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ODESA NATIONAL TECHNOLOGICAL UNIVERSITY

DEPARTMENT OF INDUSTRY ECONOMICS

**THE PLACE OF ECONOMIC ENTITIES IN ENSURING THE SAFE
DEVELOPMENT OF RURAL-URBAN AGGLOMERATIONS**

Materials of the scientific colloquium

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The collection contains abstracts of reports of participants of the scientific colloquium. They substantiate the essence of the rural-urban agglomeration as a socio-spatial entity, consider various aspects of the functioning of economic entities as guarantors of the safe development of these new entities.

The publication is addressed to scientists, teachers, specialists employed in the agri-food industry and in the field of public administration.

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**RURAL-URBAN AGGLOMERATION AS A SOCIO-SPATIAL
PHENOMENON**

In the scientific literature and in social practice, the use of the term «agglomeration» (from the Latin «agglomer» – joining, accumulating) is traditionally associated with the development of urbanization, resulting in the formation of large socio-spatial formations, which include the central settlement (large town) and located at a short distance from it are much smaller cities, between which there are certain functional connections.

Since 2015, agglomerations have begun to appear in Ukraine, destroying certain stereotypes that have formed in the public consciousness about the nature of such socio-spatial formations.

Such changes in perceptions of the essence of the agglomeration are a consequence of decentralization of public power and administration, the institutional foundations of which were laid by the Order Cabinet of Ministers of Ukraine «On Approval of the Concept of Reforming Local Self-Government and Territorial Organization of Power in Ukraine» (April 2014), of Ukrainian law «About voluntary association of communities» (February 2015), the Resolution of the Verkhovna Rada of Ukraine «On the formation and liquidation of districts» (July 2020) and other regulations.

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THE GLOBAL DEVELOPMENT OF ENTREPRENEURSHIP: DIGITIZATION PROGRESS IN AGRICULTURE IN UKRAINE

Digital technologies, including the Internet, mobile technologies and devices, data analytics, artificial intelligence, services, and applications provided in digital form, are changing agriculture and the food system. Examples abound at different stages of the agri-food value chain: automation of agricultural machinery allows you to precisely

regulate costs and reduces the demand for manual labour; remote satellite data and on-site sensors increase the accuracy and reduce the cost of monitoring crop growth and land or water quality; and tracking technologies and digital logistics services make it possible to optimize agri-food supply chains as well as provide consumers with reliable information.

The specifics of the agro-industrial complex is reflected in the conditions of introduction of elements of digital technologies and in general affects the efficiency of digitalization of agriculture. The use of such technologies is of great importance as a «vector of development» of integration with the subsequent saturation of the market with IT-technologies. Therefore, the introduction of elements of digital technologies is of fundamental importance, as it optimizes the time of technology development, attracts investors, as well as effectively manages the agricultural economy of the region. It is necessary to create a distributed information system with regional segments, integrated with the central part. This will give you a complete picture of what is happening in the country, without losing flexibility and speed.

In the structure of Ukraine's exports, agricultural and metallurgical products usually lead. But in recent years, these components for various reasons give up their positions, in contrast to the IT industry.

During the pandemic period, IT services in the country's total exports reached 8.3%, ahead of large chemicals and confidently catch up with metallurgy. Last year, these revenues tripled in six years; the industry is one of the three main suppliers of export services and remains the main source of income in the country's currency. In total, in 2016–2020, Ukraine received more than \$ 16 billion in export revenue from IT, and this contribution is growing every year. Even in the form of taxes, this sector of the economy brings to the state budget no less than infrastructure and transport.

To compete with competitors and keep up with the times, domestic IT businesses need to spend at least 1.5% of their income on education. But state educational

institutions in Ukraine are not able to catch up with the rapid development of technology.

According to the director of the Ukrainian Fund of Start-ups Pavlo Kartashov: «Specific figures show the advantages for the economy: we have invested \$ 5 million in start-ups in a year and a half, and they have been able to attract more than \$ 20 million in investments during this time. That is, even for such modest money, the multiplier is already $\times 3$ ». The Ministry of Digital Transformation has declared the IT industry strategic and intends to increase its contribution to 10% of GDP. And it can become the number one industry that will generate Ukraine's GDP, but only if there is real state support.

Reasonable price for services attracts foreign investors. Thus, one of the possible levers that can stop the outflow of personnel may be the loyalty of the state: a favourable business climate, renewal of curricula and facilities of technical universities. It is relevant that start-ups should be created and developed in Ukraine, enter the international market, back offices should be «at home», thus ensuring stable social and economic development of both business and the country [3].

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SMART SPECIALIZATION OF THE AGRI-FOOD SPHERE OF THE REGION IN THE CONTEXT OF ENSURING SUSTAINABLE DEVELOPMENT

Problems of ensuring sustainable development of the economy at the state, regional and local level require an urgent solution. Smart economy saves resources (including non-renewable energy, natural and human), promotes the transition to an intensive type of economic growth, to innovations, which are mainly implementing the principles of human life safety.

Rural and urban areas are economically, socially, and environmentally interlinked spaces. Rural-urban connectivity provides an important thread to many of the Sustainable Development Goals (SDGs). Current regional development policy should be based on the strategic and spatial planning of key challenges affecting people, infrastructure, the economy and the environment, and should include a culture of partnership and cooperation focused on the interaction of citizens and public institution for sustainable development. Safe development of rural-urban agglomerations is now becoming a key factor in the development of territories, provides a high quality of life, creates a comfortable environment for business development.

An important guideline for future economic development, in particular in the field of economic rise of regions, is the introduction of the concept of smart specialization (Smart Specialization Strategy – S3), which consists in identifying the unique characteristics and assets of the region, aimed at introducing new management methods by cooperation between regional and national authorities, responsible for making decisions on the development and implementation of innovation policy, and

Збірник містить тези доповідей учасників наукового колоквиуму. Обґрунтовано сутність сільсько-міських агломерацій як соціально-просторового утворення, розглянуто різні аспекти функціонування суб'єктів господарювання як гарантів безпечного розвитку цих нових утворень.

Видання адресоване науковцям, викладачам, фахівцям, зайнятим у агропромисловій галузі та у сфері державного управління.

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