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METHODOLOGICAL ASPECTS OF CONSTRUCTION OF THE SYSTEM OF ECONOMIC SECURITY FORMATION OF INVESTMENT POTENTIAL OF THE AGRICULTURAL ENTERPRISE

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Abstract. *The article discusses the issues of methodology of constructing economic security for formation the investment potential of an agricultural enterprise. The principles of economic security system for formation of the investment potential of an agricultural enterprise, which should be aimed at achieving both short-term, medium and long-term goals, have been determined.*

Key words: *agricultural enterprise, economic security, competitiveness, investment potential, risks, threats.*

An important condition for the development of agriculture is the formation of a system of economic security of the agricultural enterprise, which is designed to ensure the sustainability of economic growth of the agricultural sector by expanding the resource potential of agricultural enterprises; ensuring the environmental friendliness of production technologies; increasing the competitiveness of production entities through the introduction of innovative technologies that can ensure the production of products with high added value; prevention and elimination of threats that constantly arise in the production process and prevent the increase of labor productivity and reduction of production costs in the agricultural sector of the economy; acceleration of intra-industry

and agro-industrial cooperation and integration as a factor of more rational use of technical and labor resources; formation of investment potential capable of providing expanded reproduction of the economic resource of agricultural enterprises. Thus, the construction of economic security system for the formation of investment potential of agricultural enterprises should take into account not only financial and economic factors, but also environmental and social, which determines the peculiarities of the choice of goals of the industry from internal and external threats.

The system of economic security of formation of investment potential of the agrarian enterprise should be directed on achievement of both short-term, medium and long-term purposes. Its construction

should be based on the analysis of economic, financial and investment activities of the enterprise in the previous and current periods; research of conditions of external and internal investment environment and conjuncture of investment market development; choosing a model of economic security system for the formation of investment potential, taking into account the strategic goals of investment development of the enterprise; formation of the system of economic protection of the enterprise from internal and external threats in the main areas of economic and investment activities of the enterprise; coordination of interaction of all elements of the mechanism of the system

of economic security of formation of investment potential in accordance with tasks, methods, types and directions of economic and investment activity of the enterprise; developing a system of economic security measures for the formation of investment potential in accordance with the investment development strategy of the agricultural enterprise. In the context of socio-economic crisis and limited financial opportunities, agricultural enterprises should focus on obtaining and practical use of information on the organization of production on the basis of cooperation, use of modern technologies as a source of energy conservation and optimization of labor potential.

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