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ECONOMIC MODEL OF SYSTEM APPROACH IN THE DEVELOPMENT OF POULTRY-FARMING EN- TERPRISES OF THE SOUTHERN REGION OF UKRAINE

In the article the role and value of branch of poultry-farming for the Southern region of Ukraine are considered. The need for increase of efficiency of activity of the poultry-farming enterprises of the studied territories is shown. The branch of poultry-farming is one of the most perspective branches of agro-industrial complex of the Southern region of Ukraine, which is caused by the whole complex of factors of both general economy, and specific regional character. At the same time, efficiency of the separate poultry-farming enterprises of the Southern region of Ukraine specialized on production of fowl remains low, which requires development of advanced models of an assessment of their activity and the directions of optimization of functioning.

For the purpose of an integrated assessment of efficiency of activity of the poultry-farming enterprises of the Southern region of Ukraine, the economic and mathe-

matical model of system approach to their development on the basis of object and hierarchical approach was developed. At the same time, as groups of factorial signs the author distinguished criteria of level of use of biological capacity of the poultry-farming enterprises, indicators of a state and level of use of their fixed and current assets, indicators of use of potential of a manpower and innovations, potential of financial management and financial and economic state, an assessment of market capacity of the enterprises of branch of poultry-farming.

On the basis of results of the solution of the developed economic and mathematical model for efficiency of activity of the poultry-farming enterprises in certain Southern regions of Ukraine is defined and the directions of further effective functioning of the poultry-farming enterprises on the basis of the principles of safety and quality of the made and realized production are offered.