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STRATEGIC MANAGEMENT OF INNOVATIVE DEVELOPMENT OF AGRICULTURAL ENTERPRISES IN THE PARADIGM OF SUSTAINABLE DEVELOPMENT

Strategic management of innovative development of agricultural enterprises in modern conditions is of decisive importance, since it ensures the coordination of long-term goals of economic activity with dynamic changes in the external environment. The agricultural sector operates in special conditions, where economic processes are closely intertwined with natural and climatic factors, biological cycles and resource limitations. This makes strategic planning not just a management tool, but a necessary condition for the stable development of enterprises.

In the paradigm of sustainable development, the strategic guidelines of agricultural enterprises are undergoing a significant rethinking. The priority shifts from maximizing short-term profit to ensuring long-term economic viability while preserving natural potential and supporting social stability. In this context, innovation is not a separate area of activity, but a key mechanism for achieving a balance between economic efficiency, environmental safety and the development of rural areas.

The innovative development of agricultural enterprises today is associated with the implementation of precision farming technologies, digital production management systems, automated solutions for monitoring the condition of soils and crops, as well as biotechnological and energy-efficient solutions. However, the strategic dimension is not only in the use of these technologies, but in their systemic integration into the enterprise development model. It is about the formation of such a management logic, where innovations determine the structure of production, the nature of resource provision and approaches to assessing the effectiveness of activities [1, 2].

An important feature of strategic management is the need to take into account the high level of uncertainty characteristic of the agricultural sector. Climate change, fluctuations in market prices, geopolitical risks and limited natural resources require enterprises to have flexible strategies capable of rapid adaptation. In this regard, strategic management takes on a scenario-based nature, when the enterprise prepares several development options and promptly adjusts its decisions depending on external conditions.

Digitalization significantly enhances the capabilities of strategic management of innovative development. The use of big data analytics, decision support systems, satellite monitoring and artificial intelligence technologies allows to increase the accuracy of yield forecasting, optimize resource consumption and reduce the level of production risks. This forms a new quality of strategic planning, in which data becomes the basis of management decisions [1].

The social component is also an integral part of strategic management in the sustainable development paradigm. Agricultural enterprises perform an important function in ensuring employment of the population, developing the infrastructure of rural areas and supporting local communities. Therefore, strategic decisions should take into account not only economic indicators, but also the social consequences of activities, which forms a more comprehensive vision of the efficiency of the enterprise.

Thus, strategic management of innovative development of agricultural enterprises in the context of sustainable development is a multidimensional process that combines economic, environmental, social and technological aspects. Its effectiveness is determined by the ability of enterprises to form long-term competitive advantages based on innovation, adaptability and a responsible attitude to the use of natural resources.

Literature

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