

## SECTION 3. ECONOMY AND OPERATION OF NATIONAL ECONOMY

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

Globalization – the process of reducing barriers to economic, political and cultural interaction 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; affect the production of goods and services, labor utilization, investment, technology.

Ukraine, its economic system is also under the influence of globalization, the international movement of capital, labor, transnational corporations. Therefore, further organizational and managerial changes and reforms in the existing system shall exercise due to the study and understanding of the impact of globalization on the development of the national economy.

Under the present conditions can only be competitive and national economy that effectively takes advantage of globalization. The agricultural sector, like other sectors of the economy, under the influence of globalization, international capital flows and investments, multinational corporations. The issue of competitiveness of the domestic agricultural sector in the context of globalization remain relevant in need of further investigation.

The article is taking steps to ensure the competitiveness of the agricultural sector of Ukraine under globalization.

The key measures to ensure the competitiveness of the agricultural sector of Ukraine under globalization are: improving the management of agriculture; effective implementation of investment and innovation policy; Policy Excellence agricultural market infrastructure; strengthening of diversification of production in enterprises; of modern quality assurance system for agricultural products and foodstuffs to European requirements; enhance the process of harmonization of national standards with international

and European; full implementation of the agricultural land market.

In the context of globalization and in view of the existing problems and positive foreign experience, it seems appropriate implementation of measures to improve the competitiveness of the domestic agricultural sector in the following areas:

- formation of innovation and investment resource development of the agricultural sector;
- harmonization of national standards for agricultural products in accordance with EU standards;
- increase the export potential of domestic agricultural products;
- establishing a modern agricultural market infrastructure;
- strengthen the cooperative movement among agricultural producers;
- cooperation between agricultural producers and research institutions.

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