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## DEVELOP THE METHODOLOGICAL APPROACHES TO AGRICULTURAL ENTERPRISES CORPORATE INNOVATION

Domestic agricultural enterprise formation has a significant potential to improve performance and increase in agricultural production. This is evidenced, for example, the value index of gross production per unit of land for agricultural purposes, which in Ukraine compared with the EU 8 times lower, while the capacity of the earth 8 times higher. World experience shows that a significant reserve of more efficient use of the available resource potential in agriculture is the use of innovative models of corporate agricultural enterprises. Despite the large number of studies on the nature of innovation in agriculture, there is still no consensus on the definition of an innovative model of enterprise corporate segment.

Innovation, resource-saving technologies, production of ecologically clean food in Agrocorporation will help streamline business processes, forming and strengthening their competitive advantage. The study shows that the evolution of scientific thought contributed to the establishment and development of innovation, including Agrocorporation. However, domestic corporate structure, having the financial resources do not take proper participation in the development of agricultural science and have a low interest in receiving the results. Instead, they are guided by the introduction of ready-made developments in agricultural production. While international experience shows that the introduction of agricultural production of new scientific developments based corporate research will improve the performance of integrated agricultural enterprises on the basis of their greater compliance.

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