

Abstract of the Article
“Strategies of Innovative Development
of Agroindustrial Complex”
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The paper investigates the aspects of strategies formation of innovative development of agroindustrial complex; priorities and strategic aims of innovative processes realization and institutional grounds of its realization.

Formation of development strategy should include the world experience in planning and national peculiarities of agricultural sphere development. It must be noted that a successful functioning of agroindustrial complex of any country is impossible without scientifically grounded strategic and tactical aims, objectives and ways of their realization.

Strategic guidelines for efficient functioning of agroindustrial complex are based on creation of appropriate development strategy which includes a set of actions and measures of functioning efficiency improvement of all its constituents in the nearest future.

Thus, the activities strategy development identifies the ways of achieving the forecasted results, and exactly the strategic guidelines outline the scope of questions that are important for the development of a process or phenomenon.

An increasing role of strategic planning of innovative activity can be first of all explained by intention of each entrepreneur to ensure the product competitiveness under the conditions of global changes, which increase the requirements for production quality features.

The formation and realization of the strategy of innovational development of agriindustrial complex should be based on the principles of social and economic development; rational combination of economic and ecological factors; organizational factors, restructuring of agricultural enterprises; step-by-step introduction of research and engineering developments into practice; deepening of interconnections with agricultural formations on the basis of innovative development model of economy.