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THE PRINCIPLES OF CREATING VARIOUS ORGANIZATIONAL FORMS OF THE INNOVATION PROCESS IN AGRICULTURE

Resume: *The article examines the principles of creating various organizational forms of the innovation process in agriculture.*

Key words: *agriculture, innovation, economics, innovative approach, market*

ПРИНЦИПЫ СОЗДАНИЯ РАЗЛИЧНЫХ ОРГАНИЗАЦИОННЫХ ФОРМ ИННОВАЦИОННОГО ПРОЦЕССА В СЕЛЬСКОМ ХОЗЯЙСТВЕ

Аннотация: *В статье исследуются принципы создания различных организационных форм инновационного процесса в сельском хозяйстве.*

Ключевые слова: *сельское хозяйство, инновации, экономика, инновационный подход, рынок*

In the conditions of the formation of a market economy in the agro-industrial complex, providing agricultural producers with complete independence not only in production, but also in the sale of the products obtained, it is especially important to ensure such a level of efficiency that allows for expanded reproduction in agriculture. This is absolutely impossible without the appropriate organization of production, which should be based on intensive and resource-saving technologies, on the introduction of scientific achievements into production. Chronic negative attitude towards science and scientific achievements on the part of the majority of workers in the material sphere, their lack of initiative, as you know, were associated, first of all, with the lack of direct interest of both managers and specialists and ordinary workers in improving their performance indicators.

True, in the last pre-reform years, the interest of commodity producers in improving technologies, introducing new technology, new progressive varieties, and improving the breed composition in animal husbandry in connection with the gradual strengthening of self-supporting relations in agricultural enterprises began to show much more. Agricultural workers have become more interested in the results of their labor. During this period, intensive technologies began to be widely introduced in crop and livestock production. There has been a natural tendency towards an increase in the yield and productivity of animal husbandry. Livestock complexes, poultry farms, greenhouse complexes have effectively started operating. By the production of milk and eggs per capita, the country has reached the level of the highly developed countries of the world. The effectiveness of the development of scientific and technological progress in poultry farming was especially clearly shown. There has been a tendency towards stabilization of the economy of agricultural enterprises and, above all, those working on a progressive basis. But these successes were overshadowed by the reforms that had begun, which put 65 agricultural producers in conditions that were far from conducive to the development of scientific and technological progress, rather, on the contrary, to a serious curtailment.

In the context of the transition to market relations, the scientific and innovative sphere of the agro-industrial complex was forced to gradually restructure and improve, despite the presence of serious difficulties. With the formation of a common food market, labor market and means of production, a market for scientific and technical products gradually began to form, which, on the basis of competition, was supposed to provide a balanced supply and demand for these products. It should be noted that great success in the formation and functioning of the market for scientific and technical products was not achieved due to the loss of interest in this product from the mass agricultural producer. The lack of demand for scientific and technical products has become a big negative phenomenon, both for its manufacturers, scientific institutions, and

its consumers, agricultural workers. When solving the problem of raising innovation activity in the agro-industrial complex, it is important to understand that under the conditions of market laws, the main stakeholders in the development of the innovation process are both the manufacturer and the consumer of scientific products. An agricultural producer is interested in purchasing and implementing the developed innovation, which will improve the technology, increase production, make it cheaper and increase labor efficiency. The representative of science - the developer of the innovation is interested in implementing and transferring his development with the expectation of the effect both for himself and for the agricultural producer. The latter, regardless of what form of management he represents, must be active in introducing innovations in his production.

This activity should consist in raising his awareness of what is currently in the arsenal of science and best practice in the technology of cultivation and production of agricultural products, their processing, storage and sale. His innovative activity primarily depends on the level of his literacy and awareness. An ideal in this regard can be a highly organized farmer or a manager (specialist) of a collective or state enterprise, who has at its disposal modern computer systems containing the necessary technical, technological and economic information, on the basis of which a decision is made to introduce certain innovations or innovations on this enterprise. Therefore, the proper information support of commodity producers by the relevant information formations is an important direction for increasing innovation activity in the agro-industrial complex.

The organization of a special consulting service is of no less importance in this regard. The experience of leading enterprises shows that in increasing the innovative activity of agricultural commodity producers, their constant communication with research and implementation teams is important. The developer of scientific products is interested in carrying out development in a

shorter time, that is, producing products of such quality, which would, to a certain extent, determine the demand for it. In the conditions of Russia, it has historically developed in such a way that the introduction of achievements into production for the developer (scientist) was not at all obligatory. As a rule, he at least has the designer's supervision over the implementation.

The main reason for this phenomenon is that the scientist is not financially interested in the implementation of his developments. So far, unfortunately, there is no corresponding organizational and economic mechanism for transferring scientific products to production, but it is necessary. This mechanism should directly interest and stimulate the scientist for the introduction of his developments into production, and even regardless of who assists in the implementation. Solving this issue can significantly increase the innovative activity of the manufacturers of scientific products themselves. Thus, the level of development of scientific and technological progress in the agro-industrial complex undoubtedly depends on the innovative activity of manufacturers and consumers of scientific products. However, a direct connection between them due to the peculiarities of agricultural production is not always possible. And therefore, it is no coincidence that a certain implementation sphere is involved in the innovation process, designed to facilitate the operational implementation of both scientific achievements and advanced experience in production.

In the current conditions, it is extremely difficult to revive innovation. Internal incentives for innovation, 67 due to the need to replace obsolete equipment and master new technologies in order to increase the competitiveness of products, are very weak in conditions of monopolization of the economy and underdeveloped market relations. Even with the most intensive introduction of market structures, innovative activity will increase slightly in the near future. Their relatively weak impact on the innovation process will persist until the stable manifestation of internal motivations for changes in the structure of

production, adequate to market demand. In these conditions, external stimuli arising from the economic policy of the state acquire a decisive role.

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