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ENSURING THE COMPETITIVENESS OF THE AGRICULTURAL SECTOR OF UKRAINE IN CONDITIONS OF GLOBALIZATION

Globalization is the process of reducing barriers for economic, political and cultural interaction of nations and peoples, the formation of a homogeneous world space. Globalization has become an important aspect of the functioning of the modern world system, one of the most influential forces that determine the further development of mankind. It covers all areas of public life, including the economy, politics, social services, culture, environment, safety; affects the production of goods and services, labour utilization, investment, technology.

The economic system of Ukraine is also under the influence of globalization, the international movement of capital, labour, and transnational corporations. Therefore, further organizational and managerial changes and reforms in the existing system shall be exercised with regard to the study and understanding of the impact of globalization on the development of the national economy.

Under the present conditions only such a national economy that effectively takes advantage of globalization can be competitive. The agricultural sector, like other sec-

tors of the economy, is currently under the influence of globalization, international capital flows and investments, and transnational corporations. The issue of competitiveness of the domestic agricultural sector in the context of globalization remains relevant and requires further investigation.

The article aims to develop steps to ensure the competitiveness of the agricultural sector of Ukraine in terms of globalization.

The key measures to ensure the competitiveness of the agricultural sector of Ukraine in conditions of globalization are: improving the management of agriculture; effective implementation of investment and innovation policy; improvement of agricultural market infrastructure; strengthening of diversification of production in enterprises; systems providing modern quality of agricultural products and foodstuffs in compliance with European requirements; enhancing the process of harmonization of national standards with international and European ones; introduction of the agricultural land market.

In the context of globalization and in view of the existing problems and positive foreign experience, it

seems appropriate to implement measures to improve the competitiveness of the domestic agricultural sector in the following areas:

- formation of innovation and investment resource of development of the agricultural sector;

- harmonization of national standards for agricultural products in accordance with the EU standards;

- increase of the export potential of domestic agricultural products;

- establishment of a modern agricultural market infrastructure;

- strengthening of the cooperative movement among agricultural producers;

- cooperation between agricultural producers and research institutions.