

INNOVATIVE APPROACHES TO THE MANAGEMENT
OF VETERINARY MEDICINE ENTERPRISES

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Abstract: (1) **Background:** In modern terms the orientation of enterprises of veterinary medicine on the real requirements of market induces newly to estimate innovative approaches of management, which will promote effective activity of enterprises on the basis of the balanced upgrading services, its competitiveness, demand, and rational distributing of expenses. Urgency of decision of the outlined problems was stipulated choice of theme, defined a purpose, task, logic and maintenance of research. The purpose of work is development theoretical and methodological bases of innovative approaches of management of industry of veterinary medicine enterprises in modern terms. A research object is a process of forming of innovative approaches of management of veterinary medicine enterprises. The article of research are theoretical, methodological and practical government of veterinary medicine enterprises bases. (2) **Methods:** The aggregate of scientific and special methods of scientific cognition, which are based on modern theoretical and methodological approaches, is in-process used, that enabled to provide achievement of the put purpose and decision of the formulated tasks, in particular: dialectical – for the ground of theoretical bases of determination of innovative approaches of management; to the synthesis, induction and deduction, – for formulation of generalizations, theoretical conclusions, on the basis of the studied material; retrospective analysis – in the process of study of world experience of management of veterinary medicine enterprises; logic and -analytical – for the lineation of modern tendencies of management in industry of veterinary medicine; statistical treatment of information – for determination of quantitative parameters of results of the use of innovative approaches of management of veterinary medicine enterprises; scientific abstracting – for formulation and opening of maintenance of the defined notions and determinations; graphic visualization – for evident presentation of information and others like that. (3) **Results:** During the last years in the structure of management of enterprises of veterinary medicine of Ukraine subsections, related to introduction of innovative approaches of management, become firmly established actively. Drawing on marketing researches of market, that allows them to determine carefully thought out strategy of development of enterprises, perfect going near organization of production, in time to analyze the requirements of users, to improve the system of quality of products, analyze levels and tendencies of appeal of products at the market. Characteristic is also the use

of information technologies and software for work of personnel and service of customers. A policy and strategy is formed coming from necessities and prospect of development, taking into account interests and possibilities of partners and queries and estimations of users here. And that it is important, it them purposeful, system work on strengthening of the participation and position at the market of products for veterinary medicine, working off such pattern of production, which would combine the production of high-quality competitive product of maximal, competent participation of all subsections of production, every working. (4) **Conclusions:** Experience leading foreign and domestic enterprises of veterinary medicine confirms the priority role of application of innovative approaches of management, as to the mechanism of generalization and informative design of market of products for veterinary medicine.

Keywords: management, innovative approaches, veterinary medicine enterprises

INTENSIFICATION USE OF THE LAND-RESOURCE POTENTIAL OF AGRICULTURAL ENTERPRISES

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Abstract: The increase in the intensification of the use of the land resource potential of agricultural enterprises depends, first, on the return on invested costs and rational use of land. The problem of intensification is closely connected with the problem of efficiency. Intensification is the most important factor in increasing the efficiency of the use of agricultural land, reproductive processes in the agro-industrial sector. However, the specificity of the agricultural sector leads to the need to separate the problem of agricultural land intensification into an independent one. This is served by the objective prerequisites of intensification - the ever-increasing need for agricultural products and products of their processing, limited land, improvement of the means of production, and development of productive forces. (1) **Background:** The intensification of the use of agricultural land resources is expressed in the increase of material, labor and other resources per unit of agricultural land, that is, it comes down to increasing the intensity of the use of the main resource in agriculture - land. The main factors of intensification of land resource potential include additional investments, which consist in increasing resources per unit of agricultural land; organizing the use of resources, improving the combination of their individual types; improvement of the quality of resources based on the achievements of scientific and technological progress. (2) **Methods:** We use the method of economic investigation for analysis of the usage of the land-resource of agricultural enterprises. (3) **Results:** The economic efficiency of intensification reflects the ratio of the obtained result (effect) and the