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INNOVATIVENESS AND INCLUSIVENESS OF THE AGRICULTURAL INDUSTRY OF UKRAINE UNDER THE ESTABLISHMENT OF A SHARING ECONOMY

ІННОВАЦІЙНІСТЬ ТА ІНКЛЮЗИВНІСТЬ СІЛЬСЬКОГОСПОДАРСЬКОЇ ГАЛУЗІ УКРАЇНИ В УМОВАХ СТАНОВЛЕННЯ ШЕРИНГОВОЇ ЕКОНОМІКИ

In the face of global challenges, socio-economic crises, famine, pandemics, wars, and various kinds of upheavals, humanity should take care of the agricultural sector, because it feeds all of humanity. It's difficult for agricultural enterprises in underdeveloped countries to resist scientific and technological progress and rapid changes in technical and technological systems, so the sharing model of conducting agricultural business is the key to quickly overcoming the challenges of progress and innovation. The purpose of the article is to provide the author's scientific vision of the features and order of innovative and inclusive development of the agricultural sector on the principles of the sharing economy. The article substantiates and reveals the fact that support for the development of the agricultural sector can occur through a "smart" pricing policy, subsidies and investments, and effective management of water and land resources. It's indicated that the result of inclusive development of the agricultural sector should be: joint development of small farms, backward agricultural areas and women's agricultural entrepreneurship; innovative support for stable agricultural growth on the basis of environmental protection and environmental friendliness; increasing the income of agricultural enterprises by increasing labor productivity and land cultivation. It was found that the model of shared use involves broad involvement and joint use of such resources as fixed assets, the provision of competent services to each other, and cash loans. The authors express the opinion that the innovative future of agriculture is "hidden" behind the active use of the IoT, Big Data, drones, mobile devices, sensors for automatic collection of information about equipment, and weather conditions. Scientists are of the opinion that the creation of digital platforms for shared use would help to establish cooperation through the website, increase the efficiency of the use of agricultural machinery, rent services, combine services profitable in the "machine-worker" and "machine-machine" systems, and strengthen the automation and digitalization of the agricultural sector of Ukraine.

Key *words: agriculture, sharing economy, innovation, inclusive development, new technologies, inventions, labor productivity.*

В умовах глобальних викликів, соціально-економічних криз, голоду, пандемій, війн та різного роду потрясінь, людству варто дбати про галузь сільського господарства. Мета статті в тому, щоб надати авторське бачення особливостей і порядку інноваційного й інклюзивного розвитку сільськогосподарської галузі на засадах шерингової економіки. В статті обґрунтовано, що підтримка розвитку аграрного сектору може відбуватися за рахунок «розумної» цінової політики, субсидій та інвестицій, ефективного управління водними і земельними ресурсами. Вказано, що результатом інклюзивного розвитку сільськогосподарської галузі повинно стати: спільний розвиток малих фермерських господарств, відсталих аграрних районів та жіночого сільгосп підприємництва; інноваційна підтримка стабільного сільськогосподарського зростання на засадах збереження навколишнього середовища та екологічності; збільшення доходів підприємств сільського господарства за рахунок підвищення продуктивності праці і обробітку земель. Автори провели порівняльний аналіз витрат на наукові дослідження й розробки в сфері сільського, лісового і рибного господарства в Україні та кількості організацій сфери сільського, лісового і рибного господарств України. З'ясовано, що модель спільного використання передбачає широку залученість та спільне використання таких ресурсів як основні засоби, надання компетентних послуг один

одному, грошові позики. Представлено аналіз наукових поглядів науковців зі світовим ім'ям на інклюзивний розвиток сільськогосподарського сектору за рахунок популяризації шерингової бізнес-моделі. Висловлена думка про те, що майбутнє сільського господарства за активним використанням Інтернету речей, Великих даних, дронів, мобільних пристроїв, датчиків для автоматичного збору інформації про обладнання, погодні умови. Створення цифрових платформ для спільного використання, допомогла б налагодити співпрацю через веб-сайт, підвищувати ефективність використання сільськогосподарської техніки, орендувати послуги, посилити автоматизацію і цифровізацію аграрного сектору України.

Ключові слова: *галузь сільського господарства, економіка спільного використання, інноватизація, інклюзивний розвиток, новітні технології, винаходи, продуктивність праці.*

Problem statement. Transformations in the agricultural sector of the economy, based on the principles of the sharing economy concept, inclusiveness, and innovation, demonstrate qualitative technical and technological changes in agricultural production and prudent consumption of agricultural products. The development of the sharing economy is a promising alternative for the latest change and expansion of the capabilities of the traditional economy. The reason for this is social significance, changing attitudes towards the institution of property, the spread of digital platforms and devices, environmental friendliness, thrifty consumption, and, as a result, achieving sustainable development goals (SDG).

In today's business environment, agriculture must adapt rapidly to climate impacts. Such processes must be both socially just and environmentally sustainable if more inclusive development is to be achieved [1]. The concept of inclusive business in agriculture is defined as "the integration of smallholders and other disadvantaged actors in partnership with successful agribusiness firms that can benefit national economies, private investors, and local livelihoods" [2]. In addition, over the past two decades, robotic systems have been increasingly tested, and best practices have been implemented in agribusiness to perform agricultural tasks and for commercialization.

Analysis of recent research and publications. The names of D. Sahu and D. Choudhary [3] are associated with the study of the circular economy from the perspective of sustainable development of the agricultural sector. Understanding the interdependence between resources within the framework of the sharing economy in agri-food systems was revealed by T. Rodrigues, F. Leitao, K. Thome and G. Cappellesso [4]. We consider the scientific achievements of A. Osztovits, A. Koszegi, B. Nagy and B. Damjanovics [5], who analyzed the growth models of the sharing economy in modern economic conditions, to be valuable.

The emergence of inclusive business in the agricultural sector was studied by L. German, A. Bonanno, L. Foster and L. Cotula [2]. They provided scientific evidence of the evolution of value chains in this sector. Scientists I. Miralles, D. Dentoni and S. Pascucci focused attention on the studied work of agricultural organizations operating on the principles of the sharing economy, and alternative food networks that are designed to be thrifty and advocate smart consumption [6].

Researchers S. Abdalla, J. Amankwah-Amoah and A. Badewi [7] devoted their study to revealing the specifics of the work of economic agents in the sharing economy ecosystem. They analyzed the impact of digital technologies on strategic management and interaction between participants in the sharing economy business.

In our early research, we raised the issue of the formation of the sharing market in Ukraine and overcoming the environmental problems of humanity. We emphasized the importance of a high level of trust in order to achieve effective interaction and synergistic effects in the sharing economy [8]. The publication "Sharing Economy: Dialectical Development of Reciprocal Exchange in Virtual Reality and Digital Transformation" [9] is devoted to the development of the concept of the sharing economy. But, a number of key issues require additional knowledge; in particular, we are talking about the innovative and inclusive development of the agricultural sector of Ukraine based on the sharing business model.

The purpose of the article is to provide the author's vision of the features and order of innovative and inclusive development of the agricultural industry based on the principles of the sharing economy. Among the tasks facing the researchers: to outline the features and procedure for innovative and inclusive development of the agricultural sector on the basis of shared use of machinery and agricultural equipment; to indicate the interdependence of labor productivity in enterprises that carried out agricultural activities and the number of organizations in the agricultural sector of Ukraine that carried out scientific and research developments; to determine the relevance of implementing a sharing business model for the agricultural sector; to present an analysis of the interdependence of expenditures on scientific research and development in the field of agriculture, forestry, and fisheries in Ukraine and the prospects for innovative and digital development of the agricultural sector.

Research methodology. To achieve goal, a solid and reliable database is taken as the basis. The central place belongs to theoretical and research developments presented in rated journals, which are distinguished by high quality and openness of data. This ensures the work with representative and relevant materials, covering a wide range of scientific works containing substantiated concepts and hypotheses regarding the development of the agricultural sector on the basis of innovation, environmental friendliness, accessibility, digitalization, and inclusiveness.

The data sources for the article are statistical reports, which include information on the agricultural, forestry,

and fisheries (AFF) sectors of Ukraine, on the costs they incur for scientific research and development (R&D), labor productivity in enterprises engaged in agricultural activities in Ukraine. This allows for a qualitative comparative analysis of agricultural enterprises regarding the prospects for their innovation and inclusiveness through the introduction of a sharing model in agricultural business. The presented statistical data provide an idea of the actual state of affairs in the agricultural sector, allowing for targeted and methodically substantiated research.

During the writing of the article, various methods were used, in particular, the visualization method, to present the features and order of innovative and inclusive development of the agricultural industry on the basis of the sharing economy. The methods of analysis, synthesis, induction, and deduction were used to present the theses and hypotheses of various scientists. The comparison method helped to present the characteristic features of using the sharing business model.

Presentation of the main material. Inclusive development of the agricultural sector, "smart" and frugal consumption, correspond to the SDG and are oriented towards environmental friendliness and "green growth". "Inclusive growth is a stage of development in which people from the most vulnerable segments of society receive a fair share in the distribution of growing national income" [10, p. 679]. The sharing economy, through the use of digital technologies, allows people to share or rent tools and objects of labor, thereby achieving social and entrepreneurial goals through savings. This economy allows building new forms of interaction in the agricultural sector, opening up new opportunities for cooperation, using the already existing progressive technological infrastructure.

Companies with a sharing model have emerged in parallel with radical changes in consumer habits. According to expert agencies, by the end of 2025, companies operating under the sharing model will receive higher revenues and be in stronger business positions [5, p. 5]. "Concepts and practices of sustainable development of the exchange of products and services argue that ecological, social, and economic balance are an integral part of the activity" [11, p. 799] of the sharing economy.

The sharing economy has the potential to strengthen traditional agricultural business practices, as it allows for the elimination of inequality and polarization in property relations. However, one should not forget about the possibility of aggravating relations due to the difficult conditions of renting agricultural equipment. It isn't enough to use proven laws and rules in agribusiness; it's necessary to develop new ones and strive to harmonize them with existing ones. Companies in the agricultural sector operating under the sharing model enjoy a number of economic advantages resulting from economies of scale. "Economic players entering the local agricultural market have a lower fixed cost ratio for their services than local participants. In addition, the sharing business model allows them to expand rapidly, as entering a new market involves only minimal costs" [5, p. 6].

The application of the sharing economy model among agricultural producers can lower the barriers to entry into the agricultural market. Land, human resources, equipment, machines, and logistics systems can be shared. This is due to the high cost of agricultural equipment, its storage, maintenance, insurance, and the need for professional licenses for operation. Digitalization and automation of agriculture requires highly qualified young workers, who are expensive. Simple mechanization and machine operators are irrelevant in an innovative agricultural industry, because, under such conditions, products will be uncompetitive. Currently, the establishment of Industry 4.0 in the agricultural sector of the country is being pursued, where IT technologies, automation, digitalization, motorization, and the use of renewable energy sources will prevail.

Based on the stated purpose of the study, we consider it necessary to analyze statistical data on economic entities in the AFF sectors of Ukraine for 2010–2023. From 2010 to 2023, there has been a trend towards a decrease in the number of operating economic entities in the AFF sectors of Ukraine (Fig. 1). Over 13 years,

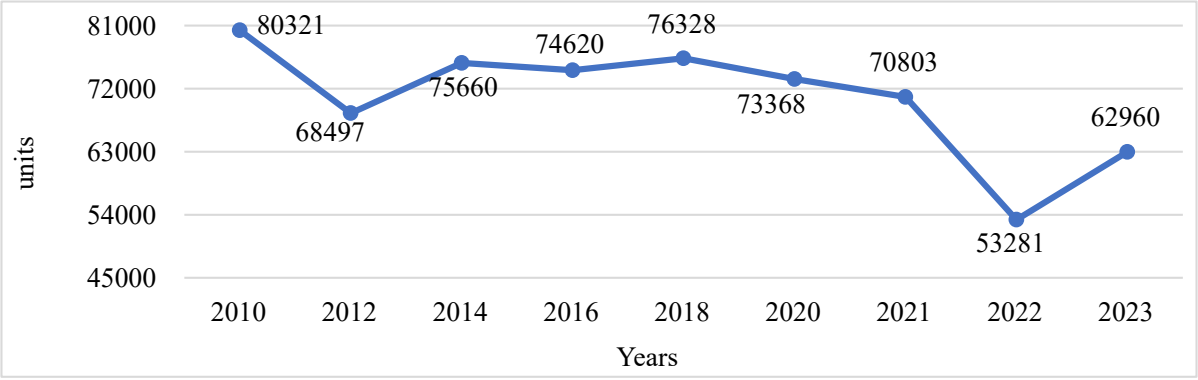

Figure 1. Number of operating business entities in the agricultural, forestry, and fisheries sectors of Ukraine from 2010 to 2023

Source: compiled based on source data [12]

their number has decreased by 17,361 units. Among the reasons: imperfection of the institutional environment; technological backwardness, which doesn't allow competing on equal terms with foreign producers; martial law and the restrictions caused by it; unfair competition in the country.

In the context of the development of Industry 4.0 and 5.0, the central place is occupied by the introduction of the latest technologies in order to digitize business processes in agribusiness and bring its products to a competitive level at affordable prices. This can be achieved if you rely on the economy of sharing of means and objects of labor in the fields of the AFF and develop business on the principles of a circular economy.

An important component for the introduction of waste-free and economical production and rational use of resources are the opportunities that innovative digital technologies and the latest equipment, aimed at environmental friendliness of production, carry. Using foreign technologies is expensive, so it makes sense to rely on the support of domestic researchers in the agricultural sector. Analysis of official statistical data showed a disappointing picture (Fig. 2, Fig. 3).

Thus, the number of organizations in the AFF sectors of Ukraine that carried out R&D in 2021–2023 was negligible. In 2021, there were 11 of them, with a total number of 70,803 business entities in this industry. That is, the ratio of those who conduct research independently and those who do not pay any attention to this is 1:6,436. In 2022 and 2023, this ratio is even worse – 1:6,660 and 1:7,870, respectively. That is, in fact, we have scant hopes for developments and innovations from Ukrainian inventors in the agricultural sector.

An analysis of the expenses incurred by some business entities on R&D in the fields of the AFF shows a negative trend. This was caused, firstly, by the war and the outflow of capital from this area in 2022 and 2023 (Fig. 3). In 2023, expenses decreased by UAH 10,854.9 thousand compared to 2021, which reduces the already meager chances of the emergence of new technologies for the development of the circular economy from Ukrainian researchers.

In terms of innovative development and support for the sharing economy, it is also worth paying attention to labor productivity in enterprises that carried out agricultural activities in Ukraine, which is presented in Fig. 4. In the agricultural sector, labor productivity in 2023 per 1 person employed in agricultural production at constant prices of 2021 amounted to 1,618.3 thousand UAH, which is less than in 2022 and 2023 by 64.4 thousand UAH and 284.5 thousand UAH, respectively.

Labor productivity in this industry has maintained a positive trend since 2010 until 2021. In 2022, there was a decrease caused by military operations in Ukraine. In 2023, the indicators in crop production improved, but in animal husbandry and agriculture it is still difficult to re-

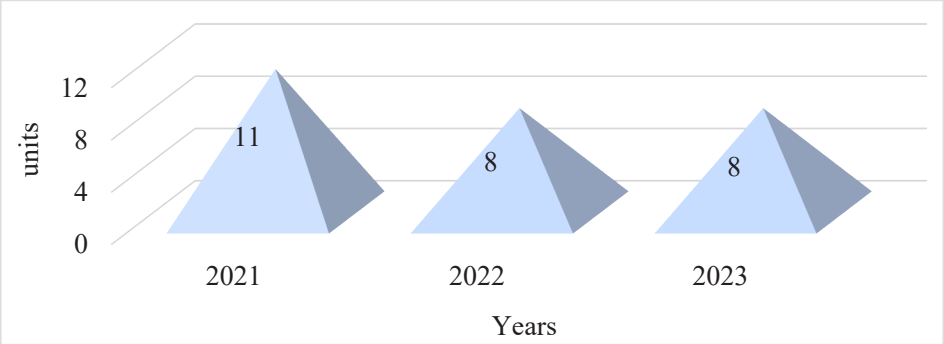

Figure 2. Number of organizations in the AFF sectors of Ukraine that carried out research and development in 2021–2023

Source: compiled based on source data [13]

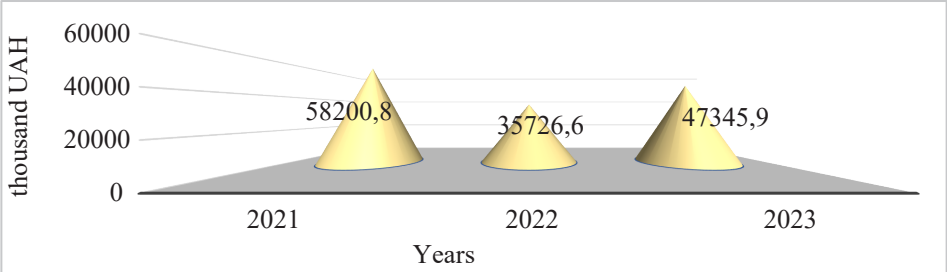

Figure 3. R&D expenditures in agriculture, forestry and fisheries in Ukraine in 2021–2023

Source: compiled based on source data [13]

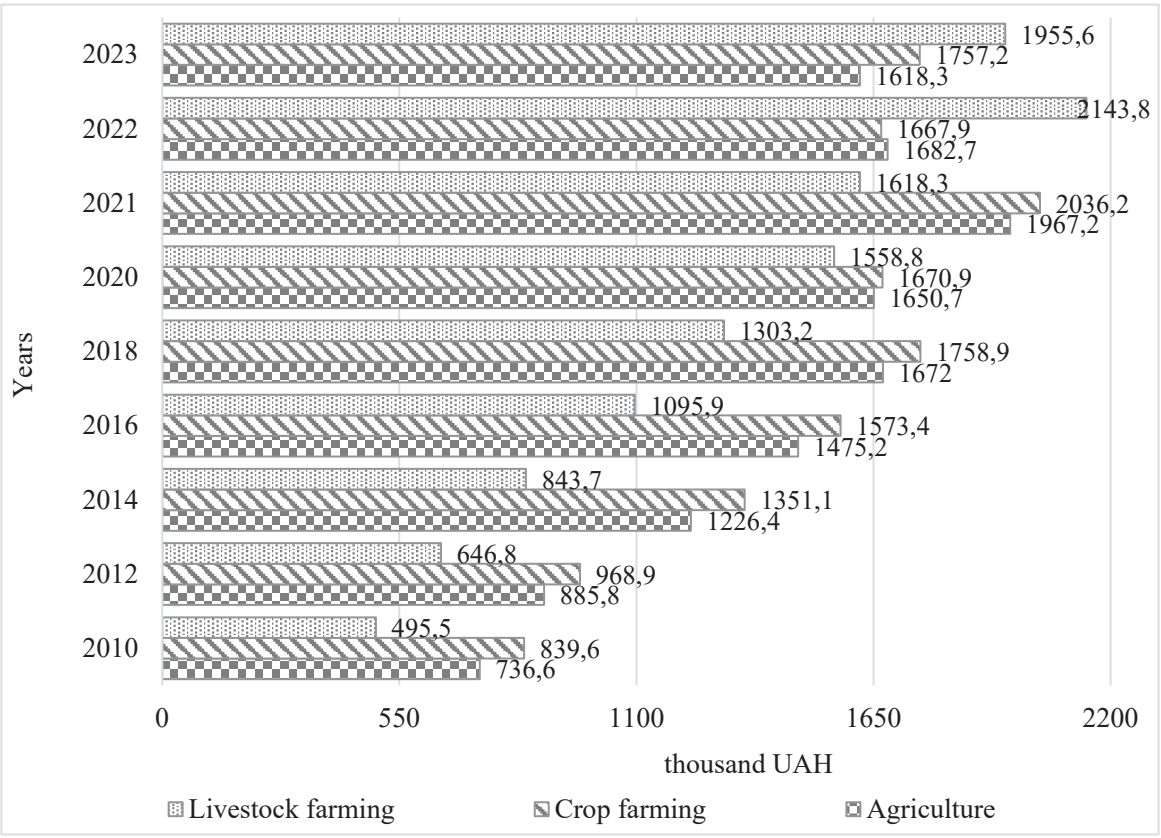

Figure 4. Labor productivity at enterprises that carried out agricultural activities in Ukraine from 2010 to 2023, per 1 person employed in agricultural production in constant 2021 prices

Source: compiled based on source data [12]

turn to pre-war labor productivity. This is due to factors such as war, trust levels, uncertainty, expectations, energy prices, and the ability of the population to pay. The types of specific crops and supply chains also affect the possibilities of conducting inclusive agribusiness, as governments reduce support for smallholders and stricter standards create barriers to entry, forcing agribusiness firms to optimize their operations to increase competitiveness [2].

Agricultural robotics, which is promoted as an environmentally friendly technology with the ability to improve data management and reduce chemical use, while increasing yields and solving the problem of labor shortages, creates a number of potential ethical problems, including rural unemployment, increasing economic and digital inequality, and the establishment of unstable and unreliable farming methods [14, p. 1257].

We agree with the opinion of foreign scientists that "sharing economy practices in agri-food production aim to increase productivity, reduce costs, access to technologies that were previously unavailable, optimize resources and labor, and create economic, social, and environmental benefits for the community" [4].

To reach a new level of innovation and inclusive development in agriculture, it is worth developing measures to support this sector and tools for sharing existing objects and means of labor that are free and unclaimed by certain enterprises and are ready to rent/lease or sell them (Fig. 5).

The practical implementation of tools to support agribusiness based on the sharing economy allows encouraging small farmers to "combine their production and logistics activities, which can ultimately improve the level of use of their resources by reducing their costs and obtaining higher profits" [15] and social benefits. In agribusiness that develops on the basis of sharing, "hybrid network arrangements are observed, suitable for flexible response to rapidly changing situations in conditions of uncertainty" [16, p. 29].

Inclusive, environmentally efficient, and climate-smart agriculture to combat climate change and ensure food security must develop by increasing resilience, increasing sustainable productivity, reducing inequality, and promoting shared prosperity [1]. This can be achieved by sharing technology, equipment, and tools. We believe that the innovative future of agriculture lies in the active use of the Internet of Things, Big Data, drones, mobile devices, and sensors for automatic collection of information about equipment and weather conditions. The creation of digital ecosystems and the operation of digital platforms for shared use on them would help establish cooperation

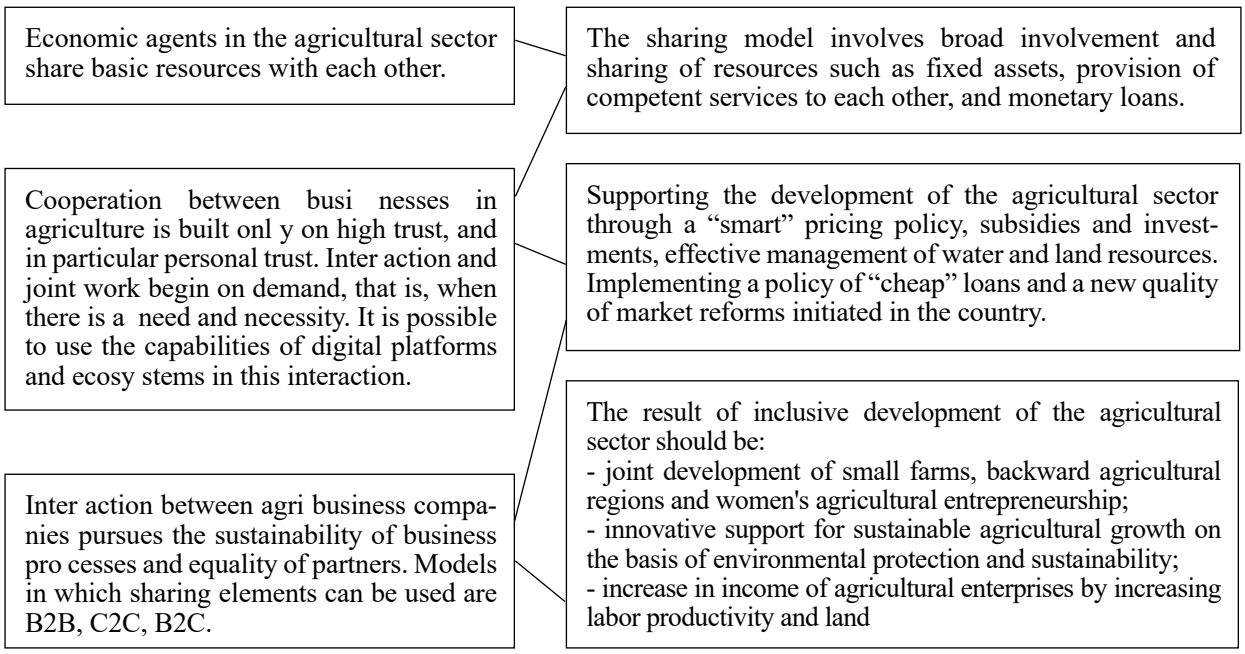

Figure 5. Features and procedure for innovative and inclusive development of the agricultural sector based on the sharing economy

Source: author's scientific vision

through a website, increase the efficiency of the use of agricultural machinery, rent services, combine services profitable in the "machine-worker" and "machine-machine" system, and strengthen the automation and digitalization of the agricultural sector of Ukraine.

Conclusions. New business models of the sharing economy are aimed at greening, innovation, and socially responsible behavior, characterized by "smart" and thrifty consumption. The dynamic development of digital technologies and their constant updating do not add stability and inclusiveness to the agricultural sector. It's the shortage of highly qualified digitized labor and outdated agricultural equipment, machines, and machinery that encourage small farmers to work on the basis of sharing. Sharing and renting allow them to have the necessary means of labor for cultivation in a timely and complete manner. The analysis of the innovative and inclusive development of the agricultural industry based on sharing allows us to outline the future impact of new socio-economic and environmental vectors of development of the agricultural sector on sharing platforms of digital ecosystems.

Further research should be directed at clarifying the specifics of the "soft transition mechanism" to the sharing economy. The reason for this is the challenges for the agricultural economy due to the reduction in the volume and structure of consumption, which is what the work in the sharing economy is aimed at. It's worth directing scientific research activities to clarify the following questions: Is sharing cooperation between private businesses and state-owned enterprises possible? If so, will it be effective for the state, and what is the cost of this cooperation on the basis of sharing? What technologies can positively affect, and which negatively, the possibility of expanding the number of agricultural economic agents in the sharing economy? How to strengthen the role of the government in the development of sharing business in the agricultural sector?

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