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PUBLIC-PRIVATE PARTNERSHIP IN AIC OF UKRAINE: STRATEGIC ASPECTS

In the context of globalization the problem of increasing the competitiveness of priority sectors of the national economy becomes more relevant. The mechanism of public-private partnership for the implementation of targeted sectoral programs in Ukraine does not ensure the systematic implementation of innovative processes in all directions. It is characterized by local changes in certain sectors (housing, health, transport, electricity production) only. The development of models and mechanisms of public-private partnership in agribusinesses modernization, so as the choice of methods and tools for activation of innovative development requires appropriate theoretical and methodological supporting according to the specifics of the industry.

The need to identify strategic tools for the development of public-private partnerships in agro-industrial production necessitates further studying of their substantiation.

The purpose of the study is to develop practical recommendations for the strategic management of public-private partnership instruments in the current conditions of agro-industrial production development.

The article is devoted to the aspects of strategic management of public-private partnership implementation in order to develop the agro-industrial complex of Ukraine. The main possible directions of public-private partnership in agroindustrial complex are considered. It is substantiated that public-private partnership in the field of agro-industrial complex should become the object of strategic management within the framework of the general economic policy of the state. The importance and feasibility of implementing partnerships in the field of agriculture are proved. The measures of strategic management of public-private partnerships implementation to agriculture are proposed. The stages of Strategy of public-private partnership in the agro-industrial complex of Ukraine are considered. The article proved that the implementation of PPP relations in agro-industrial production allows to achieve the following goals: ensuring the growth of production of products of small-scale agricultural enterprises; raising the level of employment and quality of population life in rural areas; access to innovative projects implementation, updating of the material and technical base; restoration of the state of the environment.

Keywords: agro-industrial complex; public-private partnership; strategy; strategic management; partnerships.

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