

4.4 Adaptation of the mechanism of functioning of agricultural business entities to competitive conditions

Since the platform for the adaptation of the enterprise is determined by the features of the structural transformation of the agrarian sector of the economy, the system of organization of adaptation is the creation, testing, adjustment, implementation and improvement of mechanisms for the structural transformation of the agricultural business. The formation of market transformation mechanisms in the country was implemented by the reflexive method of "trial and error" or the method of logical incrementalism. Methodological platform for institutional transformations (enterprises as economic agents are "players in the market environment"; "the rules and norms of the market game" are fixed by institutions) is not ordered.

Studying the processes of adaptation of the economic mechanism of functioning of agricultural business entities to the conditions of competitive and cooperative interactions, the results of research by scientists were taken into account Dulska I.V. [207], Heiets V.M., Borodina O.M., Prokopa I.V. [208], Korinets R.Ya. [209], Kropyvko M.F. [211], Khodakivska O.V. [210], Lupenko Yu.O. [211, 212, 213], Malik L.M. [209, 211, 212, 214, 219], Mamchur V. A. [214, 215], Mohylnyi O.M. [210, 216], Prylipko, S.M. [217], Sabluk P.T., Ambrosova V.Ya., Maznieva H.Ye. [218], Shpykuliak O.H. [212, 219], Zinchuk T.O., Patynska-Popeta M.M. [220], Zhuk V.M., Bezdushna Yu.S., Popko Ye.Yu. [221] and others. It has been determined that the systemic formation of the owner-producer and the improvement of the processes of jointly-divided property are one of the main directions of adaptation of the organizational structure of the economic mechanism in the conditions of market management. The economic mechanism of the functioning of agrarian subjects is a structurally-functionally secured and normative-legislatively fixed (motivational structure) universal integrity of the "positions, norms and rules of the market game" in a socially-oriented market economy (institutional structure of equivalent exchange), the main principle of which is the equivalence of exchange. The system of priorities for the development of agricultural production and the principles of activating the market and entrepreneurial activity of agricultural business form a methodological

platform for studying the features of the economic mechanism of functioning of enterprises; and the methodological complement that strengthens its functionality, integrity and potentiality are the processes of target and species education in understanding the essence of the economic mechanism.

Nevertheless, the processes of adaptation of the economic mechanism of the functioning of agricultural business entities to the conditions of competitive and cooperative interactions need to be studied more thoroughly. The achievement of the goal was facilitated by general scientific methods: methods of empirical research (measurement, comparison, observation), methods of theoretical research (analysis and synthesis).

Optimality, integrative integrity and stability are among the main regularities of manifestation of the processes of adaptation of the economic mechanism of functioning of agricultural business entities in a socially-oriented market economy. Since the essence of the adaptation of agricultural business entities to market conditions is the form of reflection by the existing enterprise and its network structures of the mechanisms of influence of the market environment, seeking to establish a balance in the relations and connections of the market, the following can be attributed to the forms of reflection of the mechanisms of influence of the operating environment: reduction of production costs and production costs; increasing the level of capitalization of fixed assets and current assets; optimization of the resource base; increasing the competitiveness of products; expansion of the capacity of the market niche of the enterprise; ensuring the reproduction of fixed production assets; optimization of the business plan, demand for products, on-farm relations; finding ways to provide a mechanism for vertical integration; increasing the volume of competitive product range; optimization of dividend policy; stabilization of wage conditions; improving product quality; energy saving; ensuring the openness of distribution relations and other forms.

The mechanisms of influence of the operating environment are changes in the regulatory, legal, tax, price, financial, credit, raw material and resource situations, as well as situations in insurance and investment support; the market of technological

innovations; loan conditions; the influence of the state in solving the problems of attracting investments; economic situation; conditions for financing production; sales market; investment climate and other mechanisms of environmental impact.

The main components of the adaptation of the economic mechanism of the functioning of agricultural business entities to market conditions are tax, credit, price, financial, legal, organizational, production and management relations; competitive-cooperative-integration ties; relations regarding investment support and insurance protection of commodity producers, increasing the competitiveness of products and enterprises. Each of the components is distinguished by the corresponding indicators and parameters of adaptation of the economic mechanism. The process of optimizing adaptation parameters contributes to the establishment of conditions and strategies for ensuring the adaptation mechanism, while the diagnostic assessment of adaptation parameters is carried out in accordance with the normative scale of adaptation levels. The leading goal in the selection and combination of adaptation strategies (the main essence of the methodological approach to managerial decision-making) is to solve the problems of developing the economic mechanism for the functioning of enterprises in the emerging environment.

"Norms and rules of the market game" will adequately reflect the economic interests of agricultural business entities only after the transformation of land relations into a market system. Without taking into account land resources, the "rules of the game" are not perfect, and the components of the economic mechanism still show the characteristics of planned and distributive relations, reducing the effectiveness of the development of productive forces and production relations of the agrarian sector of the economy.

Clusters are the basis for the development of adaptation of the economic mechanism of functioning, expanding the capacity of the market niche, maintaining economic stability, increasing market capitalization, providing specialized services and survival in market conditions. Clusters participate in the adaptive field of interactions and do not depend on the mechanisms of state intervention. The main components of clusters (systems of innovation and partnership interaction) are woven into price,

credit, financial, insurance protection, investment support, production and management relations and interaction mechanisms (components of the adaptation of the economic mechanism).

The driving forces (contradictions), factors, parameters of adaptation and mechanisms of their professional diagnosis form the causal basis for the development of adaptation. The fundamental factors of adaptation of the economic mechanism of the functioning of agricultural business entities can be systematized, for example, in accordance with the levels of the economic hierarchy, but any grouping of adaptation factors will be quite relative, since some factors with others are intertwined in a spiral interaction. Actualizing the features of the formation and development of the adaptation of the economic mechanism for the functioning of agricultural business entities to conditions of instability, first of all, it is necessary to take into account the microeconomic factors of adaptation, the systematics of which should be adequate to the main components of the adaptation of the economic mechanism for the functioning of agricultural business entities. The main microeconomic factors of adaptation include organizational and production, price, economic condition, insurance protection, financial, competitiveness, tax, credit, investment collateral and others. Some factors have a direct and increased dependence on the influence of other factors, while others have a low and indirect one (for example, the factor of the level of competitiveness of the enterprise (product) has a very high dependence on macroeconomic factors of adaptation).

The mechanism of functioning of adaptive planning and regulation systems and the implementation of the hybridization method most quickly reveal the process of synthesis of decisive rules. A model is adaptive if it tracks a projection with flexible parameters and structure. The adaptive control system, as well as control actions, is dual. The external adapter tracks the features of the structural adaptation mechanism on which the activation of structural changes depends. The processes of parametric adaptation are adequate to the adjustment of parameters. External perturbations are localized by an adaptive regulator, the leading task of which is to preserve the parameters of the subject with an adequate setting in time. In the system of solving

problems of dynamics and classification of risk situations, the implementation of neural fuzzy networks with a mixed base is the most adaptive class of pattern recognition systems. The resulting forecasting descriptor and matrix coding increase the efficiency of diagnostics of transitions of an agricultural enterprise from one state (un adapted) to another (adapted and further adaptive).

An adaptive approach in the management system of agricultural business entities is associated with the development and application of the most effective strategies for reflecting the impacts of the market environment by the enterprise and its network structures. The implementation of the adaptive approach in the management system of agricultural business entities determines the forms of active (the form of reflecting the effects of the market environment) and passive adaptation (the form of preserving the creditworthy state of the enterprise), the directions of external and internal adaptation. Adaptive systems are systems that maintain a competitive state in a market environment. An enterprise is distinguished by an adapted state if it is able to adjust its behavior in the market environment in a particular situation of functioning without significant structural and functional changes.

In the management system of an adapting subject of agrarian business, the features of marketing research are correlated with the level of harmonious participation of management personnel and harmonization of relations between the production and commercial activities of an agricultural enterprise. The mechanism of marketing management in the process of adaptation is aimed at the market method of distribution of economic resources; improving product quality, demand for it and the level of product competitiveness; increasing the professionalism of management personnel; meeting the needs of producers and consumers; optimization of control levels; the need to overcome the factors hindering the adaptation of the economic mechanism; responsibility and activity of specialists; optimization of control levels; dependence of the functioning of production units on the forms of ownership of the means of production.

A prerequisite for ensuring the competitiveness of an agricultural business entity is the systematic implementation of monitoring studies. In the time metric, the adaptive

response of agricultural business entities to disturbances in the environment can be tactical and strategic. Manageability (control over the implementation of accounting, planning, regulation functions), consistency (orderliness of system changes), continuity (continuous development and implementation of solutions in the process of adaptation) and compatibility (balance of changes made) are the main requirements for carrying out adaptation economic measures.

Reflecting the content of environmental influences, as a significant characteristic of the adaptation of an agricultural business entity, has a threefold manifestation. The state of transformational transformations is characterized by dynamism, static and their combinations, that is, situationally, which requires the involvement of higher forms of reflection of the processes of specific and targeted education of the enterprise management system. The identification of the terms "adaptation", "adaptation" and "compensation" as a methodological flaw is eliminated by separating the concepts of adaptation (dynamism) and compensation (static) from the general concept of adaptation.

Since staidness is due to the processes of adapted evolution of transformational transformations, its manifestations in the functioning of the subject of agrarian business are associated with compensatory trends; the processes of evolutionary adaptation reflect the dynamism of the functioning of the enterprise and its network structures. In the concept of "adaptation", the meaningful essence of dynamism and static actualizes the need for a specific terminological design. For example, the meaning of the term "adaptability" is defined by tracking the statistical aspect of the process; situational state of the operating enterprise (change of behavior without changing the organization) in relatively stable operating conditions.

One of the mechanisms for the disclosure of adaptive stability in time and space is the mechanism of speciation, and the species forms of organization and species assumption of adaptation determine the variety of ways of implementation and means of adaptation. The ability of an active agricultural business entity to maintain a working state in conditions of instability is a manifestation of adaptive stability. The semantic load of the term "adaptability" is distinguished by fixing the dynamic aspect of the

process of functioning; disclosure of the ability to survive (change the structural and functional organization) of the existing enterprise in changing operating conditions.

One of the mechanisms for disclosing adaptive change is to improve the structural and functional organization of the enterprise. Adaptive change in time and space is manifested through the mechanism of target formation, and the target form of organization and goal-setting absorb the mechanism of speciation. The ability of the existing subject of agrarian business and its network structures to transform their forms of organization, mechanism and functional structure, harmonizing the relations and connections of the market, is a manifestation of adaptive change.

The vector of response (its direction and acceleration) of functional structures, mechanisms and forms of organization of the current subject of agrarian business to imbalances in the environment is monitored by the established adapted norm, and the totality of response modifications is an adaptive norm, the process of formation and improvement of which is a manifestation of the essence of evolutionary adaptation of transformational transformation processes. If the indicators of the adaptation of the agrarian business entity characterize the elements of the adapted norm, then the adaptation parameters are the elements of the adaptive norm. The output of the updated (relatively perfect under specific circumstances) response mechanism of the newly introduced functional structures of management is a manifestation of adaptive morphoses.

Species and target forms of organization have a polymorphic adaptation structure that complements adaptive norms and morphoses. The level of structural and functional organization of the enterprise and dependence on the operation of the law of competitive selection distinguishes adaptation from adequacy (the ability to reflect the effects of the environment). For each subject of the agrarian business, morphoses and adaptive norms are individual to the same extent as adaptive norms and morphoses of the type of adaptation, and adaptive norms are manifested in adaptive modifications of the meso- and micro-levels, and species and target forms of organization are determined by types of intraspecific polymorphism.

Initially, the potential for adapting the economic mechanism of the functioning of agricultural business entities is laid at the nano-economic level, that is, at the level of reflection by the general and convergent intelligence of the owner-commodity producer of the requirements of the emerging market economy. The results of our own research have determined that the adaptive behavior of the commodity producer is a functional state of harmony between society, the personality of the commodity producer and market conditions. The main components of the cooperation-integration factor of adaptation to market conditions are personal and intellectual relations.

The degree of involvement in market relations, relations and forms of management determines the degree of adaptation of the economic mechanism of the functioning of the subject of agrarian business, the main criteria of which are to ensure the optimality of competitive and cooperative relations; adaptability of the economic state of the subject of agrarian business; sales prices and product quality; efficiency of tax policy, optimality of the tax portfolio and tax planning; organizational, managerial, economic and technical parameters of the functioning of the internal environment; creditworthiness, financial stability, economic performance and adequate monetary relations; optimal pricing mechanism; efficiency of storage, processing and processing of products and transparency of product sales channels; the effect of vertical integration; optimality of use of fixed assets, land and equipment and others.

Thus, in the course of the study, it has been established that the adaptation of the economic mechanism of functioning (provided that the totality of structural-functional relations is preserved in a single integrity) is a set of forms and methods of survival of agricultural enterprises in market conditions, establishing equilibrium in relations and ties (financial, tax, price, credit, insurance protection, investment support); a component of the economic policy of the state, providing economic regulation and economic support; subsystem of the economic mechanism of the state, which determines the integrity of the formation of intra-economic, economic and market mechanisms for the functioning of agricultural enterprises in conditions of competition. Substantiated conceptual positions of studying the adaptation of the economic mechanism of functioning of agrarian business entities to market conditions allow us

to determine the essence (patterns of development, reflecting the content of environmental influences, the organization of the foundation and causal foundations), the main components, factors, parameters, forms and degree of development of the adaptation of the economic mechanism of the functioning of enterprises (a set of forms and methods of survival in market conditions, establishing equilibrium in market relations and relations, subsystems of the economic mechanism of the state) and other features.