterprises, and their proper management and continuous improvement are critical factors of enterprises' sustainable development in the modern conditions of the market environment. The need for a complex approach to managing land and property resources, which considers the specifics of the industry, regional features, and modern trends, has been proven. A comprehensive approach to effectively managing agricultural enterprises' land and property resources is considered. The importance of developing development strategies, implementing advanced technologies, and improving staff qualifications is substantiated. It is noted that strategies such as crop rotation, agroecological monitoring, energy efficiency, and digitalization can be used to optimize the use of resources. These measures contribute to increasing the efficiency of agricultural enterprises in modern conditions. It is established that the context of the land use management system should pay special attention to the basic principles crucial for its effectiveness. Scientific approach, objectivity, economic justification, availability of feedback, consideration of regional specifics, and differentiated application to different types of land stand out among the main principles.

Keywords: *land resources, property, resource potential, combining resources, strategic management.*

Formulation of the problem. In modern economic conditions, agricultural enterprises are strategically crucial for ensuring food security, developing the agricultural sector, and supporting the country's economy. One of the critical aspects of their activity is resource potential, which includes land and property resources.

Land determines agriculture's prospects and is its vital resource. The availability of a high-quality and sufficient land base is essential for the successful development of agricultural enterprises. The provision of sufficient area allows expanding the range of agricultural products, which ensures the stability of the enterprise. Modernization of equipment and optimization of technological processes ensure the competitiveness of enterprises by reducing costs, improving the quality of products, and increasing their volumes.

Land and property resources are the basis for forming an agricultural enterprise's resource potential. Their proper organization, practical use, and constant improvement are the keys to the enterprise's sustainable development in the modern market environment.

Analysis of recent research and publications. Such domestic scientists as Ambrosov V.Ya., Vyshnevs'ka O.M., Hutorov O.I., Sharko I.O., Yermakov O.Yu.,

Sheveliuk O.O., Pidlisets'kyj H.M., Tolkach M.I., Rossokha V.V., Rudenko S.V., Ul'ianchenko O.V., etc paid sufficient attention to the study of the components of the resource potential of agricultural enterprises and their rational combination [1-9]. However, a review of these works shows that the problem needs to be fully disclosed and requires further research. In addition, the implementation of a methodological toolkit regarding the organizational and economic principles of resource potential development through the optimization of the use of land resources, as well as means and objects of work, has limited practical application.

The article aims to determine the organizational and economic principles of management, the rational use of land and property resources, and the principles of their effective combination based on the study of modern determinants of the development of the resource potential of agrarian enterprises.

They are presenting the primary material. The relationship between economic processes and natural phenomena is always crucial in agriculture. For the successful management of agricultural enterprises, it is necessary to consider both economic laws and the laws of nature. Natural factors have a significant influence on the results of agricultural activity, which can affect the pace of development. Since in agriculture, the owner needs to have complete control over the production processes, as in industry, due to the participation of living organisms and biological laws, the production process cannot be faster, leading to a slow turnover of capital and seasonal production. However, combining industries can help smooth out seasonal fluctuations by allowing products with different production periods to be produced.

In agriculture, effective reproduction depends on soil fertility, considered the primary means of production. With proper use, the soil constantly restores its fertility and even improves. Because natural conditions, including soil fertility, vary, labor productivity in agriculture depends on natural conditions. In addition, the quality of land is critical. Soils are the leading resource for the development of agricultural

production. The optimal physical and chemical condition of the soil, fertility, and water permeability determine the possibilities for effective use of land resources.

An agricultural enterprise's property resources include movable and immovable property, such as buildings, structures, equipment, vehicles, and inventory. These resources are important in providing the technical base for production and service processes.

Asset management also includes their optimal use and maintenance planning to maintain their functionality and efficiency.

To achieve optimal results, it is important to apply a comprehensive approach to the management of both land and property resources, taking into account the specifics of the industry, the region and modern trends in the development of the agricultural sector.

Thus, land and property resources are an integral component of agricultural enterprises' resource potential. Their correct management and rational use are the key to their successful functioning and achievement of strategic goals.

In today's globalization and market competition conditions, agricultural enterprises are forced to constantly improve their approaches to land and property resource management to ensure their competitiveness and sustainable development. Let us take a closer look at how these resources affect the strategic aspects of agricultural enterprises.

Land and property resources are the basis of the activity of any agricultural enterprise, forming the basis of its resource potential and providing the necessary basis for effective agribusiness. In the system of resource potential of agricultural enterprises, these resources play a key role since they provide the primary conditions for agricultural production and are the basis for the implementation of land cultivation technologies, plant cultivation, and animal husbandry.

Land resources of agricultural enterprises are areas of land used for agricultural purposes. These can be arable land, pastures, gardens, vineyards and other categories of land that are suitable for agricultural activities. Effective use of land resources

requires a rational approach to land cultivation, implementation of modern agricultural technologies and irrigation systems, which allows to increase productivity and ensure sustainable use of land resources.

Land resources are the basis for creating the potential of agricultural enterprises since their availability and use directly determine whether these enterprises belong to the agricultural sector. The availability and availability of land resources determine the size and scale of production of agricultural enterprises, as well as their growth potential. Identification of the characteristics of land resources involves taking into account their role in the economy and environmental and social aspects. Agricultural land, as an object of production, has a limited nature, which limits the potential of agricultural enterprises. Land resources determine the sectoral orientation, production scale, and agricultural enterprises' size.

Property resources of agricultural enterprises include all immovable and movable property used in agriculture. This includes buildings and structures, machinery and equipment, and other assets that contribute to increased labor productivity and the efficiency of production processes.

Land and property resources form the basis of agricultural enterprises' resource potential, determining their production capabilities and competitiveness. Effective use of these resources affects the volume and quality of agricultural products and enterprises' economic stability and development.

Agricultural enterprises can implement innovative technologies, such as precision farming systems, agronomic mapping, and automated production process management, to optimize the use of land and property resources. These measures aim to improve resource efficiency, reduce costs, and ensure the sustainable development of the agricultural sector.

In modern conditions, when agricultural enterprises are faced with the challenges of globalization, climate change, and the need to ensure food security, the rational management of land and property resources is of particular importance. This involves a comprehensive approach to planning the use of

resources, considering environmental, economic, and social aspects, which contributes to achieving sustainable development and improving the quality of life in rural areas.

Land resources are the foundation for agriculture and the key to its sustainable development. Thanks to modern technologies, it is possible to use the potential of land to the maximum, reducing the negative impact on the environment and increasing productivity.

Strategic planning for the development of agricultural enterprises involves rationally using land resources, taking into account their quality, location, and accessibility to water sources. Constant changes in climate and land use are also important to consider to adapt crops and maximize yields.

Property resources such as equipment, vehicles, and infrastructure are essential to agricultural enterprises. Modern technologies and equipment make it possible to automate many production processes, leading to increased labor productivity and reduced costs. Effective property resource management involves constantly updating the technical park and using advanced technologies to optimize production processes. Investments in new equipment and technologies aim to improve productivity and product quality, ensure environmental safety, and comply with international standards.

Land and property resources are the basis for innovative development of the agricultural sector. The integration of new technologies and management methods allows enterprises to increase production efficiency and ensure stability to external influences. Strategic resource management includes the search for innovative solutions in all aspects of the company's activities, from growing crops to processing and storing products. Investments in research and development allow agricultural enterprises to ensure stable growth and enter new markets.

Land and property resources are strategic components of agricultural enterprises' resource potential. Their correct management and rational use are the keys to the enterprise's successful functioning and achieving its strategic goals.

Land resources are the foundation for the agricultural sector because agricultural activities can be carried out with access to land. The quality of land resources, their fertility, access to water resources, and climatic conditions directly affect the choice of crops, crop rotation, processing methods, and productivity. Optimizing the use of land resources by introducing modern agricultural technologies and sustainable farming practices can significantly increase the productivity and efficiency of agricultural enterprises.

The current use of land resources needs to meet the standards of rational use of resources. Problems include an economically viable ratio between arable land, natural forage and forest cover. This hurts the sustainability of agro-landscapes. In addition, scientifically based agricultural production methods in various regions are ignored, and there needs to be more robust control over compliance with crop rotation, organic and chemical land reclamation, and the destruction of irrigated and drained land reclamation systems. Therefore, it is essential to constantly monitor and analyze land use processes to justify further rational transformations. In modern agricultural production, there is a deterioration of the mechanical properties of soils, a decrease in fertility, and their degradation caused by excessive agricultural use. This leads to a loss of fertility, a decrease in the coarse-grained structure, and a deterioration of the soil's water penetration and aeration capacity, with all the ecological consequences.

Property resources include all equipment, buildings, vehicles, and other property used to produce, store, and process agricultural products. Investments in modern production equipment and machinery make it possible to mechanize work, increase productivity, and reduce production costs. An important aspect is also the development of logistics infrastructure, which ensures efficient product storage, processing, and transportation.

Effective management of land and property resources requires a comprehensive approach that includes planning, analysis, evaluation of the effectiveness of use, and implementation of innovations. This involves:

1. Development of development strategies based on a detailed analysis of the internal and external conditions of agribusiness.

2. Implementation of advanced technologies, such as precision agriculture, drones for crop monitoring, and drip irrigation systems that ensure optimal resource use.

3. We are improving personnel qualifications to ensure effective technological processes and equipment management.

To increase the efficiency of land and property resources use, agricultural enterprises can apply the following strategies:

1. Crop rotation to maintain soil fertility and prevent the spread of pests and diseases.

2. Agroecological monitoring for timely detection and response to changes in growing conditions.

3. Energy efficiency and use of renewable energy sources to reduce operational costs and impact on the environment.

4. Digitization of agribusiness through the implementation of resource management systems, automation of production processes, and the use of big data for making informed decisions.

Particular attention should be paid to the basic principles critical to its effectiveness in a land use management system. The fundamental principles are the scientific approach, objectivity, economic justification, availability of feedback, consideration of regional specifics, and differentiated application to different types of land. These principles should be addressed or used correctly in managerial decision-making despite their importance. Therefore, it is necessary to create a system where these principles will be integrated as an integral and constantly developing part, ensuring their practical application and consideration in the management process.

Conclusions. Land and property resources of agricultural enterprises are an important component of their resource potential and require effective

management and constant adaptation to the changing conditions of agricultural business. Taking into account environmental, economic, and social factors, as well as the use of innovations and advanced technologies, contribute to increasing productivity, profitability, and sustainable development in the agricultural sector.

Land and property resources are critical to the successful functioning of the agricultural sector. Optimizing their use through modern technologies and strategic management allows for increased productivity, resilience to external influences, and sustainable growth. Innovative approaches, advanced technologies, and comprehensive resource management strategies must be developed to achieve these goals.

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