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Ideal enterprise building on the basis of experience in reform of agriculture in Ukraine

Thesis can be considered as conceptual if it is about decisive role of enterprise institute as the basic economic unit of economic system. This versatile company must have certain characteristics, and its activity — functions which will be recognized as acceptable by society. Therefore, at any stage of development it was extremely important that the real company answered to ideal parameters as much as possible. Instead, we need to solve the problem about what kind these parameters should be. The problem is the presence of contradictions between the interests of different groups of economic agents who are recipients of Enterprise Institute, that depend on the nature of its functioning.

This problem gets special topicality during the society transformation when traditional aspects of the company role are changing in a short period, and new organizations are not often perceived by conservative part of society. This effect is manifested in the Ukraine during the agricultural sector reforming. Recall: new enterprises of different organizational types has come to replace collective and state farms. The factor of private property in terms of the growing influence of market relations determined as determinant the basis of the last.

Obviously, we should recognize that society was not ready for the clear formation of requirements which must be a new type agricultural enterprise. That is why, in our point of view during the 90's and 2000's we can be considered a certain chaos in the formation of the industry landscape of enterprises. We think randomness is primarily related to lack in government policy and public perception of requirements for new companies and, accordingly, the lack of appropriate monitoring, control, and barriers building, and on the contrary incentives for the desired activity. Everything mentioned above is the essence of regulatory policy in any country.

Experience of market reform in agriculture has provided a vast array of information about the actual processes of formation of new enterprises and peculiarities of their activities, and the implications of this in relation to society, including its separate segments — such as village areas. This experience should be thoroughly studied and used in the future.

In our opinion, the design of ideal company should be carried out in two determining coordinates: compliance, firstly, with the requirements of the real market and the existing type of imperfect competition prevailing in the country and industry, and, secondly, to the expectations of society and the separate segments of the agricultural

society. It can be argued on the need of achievement both economic (market) and social efficiency of enterprise activity. Decryption of economic efficiency implies choosing of positioning with such characteristics as competitiveness and a satisfactory level of profitability. As for the social aspect, it includes a much larger range of characteristics. For example, social policy in the company to personnel, relation to the local community and others.

It should also be noted that important aspect of the universal enterprise activity is ecological function. This provides conformity of production system to the economical way of using of natural resources. Taking the specificity of agriculture, the most important manifestation of ecological functions is seen in the way of using and reproduced the fertility of the land in the enterprise.

Meanwhile reform experience has shown that in the implementation of all three functions — economic, social and ecological — domestic agricultural enterprises continue to face difficulties. In practice, this means low market efficiency, low settings of social obligations of companies and implementation of production through the destruction of soil fertility. Therefore, any modernization in the area can not ignore the need to strengthen the relevant regulatory impact on businesses. Exactly this aspect requires detailed scientific justification.

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Search optimization as a way of increasing sales in internet trade

Development of the advertising campaign strategy on the Internet foundation gives a company a possibility of a trade organization to successfully cope with its problems of sale and successfully compete with other firms¹. Today many think about other

¹ Kuznetsova A. A., Nikishin A. F., Mayorova E. A. Managing price policy of trade organizations in the internet//The Ninth International Conference on Economic Sciences Proceedings of the Conference. – Vienna, 2015. – P. 130–132.

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