

## **Sustainability development of the agri-food enterprise as a prerequisite for its growth in modern conditions**

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*Abstract. The problem of ensuring sustainable development has been topical for many years, not only for individual enterprises, but also for the national economy as a whole. However, due to the multidimensionality and complexity of the category, the importance of its impact on market development, many issues remain uncertain and need to be researched.*

*Keywords: sustainable development; management; enterprise; agro-food sector; development*

As of today, there are different approaches to defining the phenomenon of sustainable development and interpretation of its features and mechanisms of providing. At first, in scientific works, definition of sustainable development was based on «competing goals», in which constant subject assumed environmental preservation and rational use of natural resources, economic growth or satisfaction of society needs.

The concept of «sustainable development» was first mentioned in the 1987 by G. Brundland in the report on the development of industry, energy, regional and international relations. That is, we are talking about development that meets the needs of society in our time, but does not jeopardize the ability of future generations to provide their own potential needs, namely minimizing the adverse effects of natural resources depletion and environmental pollution as a result of rapid socio-economic development of mankind for the future [1].

In general, the category of «sustainable development» can be reflected as an anti-crisis, relentless, stable process, which has the goal of increasing the economic efficiency of the enterprise with a simultaneous increase in the level of responsibility to partners and customers, as well as formed measures to preserve the environment and improve the quality of life of current and future generations.

The main characteristic of sustainable development is the ability to control all processes based on the use of a systematic approach and modern information technology. Sustainable development of the enterprise is provided by combining and balancing the three components of each entity:

1. Social (anticipation of personnel management possible problems, the formation of a quality system focused on the maintenance of cultural and social stability);
2. Economic (efficiency growth of economic indicators due to rational use of natural resources and optimization of organizational business processes);
3. Environmental (focus on the integrity and preservation of physical and biological natural systems through the ecologization of production processes and ensuring appropriate policies of the organization, the introduction of corporate and social responsibility).

That is why, trying to achieve sustainable development of the agro-industrial sphere, it is necessary to consider the interrelation of the social, economic and ecological components. Accordingly, the growth of wages should be confirmed by the growth of outstripping rates of labor productivity in the sector [3].

The interrelation of the above components is conditioned by the fact that only the growth of economic indicators will not eliminate the emerging problems in the social sphere, and, moreover, will not lead to environmental sustainability. The developed concept of sustainable development offers a combined approach to the activities of companies, which achieves the parity of social, economic and environmental goals of the enterprise, their integration and interrelation, in particular, identifying the rate of economic growth and the rate of natural resources restoration.

The principles of each process are the main engine, the system rules that form the overall vision and structure of understanding the contextual basis of each concept. The key principles of sustainable development of the organization include the following provisions [2]:

- solving problems directly related to the development of both modern and subsequent generations, equal in resource needs;
- dynamism: most often, the transformation in a certain parameter of the organization's activity causes the transformation in others. Accordingly, in each period of time the enterprise is defined by a certain set of characteristics reflecting the efficiency of production and financial activity;
- possibility of economic and ecological components balance: realization of such level of development at which individuals of production sphere or other economic sphere of activity have the minimum crushing influence on the environment;
- adaptability and flexibility: each organization is an open system, which must be flexible, capable of adapting to changes in the environment to enable a sustainable competitive existence on the market in the long term. Therefore, the necessary condition of this principle is the ability to make strategic managerial decisions;
- integrity, namely: the possibility of renewal, the search for the necessary elements and transformation into the newest system while maintaining financial equilibrium. This principle is a factor reflecting the effectiveness of activity, namely how effective is the balance and proportionality of the individual components of activity: operational, financial and investment;
- purposefulness: providing such a relationship between the components that would allow to maintain the incentives for the sustainable development of the enterprise in the long term;
- the possibility of balancing the economic and social components, which consists in the maximum satisfaction of the population's demand with the resources created as a result of economic development.

It is important to note that a crucial issue in the enterprise is its development, because it is the main condition for the possibility to enter new markets or to keep its position in existing ones [4].

Implementation of sustainable development by the enterprise is possible with the help of implementation of planned actions, contributing to the problems solution and goals achievement. Such actions form the following stages:

1. Creation of sustainable development management base of the company.
2. Carrying out of the influencing environmental factors analysis.
3. Significant factors assessment and comparison of them with planned conditions of development.
4. Diagnosing and assessing the company's sustainability.
5. Formation of a proposal and making decisions on improving the sustainable development management of the enterprise.

Consequently, in today's market conditions, ensuring sustainable development is one of the main priorities, which implies the effectiveness of business activities in the agro-food sector. This is due to the fact that it is the continuity of activity that provides a number of advantages, such as increasing the level of organizational management and social responsibility, expanding market opportunities and increasing investment attractiveness, minimizing risks and reducing costs, innovativeness in production and management processes, as well as creating favorable conditions for the development of future generations through the rational distribution and use of resources for all stakeholders.

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