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Formation of tools adaptation of management of agricultural enterprises on World food markets

**Olena Shebanina,
Mykolayiv National Agrarian University, Mykolayiv, Ukraine,
e-mail: mathlena_and@ukr.net**

**Nataliya Galunets,
Mykolayiv National Agrarian University, Mykolayiv, Ukraine,
e-mail: galunets@yandex.ru**

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1. Introduction

The processes of globalization in the modern world leading to radical changes that take place in the economy, technology, socio-political life in any country. This creates a qualitatively the new economic system of management in the agricultural sector, which forced national the agricultural enterprises the flexibility to adapt the changing conditions of the global food market situation. It should be noted that agriculture is different from other industries a number of peculiarities such as: land is the main object of industrial relations and main means of production; seasonal nature of production expenditure with the concentration twice a year; end result of is the sum of efforts of man and nature; interweaving diverse forms of ownership. Under such circumstances occur entirely different requirements for qualitative management agricultural enterprise, the nature of the problems solvable as methods and of their solution and development of specialized mechanisms.

2. Data and Methods

The study aims to justification of theoretical foundations and practical recommendations in relation to forming tools adaptation management of agricultural enterprises in the global food market. The in study is laid the basic positions of economic theory, scientific development of domestic and of foreign scientists agrarian with this problem.

3. Results

In the economic literature adaptation management is seen as making managerial decision process and the subsequent implementation of it that provides timely response on of all structures parameter changes internal and external environment. Adaptive management allows timely detect the external threats and opportunities of the enterprise, internal strengths and weaknesses of its economic activities and based on the assessments of the situation develop solutions directed on prevention crisis events.

Given that the basic organizational forms exit of agrarian enterprises on the world food market are: import and export, joint venture, direct investment and more. Therefore, in our opinion, in adaptation management of agricultural enterprises on the world food market, necessary allocate not just the direction management with potential foreign partners and taking into account consideration of formation conjuncture but also the direction with providing of agrarian enterprises the necessary resources to of debugging of production of competitive products and advertising campaign, marketing research.

In this case forming tools adaptive management of agrarian enterprises on the world food market should include:

- the development strategies effective an development of external economic activity of agricultural enterprises in the world food market;
- introduction and use of economic and of mathematical methods and models of diagnosis that increase efficiency management decisions;
- implementation of marketing management concepts enterprise;
- modernization of the organizational structure of enterprises which provides for or the introduction of new information technology, or an active response to changes on the world food market;
- decentralization process of making economic decisions and delegation of authority from the top management levels of companies below;
- changing of personnel policy and of system motivation of work;

- activation of investment policy based on increasing the efficiency of enterprises and increase in their financial capacities as a result of changes etc.

Along with this it is worth noting that in constructing a new management system by agrarian enterprises is necessary not only to rethink the existing experience of foreign countries, which are also is not easy have come to the existing high-level management, but also keep positive factors were of the old system.

4. Conclusions

Thus forming tools adaptive management of agricultural enterprises on the world food market is the main event, which is aimed at raising their capacity to achieve the necessary levels of competitiveness and strengthen market positions. Prospects for further scientific research in this direction associated with developing of ways of improving the mechanism of adaptive management in the global food market.

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