

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL
SCIENCES OF UKRAINE
FACULTY OF AGRARIAN MANAGEMENT
DEPARTMENT OF MANAGEMENT
NAMED AFTER PROFESSOR YOSYP S. ZAVADSKYI**

**DIGITALIZATION OF AGRARIAN
MANAGEMENT: MATERIALS OF THE
INTERNATIONAL SCIENTIFIC-PRACTICAL
CONFERENCE**

ISPCDAM-2019

**NOVEMBER 29-30, 2019
KYIV, UKRAINE**

Digitalization of agrarian management: materials of the international scientific and practical conference – 29-30, November– Kyiv: NULES of Ukraine, 2019. – 107 p.

Editorial board members:

Nadiia P. Reznik – Head of Department of Management named after Professor Yosyp S. Zavadskyi, Doctor of Economic Sciences, Professor.

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Krystyna P. Dramaretska – Ph.D., senior lecturer of Department of management named after Professor Yosyp S. Zavadskyi.

The collection includes materials of the international scientific-practical conference «Digitalization of agrarian management», which was held on November 29-30, 2019 at the Department of Management named after professor Yosyp S. Zavadskyi, Faculty of Agrarian Management of the National University of Life and Environmental Sciences of Ukraine.

The publication is intended for a wide range of readers who are interested in the issues outlined.

The works are printed in the author's edition. The authors are responsible for the accuracy, reliability and content of the submitted materials.

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METHODOLOGY FOR THE IMPACT ASSESSMENT OF THE DIGITAL ECONOMY ON AGRICULTURE DEVELOPMENT

Sakhno Andrii

Vinnitsia Finance and Economics University, Ukraine

Salkova Iryna

Vinnitsia National Agricultural University, Ukraine

Broyaka Antonina

Vinnitsia National Agricultural University, Ukraine

Priamukhina Nataliia

Vinnitsia National Agrarian University, Ukraine

The issues of economic development and the impact of digitization, digitalization and globalization processes on it are now more acute in Ukraine than ever. The agricultural sector, which is the main national budget-forming industry, remains a prospective direction for the development of the state's economy. Unfortunately, rural areas remain at a disadvantage due to poor digitalization, resulting in brain drain of skilled professionals who move to urban areas. Some farmers do not even have access to the Internet and consequently agribusinesses have got poor opportunities for growth. digital economy contributes to the development of an innovative information space in agriculture.

The significance of the digital economy should be seen in the context of specific sectors of the national economy. An assessment of the role of the digital economy should be carried out according to the data on the types of economic activity (KVED – 2005) in agriculture, in particular: cultivation of annual and biennial crops, plants reproduction, animal husbandry, cultivation of perennial crops, mixed farming, supporting and after harvesting activities in agriculture,

hunting, catching animals and providing related services, forestry and other forestry activities, logging, harvesting wild-growing non-timber products, provision of support services in forestry, fishing, fishery (aquaculture). The most optimal representation of the development of the digital economy in Ukraine is the level of computer technology introduction, in particular: the production of electronic components and boards, computers and peripheral equipment, communication facilities, electronic household appliances for receiving, recording and reproducing sound and images, instruments and equipment for measuring, researching and navigating, watches, radiological, electro-medical and electro-therapeutic equipment, optical instruments and photographic equipment, magnetic and optical data carriers.

The impact of the digital economy on the development of the agricultural sector was investigated, using the M. J. Farrell's method of analyzing the functioning environment. For this purpose, two factor indicators were used – personnel costs (L), value added for production costs (K), as well as the resultant indicator – the volume of sales (goods, services) (Y) based on the website data of the State Statistics Service of Ukraine.

Using the data, the coefficients of coverage of the volume of sales (goods, services) of personnel costs (L / Y) and value added at production costs (K / Y) were calculated. As a result of calculating it was found that in two cases it exceeds «1»: hunting, catching animals and the provision of related services (1,952), and fishery (aquaculture) (1,036). Thus, for these two types of activities, personnel costs exceed the volume of sales (goods, services).

The highest coefficient of coverage of the volume of sales (goods, services) of value added at the cost of production is fishing (3,005), and the lowest is the reproduction of plants (1,460). according to the calculations, it can be concluded that types of economic activities for the production of computers, electronic and optical products should be considered as having an impact on economic activity in agriculture, within the framework of which the development of the digital economy is studied.

Based on the method of analysis of the functioning environment, the line of technical efficiency based of the need to minimize personnel and production costs is a line consisting of items «Harvesting of wild-growing non-timber products», «Cultivation of perennial crops», «Plants reproduction», and «Hunting, catching animals and providing related services». The line consisting of items «Harvesting of wild non-timber products», «Growing annual and biennial crops», «Fishing», «Fishery (aquaculture)», «Hunting, catching animals and related services» indicates the availability of technical efficiency based on the need to maximize the volume of sales (goods, services). The positions of the types of economic activities for the manufacture of computers, electronic and optical products are not components of any line of efficiency. It was revealed that the current state of the agricultural sector in Ukraine does not significantly depend on the influence and provision of the digital economy.

Modeling of the digital economy development in the context of the state of

the types of economic activity in agriculture was carried out minding the need to form new lines of efficiency from the standpoint of the manufacture of computer, electronic and optical products. Thus, new boundaries of technical efficiency for economic activities in agriculture, forestry and fisheries were identified. As a result, specific indicators of agricultural production can be calculated, which upon achieving technical efficiency, they will be obtained in case of cost reduction and / or increase in the volume of sales (goods, services).

It is proposed to carry out the development of the agro-industrial complex based on priorities for achieving the technical efficiency of economic activities related to the manufacture of computers, electronic and optical products. An assessment of the development of the digital economy in the context of the state of the types of economic activity in agriculture the features of the backlog were revealed and the prospects for the development of agricultural activities through a fundamental reorganization of the economy by developing the manufacture of computer, electronic and optical production were evaluated. The need of the agro-industrial complex of Ukraine for modern information developments that will increase the volume of sales and reduce production and personnel costs is substantiated. Research indicate the necessity for further adjustments to the line of technical efficiency by the method of analyzing the functioning environment in order to develop digital technologies in agriculture, forestry and fisheries.

WAYS OF AGRARIAN INNOVATION IMPLEMENTATION: CLASSICAL AND ELECTRONIC EXTENTION

Sayapin Serhii

National University of Life and Environmental Sciences of Ukraine, Ukraine

Skrypnyk Andriy

National University of Life and Environmental Sciences of Ukraine, Ukraine

According to the Law on Agricultural Advisory Activities [1], advisory activities are a set of actions and measures aimed at meeting the needs of personal peasant and farms, business associations, other agricultural enterprises of all forms of ownership and management, as well as the rural population in improving the level of knowledge and improvement practical skills of profitable housekeeping. The main purpose of the advisory activity is to improve the standard of living of the rural population through the introduction of innovative management methods. However, according to the available statistics, income sharing processes continue in rural areas, and the growth rates of urban population nominal incomes continue substantially exceed similar indicators for rural areas. In January-August 2019, agricultural output at nominal prices amounted to UAH 405.6 billion (January-August 2018: UAH 394.3 billion). Increase in agricultural output [2] was observed only in agricultural enterprises (11.8% in January-August 2019 to the same previous period 2018) while in households the decrease was 2.3%.

The main source of households innovations is the large agricultural business (contact method), which closely cooperates with global innovation centers.

SCIENTIFIC PUBLICATIONS

Digitalization of agrarian management

Materials of the international scientific and practical conference

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NATIONAL UNIVERSITY OF LIFE
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PROGRAM

International scientific and practical conference
«Digitalization of Agrarian Management»

ISPCDAM-2019

November 29-30, 2019

Kyiv, Ukraine



Dear colleagues!

We invite you to participate in
**International scientific and practical conference
«Digitalization of Agrarian Management»**

The conference will take place on
November 29-30, 2019
in **Kyiv, Ukraine**

We invite scientists, practitioners, professors of educational establishments, doctoral students and PhD students to participate in the conference.

The purpose of the Conference

improving the efficiency and quality of scientific research, deep study of the modern development of the digital economy, the use of the results of the study to provide and implement information and analytical technologies in the field of agrarian management, discussing debates on the benefits of digitalization of the country's economy, in general, and the agro-industrial complex, in particular, as well as defining priority directions of development of information society in digitalization of agrarian business.

Thematic areas of the conference:

1. Digital economy: trends and prospects of development.
2. Development of marketing in the conditions of digitalization of agrarian business.

Schedule of the conference

November 29, 2019

Opening of the conference

Plenary meeting

Panel discussions

November 30, 2019

Panel discussions






Summing up

Closing of the conference

Departure of participants

SCHEDULE OF THE CONFERENCE

November 28-30, 2019

Date	Time	Action / Sunset
28.11. 2019		Arrival of the conference participants
		Transfer to the hotel
		Check-in
		Introducing the conference participants (DINNER)
29.11. 2019	10.00. - 11.20.	Opening of the Conference Plenary Session, building 3, of. 309
	11.20. - 11.40.	COFFEE BREAK
	11.40. - 13.00.	Continuing of the Conference Panel 1 «Digital Economy: Trends and Prospects of development», building 3, of. 309
	13.00. - 14.00.	COFFEE BREAK
	14.00. - 17.00.	Continuing of the Conference, building 3, of. 309
	19.00	DINNER
30.11. 2019	10.00. - 12.00.	Continuing of the Conference Panel 2 «Development of marketing in the conditions of digitalization of agrarian business», building 10, of. 230.
	12.00. - 12.30.	COFFEE BREAK
	12.30. - 13.00.	Summarizing the conference building 10, of. 230.
		Departure of the conference participants

CONFERENCE ORGANIZING COMMITTEE

CHAIRMAN OF THE ORGANIZING COMMITTEE



Stanislav M. Nikolaienko

Rector of National University of Life and Environmental Sciences of Ukraine,

Doctor of Pedagogical Sciences, Professor

CO-CHAIRS OF THE COMMITTEE:



Anatolii D. Ostapchuk

Dean of the Faculty of the Agrarian Management, Ph.D., As. Professor



Nadiia P. Reznik

Head of Department of Management named after Professor Yosyp S. Zavadskyi, Doctor of Economic Sciences, Professor



Secretary organizing committee
Anna M. Slobodanyk
Ph.D., As. Professor



English speaking coordinator of the
conference
Kateryna A. Alekseieva
Ph.D., As. Professor

PANEL DISCUSSIONS WERE CREATED FOR THE CONFERENCE:



Panel 1. «*Digital Economy: trends and prospects for Development*»,
moderator of the panel –
Anatolii I. Guley
Chairman of the Board of the Ukrainian
Interbank Currency Exchange,
Ex-chairman of the Board of JSC
«Oschadbank»,
Higher Expert Council of NBU,
Head of Supervisory Board of Ternopil
National Economical University,
Doctor of Economic Sciences,
As. Professor



Panel 2. «*Development of Marketing in the conditions of digitalization of agrarian business*»,
moderator of the panel –
Yaroslava S. Larina
Doctor of Economics,
Professor of the Department of Marketing
and International
Trade of NULES of Ukraine



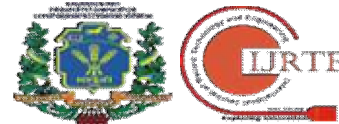
Secretary of the panel
Krystyna P. Dramaretska,
Ph.D., Senior lecturer
of the Department of management
named after prof. Y.S.Zavadskyi of
NULES of Ukraine

Date of holding – November 29, 2019,
venue – educational building № 3,
Office 309



Secretary of the panel
Olena V. Chetveryk,
Ph.D., As. Professor
of the Department of
Marketing and
International Trade of NULES of Ukraine

Date of holding – November 30, 2019,
venue – educational building № 10,
Office 230



ORGANIZING COMMITTEE

Vadym A. Tkachuk

Vice-Rector for Scientific and Pedagogical Work,
International Activity and Development of
National University of Life and Environmental Sciences of Ukraine (Ukraine)

Serhii M. Kvasha

Vice-Rector for Educational Activities of
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Tetiana L. Mostenska

Doctor of Economic Sciences, Professor (Ukraine)

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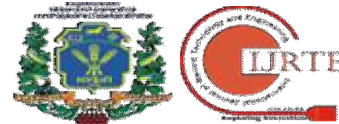
Ph.D., As. Professor (Ukraine)

Anatolii I. Guley

Chairman of the Board of the Ukrainian Interbank Currency Exchange,
Ex-chairman of the Board of JSC «Oschadbank»,
Higher Expert Council of NBU,
Head of Supervisory Board of Ternopil National Economical University,
Doctor of Economic Sciences, As. Professor (Ukraine)

Narendra K. Rustagi

Ph.D., Professor and Director, Center for Global Business Studies,
School of Business, Howard University, Washington, D.C. (USA)



Teston Sayonara de Fatima

Professor; Santa Catarina West University (Brazil)

Patrick Zawadzki

Professor; Santa Catarina West University (Brazil)

Weersma Laodiceia Amorim

Professor; Cetro Universitario Christus (Brazil)

Joshi Arvind

Professor, Banaras Hindu University (India)

Gupta Sandeep Kumar

Professor, Sharda University (India)

Rafal Aleksander Dymczyk

Professor, Dr. habilitowany,
Vice director of Interdisciplinary Research Laboratory
of Adam Mickiewicz University (Poland)

Elena Horská

Dr. ing., Professor, Dean faculty of Economics and Management,
Slovak University of Agriculture in Nitra (Slovak Republic)

Sharma Praveen

Assistant professor, Jepee University of Information Technology (India)

Sharma Sanat Kumar

Dean of Students Welfare, Central University of South Bihar (India)

Bhowmick Anirudh

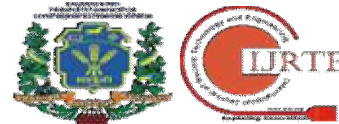
Associate Professor, Arba Minch University (Ethiopia)

Mishra Sanjay

Professor, Adigrdh University (Ethiopia)

George Abuselidze

Professor; Doctor of economics,
Head of Department of Finance, Banking and Insurance
Batumi Shota Rustaveli State University (Georgia)



Pavel Hushcha

Ph.D., Head of the Management and Marketing Department;
Polessky State University (Belarus)

Emil Ordukhanyan

Ph.D., Associate Professor,
Yerevan State Linguistic University after V. Brusov (Armenia)

Punit Gaur

Director, Center for G-Global and Global Silk Road Projects Development,
Eurasian National University (Kazakhstan)

Anna Zharova

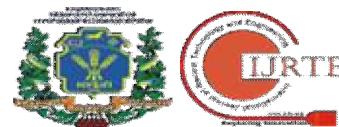
Co-founder and CEO at Israeli-Ukrainian Alliance (Israel)

Alon Segal

Founder and Owner of the Company «Image marketing solution» (Israel)

Andrii Biryukov

Public Organization Hi Tech Office Ukraine



PLENARY SESSION

- 10.00. - 10.10.** ***Stanislav Nikolaienko*** WELCOME SPEECH
Rector of National University of Life
and Environmental Sciences of Ukraine,
Doctor of Pedagogical Sciences,
Professor
- 10.10. – 10.20.** ***Greetings videos from international participants of the conferences***
- 10.20. - 10.30.** ***Lesia Zaburanna*** WELCOME SPEECH
People's deputy of Ukraine,
Doctor of Economic Sciences, Professor
- 10.30. – 10.40.** ***Anatolii Guley*** WELCOME SPEECH
Chief Executive Officer of PJSC
«Ukrainian Interbank Currency
Exchange»,
Ex-chairman of the Board
of JSC «Oschadbank»,
Higher Expert Council of NBU,
Head of Supervisory Board of Ternopil
National Economical University,
Doctor of Economic Sciences
- 10.40. – 10.50.** ***Serhiy Shkarlet*** WELCOME SPEECH
Rector of Chernihiv National University
of Technology, Doctor of Economic
Sciences, Professor
- 10.50. – 11.00.** ***Oleh Skydan*** WELCOME SPEECH
Rector of Zhytomyr National
Agroecological University,
Doctor of Economic Sciences, Professor
- 11.00. – 11.10.** ***Anatolii Danylenko*** WELCOME SPEECH
Rector of Bila Tserkva National
Agrarian University,
Doctor of Economic Sciences, Professor
- 11.10. – 11.20.** ***Yuriy Danko*** WELCOME SPEECH
Vice-Rector for Research Work of
Sumy National Agrarian University,
Doctor of Economic Sciences, Professor

11.20. - 11.40. COFFEE BREAK

CONTINUING OF THE CONFERENCE

PANEL 1

11.40. – 13.00.

Digital economy: trends and prospects of development

CO-HEADS

Andriy Biryukov



CEO Hi Tech Office Ukraine

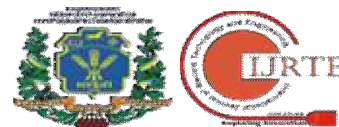
Dmitrij Radin, Innovation Manager, «ART21» Limited - IT Solutions for Agriindustry

Bohdan Kryvitskyi, Deputy General Director for Innovation IMK

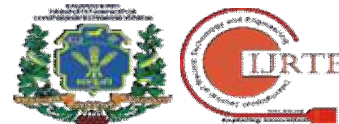
Yuriy Petruk, Chairman of the Board AgTech Ukraine

Igor Pigarev, Consultant in the Bitfury Group, Lecturer of International Cyber Academy
Prospects of using blockchain technologies and smart contracts in the agricultural sector of Ukraine

Valeriia Prokopenko, Director of the Institute for Innovative Educational Technologies
Digital instruments in marketing strategies at agribusiness enterprises

**13.00. - 14.00. COFFEE BREAK****CONTINUING OF THE CONFERENCE**

- | | | |
|------------------------|---|---|
| 14.00. - 14.10. | <i>Andriy Skrypnyk</i>
Head of Department of Economic Cybernetics of National University of Life and Environmental Sciences of Ukraine, Doctor of Economic Sciences, Professor | WAYS OF AGRARIAN INNOVATION IMPLEMENTATION: CLASSICAL AND ELECTRONIC EXTENTION |
| 14.10. - 14.20. | <i>Evgenii Sapizhenko</i>
Head of modelling and monitoring service,
AgroHolding « Kernel » | EFFECTIVE USE OF PRECISION AGRICULTURE. EXPERIENCE OF IMPLEMENTATION OF INNOVATIONS ON « KERNEL » PRODUCTION |
| 14.20. - 14.30. | <i>Gregoire Dattee</i>
Managing Partner « Mazars », Ukrainian office | DIGITALIZATION IN SERVICE INDUSTRY |
| 14.30. - 14.40. | <i>Iaroslav Boiko</i>
PhD, Co-owner & CEO AgriLab , Spokesman of International Society of Precision Agriculture in Ukraine | DIGITALIZATION IN AGRIBUSINESS |
| 14.40. - 14.50. | <i>Maxym Yakymovych</i>
Company « DRON.UA » | DIGITAL FARMING FROM DRONE UA |
| 14.50. - 15.00. | <i>Andrii Borys</i>
PhD. in Technical Sciences, Head of the Department Scientific and Technical Contraction of Bioenergy Crops and Vegetables, National Science Centre « Institute of Mechanization and Classification of Agricultural » | PRECISION AGRICULTURAL TOOL FOR ORGANIC VEGETABLES GROWING |
| 15.00. - 15.10. | <i>Kristina Kuznetsova</i>
Co-Founder « Greenval » | GENERATOR OF SAFE AND EFFECTIVE HORTICULTURAL TECHNOLOGIES |



- 15.10. - 15.20.** *Nick Gordiichuk*
Founder «Agrico Ukraine» «PAPAS POTATOES – IN
SEARCH OF STRATEGY»
- 15.20. - 15.30.** *Sergii Shelkovnykov*
Company «Pre Agri» INNOVATIVE SOLUTIONS
FOR DIGITAL
AGRICULTURE
- 15.30. -15.40.** *Rafal Aleksander Dymczyk*
Professor, Dr. habilitowany,
Vice Director of Interdisciplinary
Research Laboratory of
Adam Mickiewicz University TRANSFER OF
KNOWLEDGES BETWEEN
COUNTRIES – FROM
INTERNATIONAL
EXCHANG TO BUILDING
OF ONE SOCIETY
- 15.40. - 15.50.** *Irina Zborina*
Ph.D., Associate Professor,
Dean of the Faculty of Economics of
Polesky State University DEVELOPMENT OF
GREEN ECONOMY AND
PRECISE AGRICULTURE
IN BELARUS
- 15.50. - 16.00.** *Ernest Pempera*
Ph.D student, Key account manager of
«InterMarche» ZMYANA SPOSOBU
DYSTRYBUCJI
PRODUKTOW
SPOZYWCZCH NA
PRZESTRZENI DWOCH
DECAD
- 16.00. - 16.10.** *Yelyzaveta Zakharova*
Student of grade 10,
«Irpın Lyceum of Innovative
Technologies – Junior Academy of
Sciences» OPTIMAL INVESTMENT
INDIVIDUALS' PORTFOLIO
FORMATION

**16.10. - 16.30. SUMMARIZING THE FIRST DAY OF THE
CONFERENCE**



*Akymenko Olena, Petrovska Alina,
Zholobetska Maryna, Skrytskyi Dmytro*

DIGITAL DEVELOPMENT OF THE
ECONOMY AND ITS ROLE IN
IMPROVING THE COMPETITIVENESS OF
UKRAINE AT THE INTERNATIONAL
LEVEL

*Arefieva Olena, Polous Olga,
Arefiev Volodymyr, Kopcha Yuri*

INTELLECTUALIZATION OF HUMAN
CAPITAL DEVELOPMENT IN THE
DIGITAL ECONOMICS: THE
IMPORTANCE FOR IMPROVEMENT OF
ECONOMIC SECURITY OF ENTERPRISES

*Arefieva Olena, Piletska Samira,
Miahkykh Irina, Arefiev Serhii*

PREREQUISITES FOR THE
DEVELOPMENT OF THE INNOVATION
ACTIVITY OF ENTERPRISES IN THE
CONDITIONS OF THE DIGITAL
ECONOMY

*Balanovska Tetiana, Gogulya Olga,
Koshchenko Kateryna,
Troian Alina, Yazlyuk Borys*

PROFITABILITY OF DIGITALIZATION
ON THE EXAMPLE OF PRECISION
FARMING

*Boyko Ludmila, Bieliaieva Nataliia,
Bay Sergiy*

DIGITAL ECONOMY: PROBLEMS AND
PROSPECTS OF DEVELOPMENT IN
UKRAINE

*Burliai Alina, Nesterchuk Yulia,
Nepochatenko Olena,
Naherniuk Diana*

ECOLOGICAL CONSEQUENCES OF THE
DIGITIZATION OF AGRICULTURE

*Chobitok Viktoriia,
Obydiennova Tetiana, Us Yulia,
De'myanenko Tetiana,
Skoromna Olena*

FORMATION OF THE INFORMATION
RESOURCE MANAGEMENT SYSTEM OF
ENTERPRISES UNDER THE NEW
DIGITAL ECONOMY

*Danylenko Anatolii, Satyr Larysa,
Novikova Victoria, Shust Olena*

SEVERAL ASPECTS OF DIGITAL
TRANSFORMATION IN STATE
ADMINISTRATION OF RATIONAL
AGRICULTURAL LAND USE

*Davydova Oksana, Kashchena Nataliia,
Staverska Tetiana, Chmil Hanna*

DIGITALIZATION OF ECONOMIC
ACTIVITY MANAGEMENT AND
SUSTAINABLE ENTERPRISE'S
DEVELOPMENT



***Gavkalova Nataliia, Lola Yuliia,
Prokopovych Svitlana,
Sybirtsev Volodymyr, Diachek Vitalii***

**NEURAL NETWORK MODELING OF E-
GOVERNMENT DEVELOPMENT AND
THE SOCIO-ECONOMIC ENVIRONMENT**

***Gumeniuk Yuriy, Gumeniuk Olena,
Huhul Oksana, Kolinets Lesya,
Tsokol Olha***

**SOCIALIZATION AS A NEW
CHALLENGE IN CURRENT CONDITIONS**

***Hudzynskiyi Oleksii, Sudomyr Svitlana,
Hudzynska Yuliia,
Zhukovs'kyi Maksym***

**INTELECTUAL AND CREATIVE
MANAGEMENT POTENTIAL OF
BUSINESS SOCIAL AND ECONOMIC
SYSTEMS**

***Ilchenko Victoria,
Bondarenko Vladislava,
Koroliova Oksana, Petrovska Svitlana***

**THE IMPACT OF DIGITAL
TECHNOLOGIES ON THE
IMPROVEMENT OF THE
ENVIRONMENTAL STATE OF THE
CITIES**

***Karachyna Natalia, Samofalova Mariia,
Bilyak Yulia, Drahnieva Natalia***

**VARIABILITY AND MUTUAL
COORDINATION OF MODELS OF
ECONOMIC BEHAVIOR OF
ENTERPRISES IN DIGITAL SPACE**

***Kasianova Natalia,
Smerichevskiyi Serhii, Klimova Olena,
Kolbushkin Yurii***

**MANAGING THE POTENTIAL OF
DIGITAL TRANSFORMATION OF
UKRAINE'S ECONOMY**

Koval Elena, Kravchuk Natalia

**BIOECONOMY IN ECONOMIC GROWTH
OF UKRAINE**

***Kyzym Mykola, Khaustova Viktoriia,
Reshetnyak Elena, Danko Natalia***

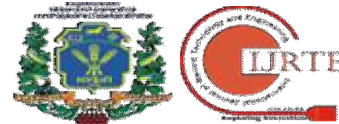
**RESEARCH ON PROBLEMS OF
DEVELOPMENT OF SCIENCE UNDER
CONDITIONS OF ADAPTING TO THE
DIGITALIZATION OF THE ECONOMY**

***Lehenchuk Serhii, Valinkevych Nataliia,
Vygivska Iryna, Khomenko Hanna***

**CURRENT DEVELOPMENT ISSUES OF
ACCOUNTING SUPPORT OF
INNOVATION VENTURE FINANCING**

***Levkina Ruslana, Levkin Arthur,
Petrenko Anna, Kolomiets Natalia***

**BIOTECHNOLOGICAL PROCESSES
DIGITALIZATION IN ANIMAL
HUSBANDRY**



*Mnykh Olga, Kostiuk Olha,
Dalyk Volodymyr, Zaitseva Anna*

DIGITALIZATION OF ECONOMY AND
ASSESSMENT OF OPPORTUNITIES AND
IMPLEMENTATION IN AGRO-BUSINESS:
WORLD AND DOMESTIC EXPERIENCE

*Ostapchuk Anatolii,
Aleksieieva Kateryna, Artiukh Tetiana,
Zorgach Alona*

CHALLENGES OF DIGITALIZATION OF
AGRARIAN SECTOR IN TERMS OF
HUMAN DEVELOPMENT

*Ostapchuk Tatiana, Kupalova Halyna,
Hudzynska Yuliia, Butsenko Liudmila*

THE PROSPECT OF THE DIGITIZATION
OF AGRICULTURAL ENTERPRISES IN
TERMS OF ENSURING THEIR
COMPETITIVENESS FOR MANAGEMENT
PURPOSES

*Petrushka Ihor, Yemelyanov Olexandr,
Petrushka Tetyana, Koleshchuk Orest*

INFLUENCE OF ENERGY-SAVING
TECHNOLOGICAL CHANGES ON THE
LEVEL OF INNOVATIVENESS OF AGRO-
INDUSTRIAL ENTERPRISES IN THE
CONDITIONS OF DIGITALIZATION

*Plakhotnik Olena, Korenyuk Petro,
Serhieieva Natalia, Gavryluk Juliia*

METHODICAL APPROACH TO
ACTIVATION OF TECHNICAL AND
TECHNOLOGICAL COMPONENT OF
ENTERPRISE INNOVATION IN THE
CONDITIONS OF DIGITAL
TRANSFORMATION OF SOCIO-
ECONOMIC SYSTEMS

*Prokhorova Victoriia, Korzh Roman,
Mrykhina Oleksandra,
Koleschchuk Orest, Mirkunova Tamara*

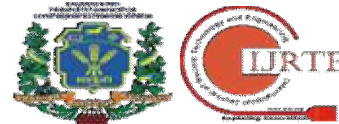
EVALUATION OF INNOVATIVE
TECHNOLOGIES IN CONDITIONS OF
THE DIGITAL ECONOMICS

*Prokhorova Victoriia, Korzh Roman,
Mushnykova Svitlana, Bozhanova Olena*

DIGITALIZATION OF ENTERPRISE
DEVELOPMENT SECURITY
MANAGEMENT BASED ON COGNITIVE
APPROACH

*Reznik Nadiia, Ostapchuk Anatolii,
Aleksieieva Kateryna, Cherkasov Andrii,
Fedun Igor*

DEVELOPMENT OF PUBLIC-PRIVATE
PARTNERSHIPS IN THE AGRARIAN
SECTOR OF UKRAINE: DIGITALIZATION
AS A PRIORITY



Rogoza Nataliia, Rogoza Kostiantyn

DIGITAL ECONOMY IS THE ECONOMY
OF VIRTUAL WORLDS

***Sakhno Andrii, Salkova Iryna,
Broyaka Antonina,
Priamukhina Nataliia***

METHODOLOGY FOR THE IMPACT
ASSESSMENT OF THE DIGITAL
ECONOMY ON AGRICULTURE
DEVELOPMENT

***Saychuk Oleksandr,
Kolpachenko Nadiia,
Martynenko Oleksandr,
Honcharenko Oleksandr***

ON EFFICIENT USE OF MODIFYING
ADDITIVES IN RESTORATION OF
AGRICULTURAL MACHINERY

***Skrylnyk Andrii, Chevhanova Vira,
Khadartsev Oleksandr,
Kulakova Svitlana***

DIGITALIZATION AS VECTOR OF
INCREASING COMPETITIVENESS THE
AGRICULTURAL SECTOR OF UKRAINE

***Skrypnyk Andriy, Klimenko Nataliia,
Galaieva Lyudmyla, Koval Tetiana***

ANALYSIS OF AGRICULTURAL CROP
CULTIVATION AREAS SHIFT IN
DIFFERENT AGROCLIMATIC ZONES

***Stepasyuk Ludmila,
Dramaretska Krystyna, Titenko Zoia,
Babiak Nataliia***

DIAGNOSTICS OF A COMPETITIVE
ENVIRONMENT IN THE AGRARIAN
MARKET

***Shkarlet Serhiy, Tkachuk Vadym,
Naumko Yuliia, Prokopenko Valeriia***

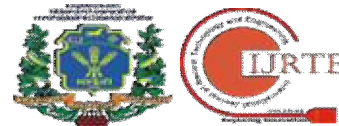
CONCEPTUAL BASIS IN
METHODOLOGY OF MANAGERIAL
INNOVATIONS IN GOVERNMENTAL
MANAGEMENT

***Tkachenko Alla, Chernysheva Olena,
Sevast`yanov Rodion, Krainik Olena***

ENERGY SAVING AS A COMPONENT OF
THE STRATEGIC DEVELOPMENT OF
THE TIRE ENTERPRISES

***Tkachenko Alla, Levchenko Nataliia,
Pozhuieva Tatyana, Chupryna Nataliia***

INNOVATIVE APPROACH TO
EVALUATION OF THE DECOUPLING
PHENOMENA IN MAKING DECISION ON
INVESTMENT OF AGRO-BUSINESS



***Tretiak Anton, Hunko Liudmyla,
Medynska Nataliia, Hetmanchik Ivanna***

**METHOD OF DESIGN OF LAND USE OF
LOCAL ECO-NETWORK STRUCTURAL
ELEMENTS**

***Yazlyuk Borys, Guley Stanislav,
Guley Anatolii***

**THE INFLUENCE OF INNOVATIVE
DIGITAL TECHNOLOGIES ON THE
SOCIO-ECONOMIC LIFE OF THE
SOCIETY AND THE DEVELOPMENT OF
FINTECH-ECOSYSTEMS**

***Zaitsev Yurii, Ponomariov Oleksandr,
Krasnorutskyy Oleksii,
Slobodianyuk Anna, Guley Anatolii***

**IMPLEMENTATION OF THE MODERN
MONITORING METHODS AS THE MAIN
STAGE OF DIGITALIZATION OF THE
AGRARIAN ENTERPRISES**

Zakharova Yelyzaveta, Patsai Bohdan

**OPTIMAL INVESTMENT
INDIVIDUALS' PORTFOLIO FORMATION**

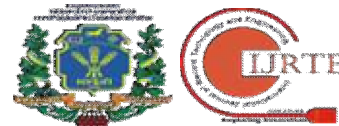


PANEL 2
10.00. - 12.00.

**Development of marketing in the
conditions of digitalization of
agrarian business**

CO-HEADS

Yaroslava S. Larina



Alaa Alshaban Tabit Niama

THE MAIN DIRECTIONS AND
POSSIBILITIES OF IMPLEMENTING
INNOVATIVE STRATEGIES IN
AGRARIAN BUSINESS OF
UKRAINE

*Galaieva Lyudmyla,
Volovodenko Lesya*

MODEL OF INTERREGIONAL
TRADE

*Illiashenko Sergii, Shypulina Yuliia,
Gryshchenko Olena,
Illiashenko Nataliia*

THE INFORMATION SUPPORT
SYSTEM'S FORMATION OF
MARKETING INNOVATIVE
DECISIONS IN UKRAINIAN
COMPANIES

*Kharchenko Hanna,
Kharchenko Volodymyr,
Tereshchenko Svitlana,
Kadebska Eleonora*

MODELING OF THE
CONSUMPTION LEVEL OF
ORGANIC PRODUCTS AND
STRATEGIC DIRECTIONS OF
INCREASING ITS PRODUCTION

*Kozhukhivska Raisa, Sakovska Olena,
Skurtol Svitlana, Kontseba Serhii,
Zhmudenko Viktoriia*

USE OF INTERNET TECHNOLOGIES
BY THE TOURISM PRODUCTS
CONSUMERS IN UKRAINE

*Larina Tetiana, Kupalova Halyna,
Tkachuk Vadym, Blahodatnyi Andrii*

THE METHODOLOGICAL
PROCEDURE OF A MISSION AND
GOALS DEFINITION OF THE
INDUSTRIAL ENTERPRISE'S

*Prokopenko Valeriia, Shapoval Vasil,
Zadnieprovskia Ganna*

DIGITAL INSTRUMENTS IN
MARKETING STRATEGIES AT
AGRO-BUSINESS ENTERPRISES

Sayapin Serhii, Skrypnyk Andriy

WAYS OF AGRARIAN
INNOVATION IMPLEMENTATION:
CLASSICAL AND ELECTRONIC
EXTENTION

*Taran Natalia, Krasnorutskyy Oleksii,
Reznik Nadiia, Slobodianyk Anna,
Guley Stanislav*

FUTURE OF TECHNOLOGIES IN
THE AGRICULTURAL SECTOR



*Tkachuk Vasyl, Zinovchuk Vitalii,
Tarasovych Lyudmyla,
Yareмова Maryna*

DIGITAL MARKETING IN
PROMOTING BIOECONOMY IN
UKRAINE

*Zubko Tatyana, Kovshova Iryna,
Sydorenko Oksana*

PROSPECTIVE TRENDS IN
NEUROMARKETING TOOLS OF
THE FOOD INDUSTRY IN VIEW OF
UKRAINIAN SOCIETY
DIGITALIZATION

SUMMARIZING THE CONFERENCE



Thank you very much
for your participation in the
**International scientific and practical conference
«DIGITALIZATION OF AGRARIAN
MANAGEMENT»**

НАЦІОНАЛЬНИЙ
УНІВЕРСИТЕТ БІОРЕСУРСІВ
І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ



MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL UNIVERSITY OF LIFE AND
ENVIRONMENTAL SCIENCES OF UKRAINE
DEPARTMENT OF MANAGEMENT
NAMED AFTER PROF. ZAVADSKYI Y.S.



ISPCDAM-2019

CONFERENCE PARTICIPANT

Broyaka Antonina

International scientific and practical conference « Digitalization of Agrarian Management »



Rector

Stanislav M. Nikolaienko

November 29-30, 2019,
Kyiv, Ukraine