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MANAGING THE DEVELOPMENT OF ENTERPRISES OF THE AGRARIAN SECTOR IN TERMS OF ECONOMIC INSTABILITY

The article deals with the problem of managing the development of enterprises of the agrarian sector in terms of economic instability. There was studied and classified the factors that lead to destabilization.

The main factors are the regular and irregular fluctuations in economic conditions, the relative inertness of agriculture, heavy reliance on government support, decline of some rural areas, dependence on the development of local markets, poor infrastructure, aging of the rural population, dependence on climatic conditions, the use of living organisms in the course of economic activity, land use, seasonality, dependence on the spatial distribution, lack of own sources of financing, non-optimal capital structure, lack of working capital, inefficiency, low investment and more.

The author proposed management framework for companies of the agrarian sector, which is based on the introduction of preventive measures to minimize the negative impact of destabilizing factors and ensure the creation of conditions for the further development of the enterprise.

The main purpose of the control is to prevent the worsening of de-

structive processes. This job is to assess the risk of destabilization, determine the strengths and weaknesses of the company, identify the provisions of financial stabilization, develop preventive programs, ensure the implementation of these measures, optimize the organizational structure, strengthen control over operation. The main areas of stabilization measures are optimization of the structure and types of industrial activity, review of the criteria for the feasibility of business operations and project efficiency, cost reduction, resource management, revision of strategies to promote products in the market, creation of the optimal structure of funding sources to minimize the weighted average cost of capital.

To ensure the effectiveness of the control at agricultural enterprise in the conditions of instability, the management must implement a defensive strategy, change management style, strengthen analytical and control activities, change the organizational structure, create an effective system of information security management, implement a system of controlling, budgeting and financial planning.