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THEORETICAL ASPECTS OF THE AGRARIAN ECONOMY'S INVESTMENT AND INNOVATIVE DEVELOPMENT ANALYSIS

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ABSTRACT

Analytical calculations help to influence actively on economic processes of an economic entity mobilizing potential reserves of an increase in profitability and a return from invested capital. Also these calculations are the base for making economically grounded investment and innovative and management decisions. Results of economic analysis allow diagnosing and controlling tendencies of the improvement of quantitative and qualitative parameters of the production and economic activity of the agro-industrial complex enterprises. However theoretical and methodological aspects of the economic analysis in the sphere of the investment and innovative model of the agrarian economy development are scattered. These aspects are isolated components in different spheres of analytical researches. As a result it is quite important to define tasks of economic analysis in conditions of the investment and innovative model of the agrarian economy development. The aim of the article is to prove tasks of an economic analysis, which correspond to conditions of the investment and innovative model of the agrarian economy. This article considers questions of economic analysis, which give an opportunity to diagnose and control tendencies of the improvement of qualitative and quantitative parameters of the economic activity of the agro-industrial complex enterprises. It is proved that tasks of the economic analysis in conditions of the investment and innovative model of the economy development must be improved. The tasks of the investment and innovative analysis of development as a subsystem of management and its place in the system of the economic activity management of economic entities are formulated and proved.

KEY WORDS

Investment, innovative development, economic analysis, agrarian economy, management.

The perfectly made economical analysis contributes to obtaining appropriate information for making administrative decisions on dynamic changes, structure, financial consequences and future perspectives of the economic entity. As a result search of new approaches to economic analysis of aggravation of social, ecological, and economic problems in contemporary world and expansion of international cooperation in the sphere of investments and innovations gets special value. World priorities of science gradually shift in the direction of investment and innovative economy, when investment and innovative activity becomes defining for further development and survival of enterprises and economy of countries in general, revision of the economic analysis tasks for ensuring taking effective management decisions becomes essential.

Many native economist-analysts, such as I.S. Kurbakov, A.V. Koren [1], O.V. Korneiko [2], V.A. Osipov [3], G.I. Lazarev, I.A. Kuzmicheva [4], V.A. Cherkasova [5], T.E. Danilovskih, E.V. Konvisarova [6], and also foreign scientists G. Birman [7], M. Friedman [8], L.A. Lachtionova [9], E.V. Mnich [10], V.P. Zavgorodniy [11] analyze big layer of questions of investment and innovative development and improvement of theoretical and methodological bases of economic analysis.

Despite sufficient researches of the matter in scientific literature, theoretical and methodological aspects of economic analysis, especially tasks in terms of investment and innovative development of agrarian economy, remain debatable and demand improvement.

It is necessary to proceed from cause-and-effect relationship in interaction of the economic activity of the enterprise and public authorities, competitors, contractors,

population of the region, social environment while forming aims and tasks of analysis in terms of investment and innovative development of agrarian economy [12, 13].

Such interaction influences economic activity of the enterprise, its image, investment and innovative appeal and importance of investment and innovative development of the agrarian economy of the whole country.

Considering the preceding, circle of tasks of economic analysis is formed on integrated objects of management: investment and innovative development of the enterprise, effective usage of investment resources, introduction of innovations, economic consequences of investment into innovations. According to each group of objects there is a necessity in analytical providing of other management subsystems, particularly in planning, that is usage of economic results by drawing up budgets and in the internal control, application of analytical procedures during checkups and results of analysis for the previous periods at a stage of planning of the checkups.

In general interaction of the stated subsystems in the context of tasks of economic analysis of the investment and innovative development is shown as follows (Fig. 1).

Figure 1 – Tasks of analysis of investment and innovative development of the enterprise in terms of management subsystem

Thus tasks of economic analysis of investment and innovative development of the enterprise define its place in system of the economic activity of the enterprise management. Economic analysis is connected with all information subsystems of management of the enterprise and it is a resulting link that forms informational space for taking effective and reasonable management decisions on investment and innovative development of the enterprise.

Accounting system is a main information source, which forms information to analyzing and transferring in necessary form for planning. The account indices are controlled by means of analytical procedures and methods by establishing deviations from planned indices, changes in budget, norms and standards, which characterize influence of innovations and investments on the enterprise development. After that investment and innovative management decisions are taken.

Based on preceding, aim of the investment and innovative development of the enterprise is formation of information about necessity and influence of investment resources

on effectiveness of the economic activity of the enterprise, calculation of the effect of the invested and received innovations, and determination of positive and negative impact of factors on its investment and innovative development.

Economic and social development of society, transition to the model of investment and innovative development of agrarian economy and management sets are more complicated objectives to optimize actions of the economic entities, and its safe implementation will favor the improvement of the regulation of production, strengthening its economy and improvement of efficiency of each enterprise functioning [14]. On this basis investment and innovation development of agrarian economy of the whole country will be provided.

To sum up, results of the economic analysis allow diagnosing and controlling tendencies of improvement of quantitative and qualitative parameters of the production and economic activity of the enterprises through effective management decisions. Theoretical and methodological aspects of economic analysis, in terms of stated investment and innovative model of the development of agro-industrial complex enterprises economy, should be modernized as a result of the conducted research. Further scientific research should be concentrated on addition theoretical and methodological base of economic analysis with indices, which allow carrying out qualitative and fast analysis of investment and innovative activity of the agro-industrial complex enterprises for taking effective management decisions.

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