DOI: 10.46299/979-8-89074-561-3.5

5. Investment attractiveness of agricultural enterprises as a prerequisite for the implementation of innovative development strategies

5.1 Abstract. At the present stage, the scientific, technological and innovative component in the activities of agricultural enterprises is becoming extremely important. The study of the role of investments in agriculture, the allocation of factors influencing the investment attractiveness of the industry, will allow to develop effective strategies for the development of agricultural enterprises, to introduce innovative solutions and mechanisms to improve the investment attractiveness of agricultural production. It is extremely important to study and summarize points of view on the content of investment opportunities of agricultural enterprises, determine their role in the development of the industry, in the strategic development of agricultural enterprises, in particular the effective implementation of innovative development strategies, identify and study factors affecting the investment attractiveness of agriculture and the effectiveness of development strategies. In suach science, the problem arises of the importance of investment attractiveness as a prerequisite for the implementation of the marketing strategy of innovative development. Factors influencing investment attractiveness are determined taking into account the features and specifics of the industry. An analysis of factors of influence is provided, on the basis of which appropriate conclusions are made and methodical approaches to making strategic managerial decisions and forming strategies for innovative development are outlined. The agricultural sector is potentially attractive for future investments, as evidenced by research, the role of investment in the development of agriculture in Ukraine is significant, and the need for investment support for agricultural enterprises through mechanisms of state influence in particular. Further scientific research should be aimed at identifying and predicting synergistic effects from the integrated application of marketing approaches, strategic enterprise management, increasing the level of investment attractiveness of enterprises in the agricultural sector.

5.2 The role of agriculture in human life. The evolution of the development of each society convincingly proves that agriculture has played a key role in the history of human development, acting as a leading sector of the economy, providing the population with food and resources necessary for existence. From ancient times until the Industrial Revolution, agriculture was a strategic driver in the economies of countries, and today continues to play a key role in developing countries and several continents with large populations, as it remains the key to their food security. The history and evolution of agriculture stretch back millennia, from the beginning of civilization to the present. The first beginnings of agriculture date back to ancient times, when people began to realize that they could cultivate plants and breed animals instead of hunting and gathering. The development of tools that simplified tillage made it possible to move from a nomadic lifestyle to the settlement of permanent settlements. It is also worth noting that agriculture played a crucial role in the formation and development of ancient civilizations. The establishment of sustainable agricultural production influenced the emergence of the first cities, states and social structures. The development of irrigation systems, new plant varieties and processing methods provided food to the population, stimulated trade, and facilitated the expansion of trade routes. Famous historical events such as the Neolithic Revolution and the Industrial Revolution occurred with significant impacts on agriculture. The Neolithic revolution, when people began to settle and cultivate plants, radically changed their way of life and opened the way to the development of civilizations. The Industrial Revolution, in particular the introduction of machinery and mechanization, improved the efficiency of rural production, accelerated the processes of cultivation and processing. Speaking about current challenges and innovations in these areas, it should be noted that in the modern world, agriculture faces new challenges, such as climate change, population growth and lack of resources. To cope with these problems, innovative methods and technologies are emerging. The use of modern means of information technology, the development of genetically modified organisms, the introduction of ecological agriculture are just some of the areas that are aimed at supporting sustainable development and conservation of natural resources. No less important is the fact that agriculture is traditionally not referred to as high-tech industries such as, for example, IT technologies, instrument making and others. However, at the present stage, the scientific, technological and innovative component in the activities of agricultural enterprises is becoming extremely important. Studying the role of investments in agriculture, identifying the factors affecting the investment attractiveness of the industry, will allow developing effective strategies for the development of agricultural enterprises, introducing innovative solutions and mechanisms to improve the investment attractiveness of agricultural production, which, in turn, will increase the productivity of enterprises in this sphere through the introduction of the latest biotechnologies, modern means of production, the development of unique types of fertilizers and, as a result, will significantly increase gross production, which is critical for shaping food security in most countries of the world. We also note that agriculture is not only an important component of the country's economy, but also its driving force. It affects economic development, employment, export potential and life of the population. Here are some key aspects that highlight the role of agriculture as a driving force behind a country's economy: Ensuring food security: Agriculture produces the bulk of the food consumed in the country. Ensuring stable access to quality and affordable food is a key component of national security and social well-being. Economic development: Agriculture will make a significant contribution to a country's gross domestic product (GDP), particularly through the production, processing, and export of agricultural products. It helps to increase trade volumes, attracts investment, stimulates the development of infrastructure and other sectors of the economy.

Employment: Agriculture is one of the largest employers in many countries. It provides employment for millions of people, especially in rural areas where other job opportunities are limited. The development of agriculture contributes to the reduction of unemployment, migration to cities and income inequality. Regional development: Agriculture is a key factor in rural development. It contributes to the development of infrastructure, the maintenance of schools, hospitals and other public services. In addition, it creates opportunities for economic diversification and development of related industries, such as agricultural processing and tourism. Innovation and technological progress: Investments in agriculture contribute to the adoption of new technologies that increase production efficiency and sustainability of the industry. The use of modern agricultural technologies allows increasing yields, reducing production costs, improving product quality and reducing the negative impact on the environment. Consequently, agriculture, as the driving force of the country's economy, affects various aspects of social development. It not only provides food, but also creates jobs, promotes economic growth and ensures sustainable development. Investment in agriculture is an important tool to ensure its efficiency, sustainability and innovative approaches in this area.

5.3 Substantiation of the relevance of the study of investment attractiveness in the field of agriculture. Justification of the relevance of researching investment attractiveness in the agricultural sector:

-mportance of agriculture: Agriculture plays a vital role in ensuring food security and economic development in many countries. Investments in this sector contribute to increased food production, improved livelihoods in rural communities, and reduced dependence on imports.

-need for modernization and innovation: Agriculture requires continuous modernization and the adoption of innovative technologies to enhance production efficiency, minimize environmental impact, and ensure sustainable development. Investments can stimulate research and development of new agricultural technologies, the implementation of environmentally friendly farming methods, process automation, and infrastructure improvement.

-ensuring financial support: Investments serve as a significant source of funding for agricultural development. Attracting investments can assist farmers in accessing the necessary capital for acquiring modern equipment, expanding production, improving product quality, and exploring new market opportunities.

-regional development: Agriculture is a key driver of rural development and regional economic growth. Investments in the sector can create new job opportunities, support rural economies, attract tourists, and facilitate infrastructure development.

-global challenges: Agriculture faces various global challenges such as climate change, soil degradation, water resource depletion, and biodiversity loss. Investments can contribute to addressing these issues by promoting sustainable agricultural practices, implementing environmentally friendly technologies, and supporting farmers in adopting resilient practices. Considering these aspects, researching investment attractiveness in the agricultural sector becomes crucial for identifying potential opportunities and challenges related to the sector's appeal to investors. Such research can facilitate the development of effective strategies and policies to attract investments in agriculture and achieve sustainable development. The study of investments and investment attractiveness has always paid much attention among domestic and foreign scientists. The study of investment and innovation activity has been and remains relevant for most leading scientific schools, while the importance of investment attractiveness in agriculture, as well as the impact of investment attractiveness on the effectiveness of innovative development strategies, requires more detailed and in-depth research. The unresolved parts of the problem here are the search for ways to attract investment in agriculture, the definition and systematization of specific methods and indicators affecting the attraction of investments, the analysis of the criteria for investment attractiveness of enterprises in this industry, the impact of investment attractiveness on the effectiveness of the implementation of innovative development strategies has been and remains extremely relevant for the statehood and independence of Ukraine as a whole. The purpose of studying this issue is, first of all, to summarize points of view on the content of investment opportunities of agricultural enterprises, determining their role in the development of the industry, in the strategic development of agricultural enterprises, in particular the effective implementation of innovative development strategies, identifying and studying factors affecting the investment attractiveness of the agricultural sector and the effectiveness of development strategies.

5.4 The concept of "investment". The history of investment has deep roots and is closely linked to the development of human society and the economy over many centuries. It began with the emergence of the first forms of exchange and trade among people.nInitially, people engaged in simple forms of barter, where goods were exchanged directly between individuals. However, over time, problems arose in finding buyers or sellers of specific goods at a specific time. This led to the idea of using money as a universally accepted medium of exchange.

Trade gradually developed, and along with it came new opportunities for investing money to generate profit. One of the earliest forms of investment was lending, where one person provided a loan to another with the promise of repayment along with interest. In the Middle Ages, trade began to flourish, and the first forms of entrepreneurial partnerships emerged, where several individuals pooled their financial resources for joint investments in business ventures. This spurred the development of crafts, manufacturing, and trade at the city and country levels.

Throughout the 18th and 19th centuries, investment activity continued to thrive, particularly with the advent of the Industrial Revolution. The development of railways, factories, mines, and other industrial enterprises required significant capital investment, leading to the formation of specialized companies that raised funds from investors to implement projects.

The emergence of stock exchanges, where company shares were traded, also had a significant impact on investment development. The Amsterdam Stock Exchange, founded in 1602, and the London Stock Exchange, established in 1801, can be considered among the first stock exchanges.

In the 20th century, investment activity became widespread and accessible to the majority of people due to the development of the banking system and the emergence of investment funds. People became more actively involved in investing their money in stocks, bonds, real estate, and other financial instruments with the aim of increasing their capital.

Modern investment activity continues to evolve and adapt to changes in the global economy. New forms of investment have emerged, such as investments in startups, cryptocurrencies, social projects, and more. Technological progress and the growth of globalization create new opportunities and risks for investors, but the fundamental principles and goals of investment, namely, to generate profit, remain unchanged.

The term "investment" comes from the Latin "investire" – to dress. The concept of investment in enterprises is primarily associated with quantitative and qualitative changes in production capacities. Without investment, a normal production process is impossible [59]. According to the Law of Ukraine "On Investment Activity", "investments are all types of property and intellectual values invested in objects of entrepreneurial and other activities, as a result of which profit (income) is created and/or social and environmental effect is achieved." [60] It should be noted that the concept of investment does not have a single unified interpretation in both Ukrainian and foreign sources. For example, in the textbook Lutsiv B., Kravchuk I., Sas B. "Investment" it is proposed to consider investments as a purposeful investment for a certain period of capital in all its forms in various objects (instruments) to achieve individual goals of investors [61]. However, the manual of scientist I. Matiushenko "Investing in the context of international integration of Ukraine" offers the following definition: investment is the investment of capital in any form in a particular business for its further increase or preservation [62]. Forms of investments can be diverse and depend on the object and method of capital deployment. The main forms of investments include:

1. Stocks: Investments in stocks involve the purchase of ownership shares in companies. The investor becomes a shareholder and obtains the right to a share in the company's profits and the ability to vote at shareholder meetings.

2. Bonds: Investments in bonds involve the purchase of corporate or government debt securities. The investor becomes a creditor and receives interest payments (coupons) based on the bond's principal amount, which is repaid upon maturity.

3. Real Estate: Investments in real estate encompass the acquisition of houses, apartments, commercial properties, or land with the aim of earning profits from rentals, sales, or development.

4. Venture Capital: Investments in startups or small innovative companies that have the potential for rapid growth. Investors provide financial support in exchange for ownership stakes in the company and expectations of future success and returns.

5. Infrastructure: Investments in infrastructure projects such as roads, bridges, ports, energy systems, etc. Investors contribute funds to the construction and operation of infrastructure facilities with the aim of earning profits from their operation.

6. Stock Market: Investing in the stock market involves buying and selling stocks, bonds, commodities, or other financial instruments with the aim of earning profits from price fluctuations.

7. Cryptocurrencies: Investments in cryptocurrencies such as Bitcoin, Ethereum, etc. Investors purchase digital coins with the hope of their value appreciation and the opportunity to profit from their sale.

These are just a few of the primary forms of investments, and there are many other options and combinations depending on specific financial goals and investment strategies. It is important to note that each form of investment carries its own risks and potential advantages, so it is recommended to consult financial advisors or experts before making investment decisions.

To determine the factors affecting the investment attractiveness of agricultural enterprises, it is necessary to analyze theoretical approaches to the definition of the concept of "investment attractiveness of industries". The theoretical definition of investment attractiveness is, in our opinion, of considerable practical importance, since the practical implementation of investment policy not only in the field of agriculture, but also in the economy of our country as a whole depends on understanding the content of these opposing interpretations. It should be noted that the investment attractiveness of industries is an integral characteristic of individual sectors of the economy in terms of development prospects, return on investment and the level of investment risks [62]. When determining the investment attractiveness of the industry, as a rule, the following indicators are taken into account:

– profitability (characterizes the effectiveness of investments);

– investments in fixed assets (characterizes the presence of objects of capital investment);

– number of large and medium-sized enterprises (characterizes the concentration of production);

– the share of the industry in the total volume of industrial production (characterizes the level of production and sales). When analyzing the investment attractiveness of the industry, a complex of external factors is also taken into account, among which most scientists distinguish:

– the importance of the industry, that is, the importance of the industry's products, its features, the share of exports, dependence on imports, the level of provision of domestic needs of the country, the share of the industry or specific products in GDP;

– the level of state intervention in the development of the industry is low, medium or significant, including state capital investments, tax benefits, the possibility of accelerated depreciation, etc. The final stage of the analysis of investment attractiveness is its assessment of individual business entities. Such an assessment is carried out by the investor when determining the feasibility of investing in the expansion and technical re-equipment of existing enterprises, when choosing to purchase alternative objects, buying shares of individual joint-stock companies. [62] Describing the factors of investment attractiveness, it is necessary to pay attention to the global trend of forming an investment climate as a whole. The formation of an investment climate in different countries involves various aspects, including political, economic, and legal factors that influence the attractiveness of a country to foreign investors. Here are several key factors that impact the investment climate:

1. Political stability: Countries with political stability and reliable institutions are often considered attractive to foreign investors. Unstable political situations, corruption, and unpredictability in political processes can deter investments.

2. Economic indicators: A strong economy, low inflation, stable currency, and competitiveness of a country can increase investor interest. The presence of developed infrastructure, market access, and sound fiscal policies are also important factors.

3. Legal framework: An effective legal system that guarantees investor rights, contract enforcement, and dispute resolution can stimulate investment activity. Transparency in legislation and openness to foreign investors are also important.

4. Risk and return: Investors assess the level of risk and potential returns in a country. They consider factors such as tax policies, access to financial resources, level of competition, potential market demand, and investment profitability.

5. Human resources: The availability of a skilled workforce, education and training systems, and labor market flexibility can contribute to the investment climate of a country.

The investment climate in each country may vary depending on its specific characteristics and conditions. Many countries take measures to improve their investment climate, such as streamlining bureaucratic procedures, attracting foreign capital, ensuring legal stability, and reducing the tax burden.

Overall, creating a favorable investment climate requires a comprehensive approach that takes into account the political, economic, legal, and social aspects of a country.

5.5 Volume of investment in agriculture. According to the State Statistics Service of Ukraine, in January-September 2021, the volume of capital investments in agriculture amounted to UAH 331665.9 million. Table 1 provides data on the structure of investments by their origin in 2021.

Table 1

The volume of capital investments in agriculture by sources of their income

Total investment thousand UAH.	Sources of investment, thousand UAH				
	From the state budget	From local budgets	From own funds of enterprises and organizations	From bank loans and other loans	From loans from non-resident banks
49127383	96798	67456	44627252	4310691	52691

Source: Generated by the author based on [63]

The data in Table 1 show that the lion's share in the structure of capital investments isoccupied by own funds of enterprises, and in the process of forming development strategies, the possibility of obtaining bank loans and other loans should be taken into account. Table 2 shows the dynamics of changes in capital investment in agriculture over the past nine years.

Table 2

Dynamics of capital investments in agriculture of Ukraine for 2013-2021, thousand UAH

Years								
2013	2014	2015	2016	2017	2018	2019	2020	2021
16526,9	2570,5	27900,0	45042,4	57804,7	65901,1	55254,2	36442,1	49127,4

Source: Generated by the author on the basis of sources [63]

The data of the above analysis convincingly prove that agriculture is one of the most attractive sectors for investment, moreover, the volume of capital investment since 2013 has tended to grow steadily. At the same time, there was a decrease in capital investment in 2020 compared to previous years, which is obviously due to changes in the investment climate. However, in general, it should be noted that these statistics indicate the existence of favorable conditions for agricultural entrepreneurship. Namely, which include favorable climatic conditions, distinctive geographical features: location of the country, soil fertility, developed infrastructure, etc. These factors play a key role for a potential investor, because, as a rule, the main risks are associated with them. The structure of capital investments in terms of individual sectors of the economy for 2021 is presented in Figure 1, we see that 11.5% of investments are directed to agriculture. Agricultural production depends on climatic conditions, their variability, soil quality. No less important criteria for the investment attractiveness of agricultural enterprises are the performance indicators of related industries, namely those that provide them with means of production, fertilizers and means of material technical support (agricultural engineering, production of fertilizers, plant protection products, etc.), industries that ensure further processing, serve the sale of manufactured products (logistics, storage, sale), which in symbiosis with agricultural enterprises form the agro-industrial complex. Some scientists reasonably believe that the component of the formation of investment attractiveness is the information environment associated with the marketing activity of enterprises. The well-established interaction of all links and components of economic activity of agrarian formations allows to reduce costs and increase production volumes. This, in turn, creates prerequisites for further development of the potential of the entire industry and individual enterprises of the agricultural sector.

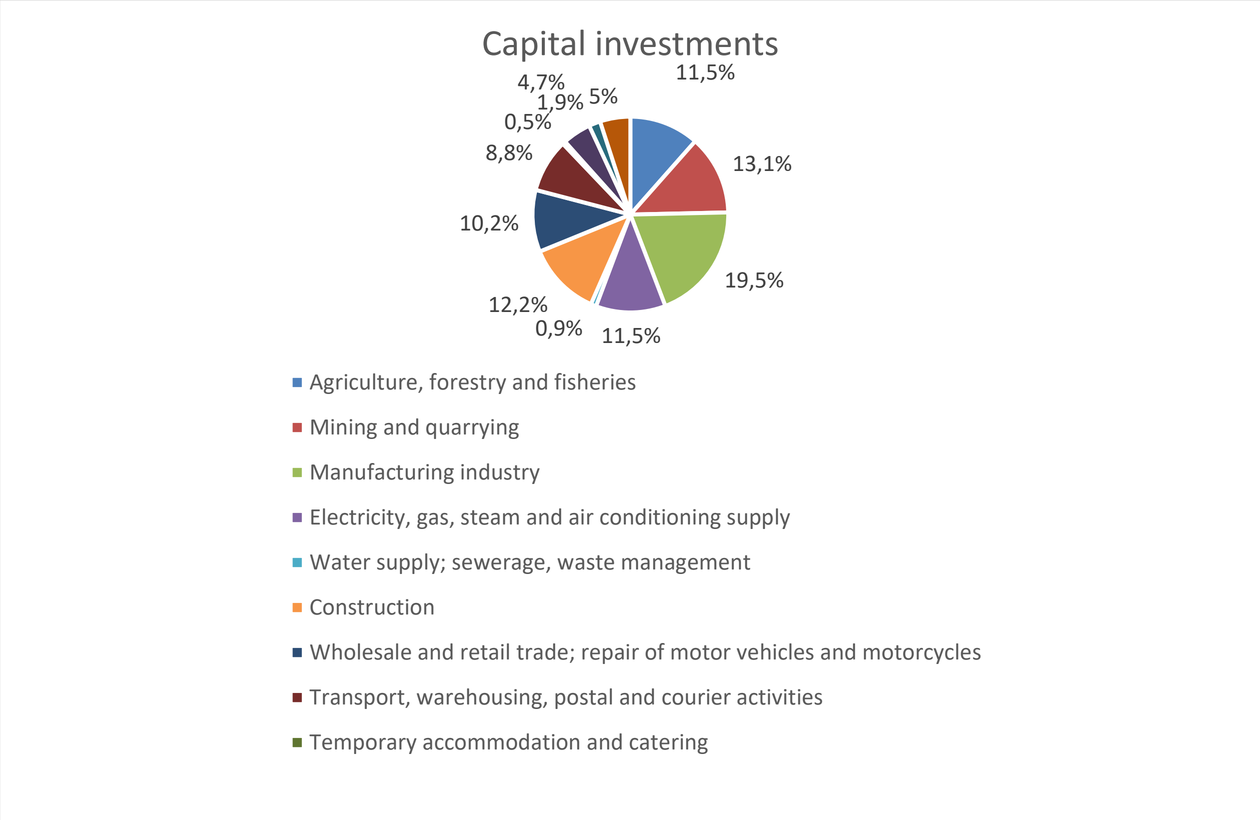

Figure 1. The structure of capital investments by sectors of the economy in 2021

Source: formed by the author on the basis of [63]

Analysis of financial and economic indicators of enterprises showed that the level of profitability of agricultural production in 2021 amounted to about 6.9%. Below are the data of a comparative analysis of this indicator with enterprises of other sectors of the economy of Ukraine (Fig. 2). Figure 2 shows that the profitability indicator in agriculture is not high compared to other sectors of the economy, due to fluctuations in prices for agricultural products and natural factors that affect yields. These factors remain key in determining the levels of profitability of production in agriculture. However, the level of profitability can be higher under the condition of favorable conditions and under conditions of creation and promotion of innovative products with high added value, based on the implementation of effective strategies for innovative development.

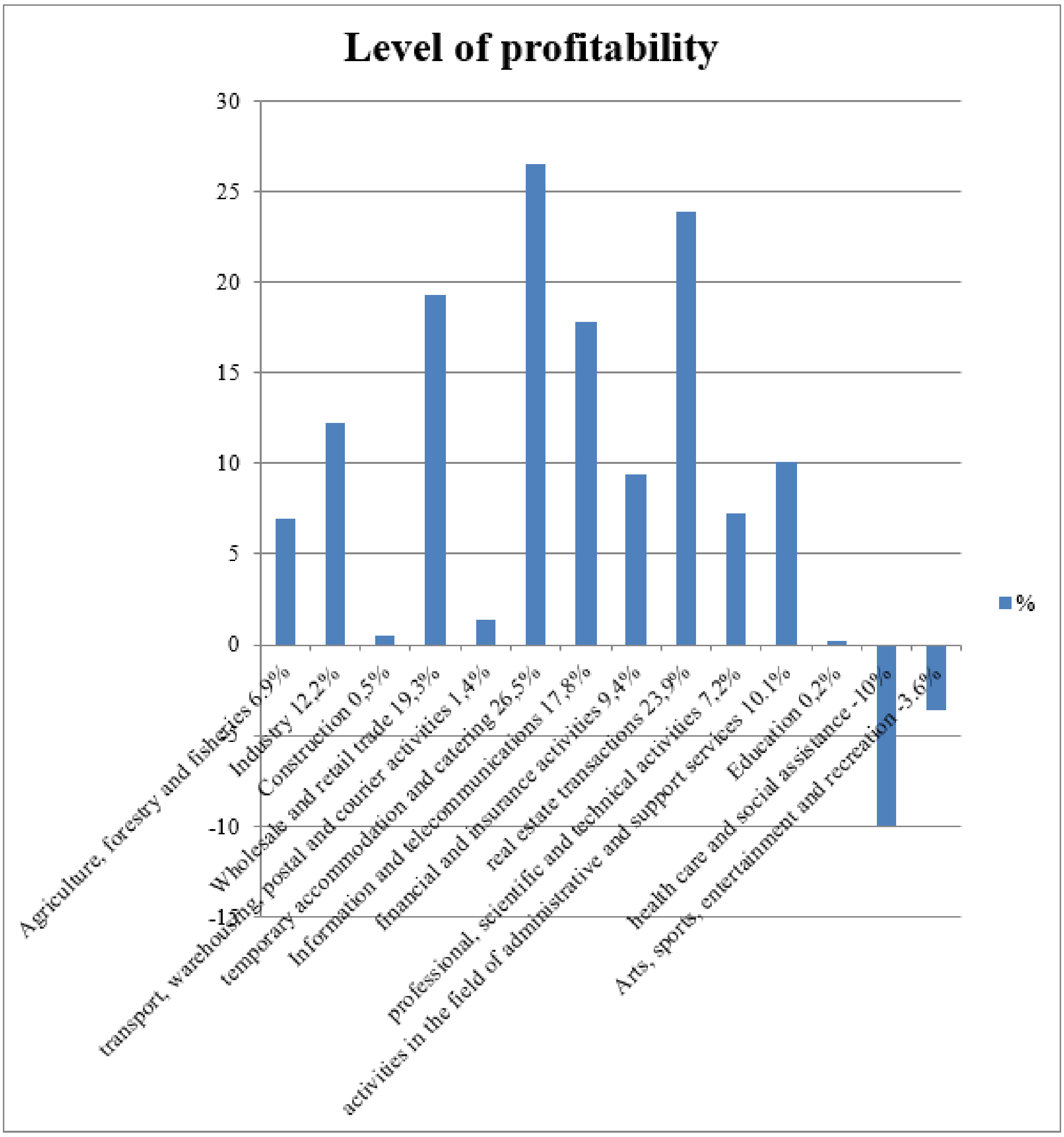

Figure 2. The level of profitability of enterprises by sectors of the economy.

Source:generated by the author based on [63]

Thus, the importance and role of agriculture in the economy of Ukraine and for the World as a whole is of particular importance, because it is one of the most effective and security-forming sectors of the national economy. This is convincingly evidenced by a number of important macroeconomic parameters. Which include the share of agricultural production in the gross domestic product of the state (GDP). Thus, in 1990 it was 24.4%. During the years of economic crisis, this indicator began to decline rapidly and already in 1993 it was 21.5 %, in 1995, no more than 13 %, and in 1999 even 12.8 %, respectively. Such a significant decrease in the industry's share in the formation of our country's GDP is explained by scientists mainly by price factors. [64].

And today this share was only slightly more than 10%. [65]. However, our research convincingly shows that the agricultural sector continues to play a leading role in shaping Ukraine's GDP and remains one of the most promising sectors of the domestic economy for investment in the postwar period. At the same time, success in agribusiness and ensuring sustainable economic development and a high level of competitiveness of the enterprise is possible only through active innovation and implementation of innovative development strategies. Analyzing the above data, we can assert that agriculture in Ukraine is one of the most attractive sectors for investment for several reasons:

- natural resources: Ukraine has fertile soils, favorable climate and large land areas, which creates a high potential for agricultural production. This makes it possible to obtain high yields and expand production.

- Export potential: Ukraine is one of the largest exporters of agricultural products in the world. The large domestic market and proximity to the markets of Europe and East Asia create prospects for expanding exports and increasing revenues.

- land availability: There is a large amount of unoccupied land in Ukraine that can be used to expand agricultural production. This creates opportunities for investors to purchase land plots or lease them.

- state support: Ukraine is actively working to improve the investment climate in agriculture. Government programs and support are aimed at attractive conditions for investment, simplification of procedures, reduction of tax burden and creation of a favorable business environment.

-potential for modernization: Ukrainian agriculture needs modernization and introduction of modern technologies. Investors can make a significant contribution to infrastructure development, technological upgrade, expansion of the processing industry and cultivation of varieties of products with high added value.

These factors contribute to the attractiveness of agriculture for investment in Ukraine. However, before making any investment decisions, it is recommended that you carefully examine the risks, competitive situation and regulatory framework, and consult appropriate professional advisors and experts.

5.6 Formation of innovative development strategies. The formation and implementation of strategies for innovative development of agricultural enterprises is determined by the level of innovation potential, as well as the effective management of this potential, aimed at maintaining innovation activity at the proper level and aimed at the commercial result from innovation [66]. Depending on the initial levels of innovative development of the agricultural enterprise and the level of investment attractiveness, an appropriate model of strategic behavior and an appropriate strategy for innovative development are proposed. The algorithm for choosing such a strategy for the further development of innovation activity of an agricultural enterprise is shown in Figure 3. As can be seen from Figure 3, the phasing of choosing a strategy for innovative development of an agricultural enterprise is determined by the relationship between successive measures to update technologies and management systems, which are characterized by control and correction of planned activities through constant monitoring and, in particular, marketing research of investment attractiveness.

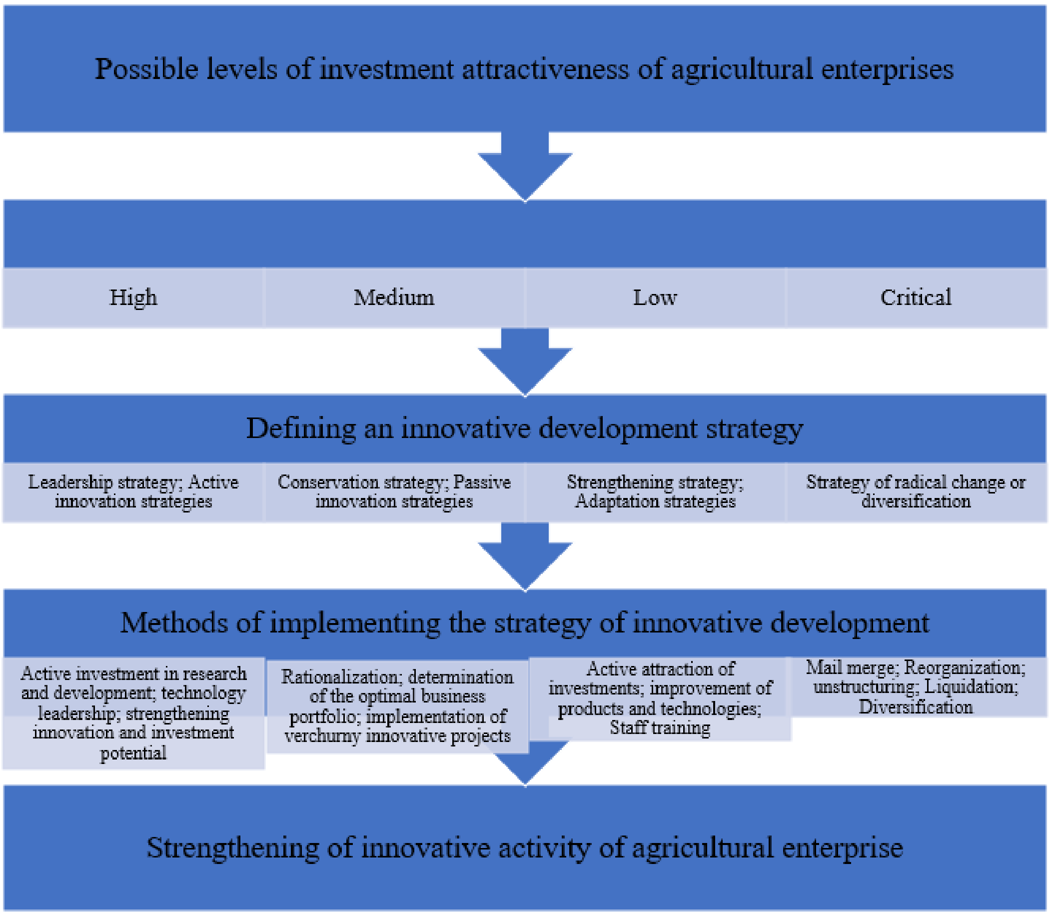

Figure. 3. Choosing an innovative development strategy taking into account investment attractiveness

Developed by authors based on [66, c. 9]

Exploring the state of investment activity in the field of agriculture in other countries of the world, we can say that investment in agriculture in different countries of the world is a key factor for the development and maintenance of a sustainable agricultural sector. The level of investment depends on the economic situation of the country, its political will and priorities, as well as the needs and potential of agriculture. Here are some examples of investment strategies in agriculture in different countries of the world:

-USA: Agriculture is one of the main sectors of the US economy, and large investments are directed to its development. The government provides financial support to farmers through subsidy and credit programs. In addition, private investors are actively investing in technological progress, research of new varieties of plants, development of infrastructure and production processes.

-China: China is one of the largest agricultural powers in the world, and its government is actively investing in agriculture. Investments are directed to the modernization of agricultural machinery, the introduction of new technologies and innovations, the improvement of infrastructure, the development of irrigation systems and support for agriculture in regions with limited resources.

-European Union (EU): The European Union invests heavily in the agriculture of its members. EU funds, such as the Common Agricultural Policy, provide financial support to farmers, contribute to environmental conservation, rural development and stimulate the use of environmentally friendly methods of growing products.

-Brazil: Brazil is one of the world's largest agricultural producers, and large investments are directed to agricultural development. Investors fund high-performance technologies, support plant genetics research, increase crop efficiency and reduce environmental impact.

-India: India has a large agricultural sector and the authorities are directing investments to develop it. The government provides financial support to farmers, in particular through soft loans and rural development programs. In addition, it invests in irrigation, soil quality improvement, development of agricultural markets and introduction of new technologies. Each country has its own strategies and approaches to investing in agriculture, taking into account its own characteristics and needs. However, the general trend is to use investments as a tool to support sustainable development of the agricultural sector, ensure food security and improve the quality of life of rural population. Any strategy of innovative development involves a complete or fragmentary restructuring of the enterprise, because a change in one element of strategic management will inevitably lead to a change in other elements. This flow of strategic changes accompanies current production processes. Speaking about the strategy of innovative development of agriculture, we note that the strategy of innovative development in agriculture traditionally should include the introduction of new technologies, methods and approaches that contribute to improving the efficiency, sustainability and sustainability of the industry. Here are some key areas that can be included in the strategy of innovative development in agriculture: Adopting modern technologies: The use of advanced technologies such as agricultural robotics, drones, process automation and smart agriculture systems can improve production efficiency, reduce costs and increase yields. Use of advanced management techniques: The introduction of modern approaches in agriculture, such as precision farming, risk management and data analytics, helps to improve the accuracy of decision-making, optimize resource use and reduce negative impact on the environment. Sustainable agriculture development: Incorporating sustainability into an innovation strategy involves implementing organic farming practices, environmentally friendly pest and disease control, water management and biodiversity conservation. Agritechnology development: Investments in research and development of new plant varieties, genetic modification, biotechnology, and microbiology can help create higher-yielding and sustainable crops that meet market demands and ensure food security. Fostering entrepreneurial spirit and innovative start-ups: Supporting and stimulating entrepreneurship and innovative start-ups in agriculture through providing financial support, training and consulting facilitates the development of innovative ideas and the implementation of new solutions in the industry. Digital infrastructure development: The implementation of digital solutions such as monitoring systems, IoT (things), and blockchain contributes to improving data exchange, farm management, and supply chain optimization. These areas can be combined into a comprehensive strategy for innovative development in agriculture, which will contribute to increasing productivity, sustainability and competitiveness of the industry, as well as achieving sustainable development goals and ensuring food security. An important factor in this case is the level of technological advancement in Ukrainian agriculture. Technological progress in agriculture in Ukraine is progressing but still lags behind some other countries. Several factors contribute to the situation with the technological advancement of agriculture in Ukraine:

Limited resources: Many agricultural enterprises in Ukraine are limited by financial resources to implement modern technologies. The high cost of equipment modernization, acquisition of new technologies, and infrastructure development becomes a barrier for many farmers and agribusinesses.

Low level of education and awareness: The lack of proper education and awareness among agricultural workers regarding the benefits and application of modern technologies is a problem. Many farmers lack sufficient information about new agricultural technologies, their potential, and effectiveness, which hinders their adoption.

Lack of adequate infrastructure: Insufficient development of agricultural infrastructure, including the absence of modern irrigation systems, agrotechnical laboratories, data processing centers, etc., complicates the implementation of advanced technologies in agriculture.

Bureaucratic obstacles: Unstable legislation, complex procedures, and bureaucratic barriers also hinder the rapid implementation of advanced technologies in agriculture. The lack of transparent and straightforward regulations hampers investments in the sector and encourages illegal or unofficial circulation of technologies.

However, despite these challenges, some positive developments are observed. Ukraine actively cooperates with international partners and organizations to implement modern agrotechnologies. Support programs and funding are aimed at stimulating innovation and technological development in the agricultural sector. The number of farmers implementing modern practices and technologies to increase productivity and efficiency in production is gradually increasing.

Technological advancement in Ukrainian agriculture is an important direction for development, but it requires further efforts to overcome obstacles and ensure rapid and sustainable progress.

We also consider it appropriate to analyze and compare approaches to the development of agriculture in Ukraine and the United States. The development of agriculture in the United States is one of the key factors of economic growth and food security of the country. The main aspects of agricultural development in the U.S. include elements like technological progress, meaning that the U.S. places great emphasis on introducing advanced technologies into agriculture. This includes the use of modern machinery and equipment, agricultural robotics, drones, precision farming and other innovative approaches. The use of such technologies helps to increase productivity, efficiency and quality of production, large-scale production: the United States has large commercial farms specializing in the cultivation of various crops and animal husbandry. This allows to provide a significant amount of products to meet domestic demand and exports, the development of genetically modified organisms (GMOs): the United States is one of the leading countries in the cultivation and use of GMO crops. GMO agriculture allows for more resistant varieties to pests and diseases, increases yields and reduces crop protection costs, support programs: The U.S. government provides significant financial support to agriculture through a variety of programs, subsidies, loans, crop insurance, and infrastructure development assistance. This contributes to the stability of the industry and encourages farmers to use new technologies and methods of cultivation, export orientation: the United States is one of the largest exporters of agricultural products in the world. They are actively working in foreign markets, developing trade relations and ensuring the growth of agricultural exports, sustainability and environmental awareness: Last but not least, the U.S. is increasingly paying attention to agricultural sustainability and environmental aspects of production. The demand for organic products, environmentally friendly cultivation methods, the use of renewable energy sources and measures to protect soil and water resources is growing. In general, the development of agriculture in the United States is based on a combination of technological progress, large-scale production, government support, and the development of export potential. Important aspects are ensuring food security, efficient use of resources and sustainable development of the industry. The development of agriculture in Ukraine is no less important factor for economic growth, food security and sustainable development of the country. The main aspects of agricultural development in Ukraine include elements such as reforms and deregulation: Ukraine is pursuing reforms in agriculture aimed at reducing bureaucratic obstacles, simplifying procedures and improving the business climate for rural enterprises. Deregulation contributes to the attractiveness of investments and stimulates the development of the industry, increasing productivity: Ukraine focuses on increasing the productivity of agricultural production. This includes the introduction of modern technologies, mechanization, the use of artificial irrigation, the use of high-quality seeds and fertilizers, as well as the improvement of the genetic potential of animal husbandry, the development of organic agriculture: Organic agriculture is becoming increasingly important in Ukraine. The demand for organic products in both domestic and foreign markets is growing. Ukraine has the potential to become one of the leading producers of organic products in the world, the development of rural tourism: Ukraine is actively developing rural tourism, which contributes to the diversification of agriculture and attracting additional income. Agriculture is becoming agritourism sites where tourists can get acquainted with rural life, traditions and taste local products, green development: Ukraine focuses on ensuring sustainable agricultural development. This includes the introduction of environmentally friendly cultivation methods, the rational use of resources, the protection of soil and biodiversity, as well as the development of renewable energy sources in agriculture, the export of potential: Ukraine is a major exporter of agricultural products, including grain, oil, meat, eggs and other goods. The development of export potential contributes to the expansion of markets and attracting foreign investment.

In general, Ukraine is committed to the development of agriculture, which is based on technological progress, productivity increase, sustainable development and expansion of export potential. Food security, provision of quality products and support for rural enterprises are key priorities for agricultural development in Ukraine. The United States and Ukraine are two different countries with their own approaches to agricultural development. Here are some basic comparisons between the two:

Scale and structure of farms: In the United States, agriculture is mainly characterized by large commercial farms that use high-tech methods and mechanization. Ukraine, on the other hand, has a more distributed structure with a large number of small and medium-sized farms, often based on traditional cultivation methods. Ownership and management: In the United States, private ownership of farms is the dominant form, where farmers work as independent entrepreneurs. Ukraine, by contrast, has a difficult property situation, including state and collective farms, as well as private farms.

Support and subsidies: The U.S. provides significant support to its agriculture in the form of financial subsidies, loans, crop insurance, and other programs. Ukraine also has various support programs, but the level of financial support is not as high as in the United States. Technological development: In the United States, much attention is paid to scientific research and the development of new technologies in agriculture. They actively implement modern innovations such as genetically modified organisms (GMOs), precision farming and process automation. Ukraine also pays attention to technological development, but the level of introduction of new technologies has not yet reached the level of the United States. Exports and the domestic market: The United States is one of the largest exporters of agricultural products in the world. They are actively working in foreign markets and have a developed logistics system. Ukraine also exports a significant amount of agricultural products, but its export potential is not yet fully realized. So, although the United States and Ukraine have different approaches to agricultural development, both countries are investing in innovation, increasing efficiency and sustainability of the industry. Each of them has its own characteristics and challenges related to the development of agriculture, but the common goal is to ensure food security and sustainable development. Competitiveness and investment attractiveness of an agricultural enterprise have a close relationship and mutual influence on its development. Consider this relationship in more detail: Competitiveness: The competitiveness of an agricultural enterprise determines its ability to compete in the market and provide stable profits. The main competitiveness factors include product quality, manufacturing efficiency, innovation, pricing, marketing strategies, and the ability to meet consumer demand. A competitive enterprise is able to attract more customers and increase its market share. Investment attractiveness: The investment attractiveness of an agricultural enterprise determines its ability to attract and attract investment for development. Investments in agriculture can be invested in the purchase of new equipment, the introduction of technological innovations, the expansion of production, infrastructure improvements, etc. Investments help the company to increase its competitiveness by improving quality, efficiency and productivity.

Relationship: The competitiveness of an agricultural enterprise creates a positive investment attractiveness. If an enterprise successfully competes in the market and has stable profits, it becomes attractive to potential investors. Investments, in turn, help the company improve its competitiveness by introducing new technologies, improving product quality and expanding production. Consequently, the competitiveness and investment attractiveness of an agricultural enterprise are interrelated and interdependent. Competitiveness helps to attract investment, and investments help the company improve its competitiveness. This cycle contributes to the stable development of the enterprise and increase its success in the market. In scientific sources, the following options are distinguished to achieve a stable leading position of the enterprise in the market [66]: to introduce new innovative solutions into production or to use previously acquired technologies. The success and effectiveness of the implementation of the strategy of innovative development of the agricultural sector enterprise is influenced by: 1) the validity of the strategy based on the results of marketing research; 2) compliance of the strategic innovative development of the enterprise with its financial and production capabilities, because each innovation is accompanied by a significant amount of investment and the more technologically complex it is, the greater the costs required for its formation and implementation [66, p. 101-102].

Therefore, it is more expedient to talk about the strategy of innovative development, taking into account the investment component.

Thus, each agricultural enterprise aimed at strengthening its market position and sustainable development should develop its own strategy of innovative development, taking into account investment attractiveness and resource support, and implement it in production. This will ensure the implementation of innovative goals, maximize the internal potential, effectively manage investment resources for the development of innovation and quickly respond to changes in the external environment.

5.7 Conclusions and prospects. Investment attractiveness has been and remains one of the determining factors of successful and competitive activity of agricultural enterprises, their strategic development, efficiency of functioning of the agricultural sector as a whole. In the presented material, the factors influencing the investment attractiveness of agricultural enterprises of Ukraine were identified, their essence was investigated, relevant statistical data were given. Despite the rapid industrialization and expansion of services, agriculture remains a leading industry for Ukraine, due primarily to favorable climatic conditions. At the same time, the key factors of profitability for agriculture are prices for manufactured products and climatic conditions. Mainly, the main vulnerability of the industry lies in the inability of manufacturers to influence these factors. As a result, support from the state, attracting investments for the successful implementation of innovative development strategies, improving agricultural production processes, improving its technological and innovative component, increasing the percentage of value added in agricultural products are of particular relevance. The studied factors of investment attractiveness provide an understanding that agriculture is one of the most attractive sectors for investment in view of the volume of capital investments, which opens up further prospects for the development and formation of this industry as the driving force of the Ukrainian economy. It is revealed that the success and effectiveness of implementation of the strategy of innovative development of the enterprise of the agrarian sector is influenced by: the validity of the strategy based on the results of marketing research; compliance of the strategic innovative development of the enterprise with its financial and production capabilities. Approaches to sustainable development in the context of agriculture in the USA and Ukraine, strengths and comparative characteristics were investigated and described. Further scientific research should be aimed at identifying and predicting synergistic effects from the integrated application of marketing approaches, strategic enterprise management, increasing the level of investment attractiveness of enterprises in the agricultural sector.