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PECULIARITIES OF CONDUCTING AGRIBUSINESS OF LAND IN TODAY'S CONDITIONS

Summary

The purpose of the study is to study the guidelines of land business in the EU and substantiate its prospects for Ukrainian realities. The article examines the experience of land business in the European Union such as Switzerland, Sweden, Hungary, Belgium, Austria, Denmark, Estonia, Spain, the Netherlands, the Czech Republic, Poland, Cyprus, Romania, Slovenia and France. Prospects for its conduct in Ukraine are highlighted. It is established that the advantages of conducting land business in the European Union are characterized by ensuring the right to free movement of capital and conducting private business. Guidelines for conducting land business that are attractive for Ukrainian realities are analyzed. The influence of components of the macroenvironment, such as external resources, level of integration, international competition in the world economy, taking into account the peculiarities of doing business abroad, competitiveness of products in foreign markets, world market conditions. The influence of community components on doing business on the ground, such as internal resources, development of local infrastructure, organization of round tables on business issues, project preparation, dominance of local initiatives is analyzed. The influence of power components on conducting land business, such as the state of legislation, economic policy in relation to business entities, the consequences of the impact of political actions on markets has been studied. The components of the business are directly revealed, such as social entrepreneurship and partnership, building a business strategy on the ground, joint solution of local problems, promotion of innovative business orientation, creation of cluster groups or business incubators. It was established that the current economic situation dictates new conditions regarding the possibilities of using natural resource potential in a specific situation with a specific set of resources, such as budget-tax, monetary-credit, institutional and scientific-technical levers. It is indicated that the main possibilities of using the natural resource potential are stimulating the interest of economic entities on the land in the restoration of the destroyed natural resource potential; interaction of executive authorities and business structures; inflow of investment. The opinion is highlighted that the main key goals aimed at the post-war reconstruction of the

economic space of business entities on earth are the integration of national science into the global economic space, the restoration of economic activity of economic entities on earth, the reconstruction of destroyed objects and disturbed territories, active inclusion of the population of Ukraine in the reconstruction of the economic space, comprehensive support of European countries aimed at gradual sustainable growth, modernization of the economy taking into account the experience of Europe, development and observance of strategies and plans for the reconstruction of territories. In addition, it is argued that the experience of European countries is a valuable scientific and practical material for determining the target parameters of the Ukrainian economic recovery policy, as well as the land use system as a whole.

Introduction

The issue of land business is of increasing importance today. This is particularly the case with the identification of opportunities of functioning and priority directions for doing business on the land, which will contribute to social guarantees, additional jobs, the establishment of business and partnership, infrastructure development and the attraction of investments.

Studying the experience of conducting business on the land and its peculiarities in different countries will make it possible to approach the problem taking into account features of contemporary realities and will contribute to the harmonization of relations between society and human on the basis of harmonization.

These provisions constitute the methodological basis that ensures the implementation of the ideology of land business, which determines the timeliness and topic's relevance of scientific research.

Despite the considerable legacy of business research, the issue of revealing land-based business prospects, both in theory and in practice, has not been sufficiently explored.

Studying the experience of land business in EU countries today is particularly valuable for preserving the fundamental principles of world economic policy in the context of the formation of domestic land use.

In the context of market relations, the need to address the problem of economic, and hence efficient use of land resources is particularly acute. Many factors are involved in shaping this situation, including all the intellectual potential accumulated by mankind. It is no secret that the solution to the problem of efficient use of land resources can be achieved through the formation of an effective system of development of agribusiness. It should provide the conditions for achieving high land efficiency.

there is a need to study the guidelines for the development of agribusiness in European countries and on this basis to substantiate the ways of development of the land administration system in Ukraine. In view of this, the issues

addressed in this publication have an unconditional scientific and practical interest, which led to the choice of the topic of study.

The purpose of the study is to find out the guidelines for the development of agribusiness in European countries and substantiate its prospects in Ukraine.

Taking into account the purpose, the following tasks have been achieved:

- to study the experience of development of agribusiness in European countries;

- to highlight the prospects for the development of agribusiness in Ukraine.

The theoretical and methodological basis of scientific research consists of the fundamental provisions of the economy of environmental management, domestic and foreign research on the substantiation of the essence of agribusiness, its distinctive features, research into innovation and investment processes in agribusiness.

The research process was carried out using the following methods: monographic – in the study of scientific works on the development of agribusiness in the land administration system; systemic analysis – in the study of the European experience of the development of agribusiness; abstract-logical – when forming conclusions and proposals; scientific generalization – when substantiating the prospects of development of agribusiness in Ukrainian realities.

Chapter 1. Key benchmarking for land business in European countries: perspectives for Ukraine

The benchmarks for the establishment and development of the land business are partly explained in the works of such famous scientists as A.G. Martyn [1] who expresses the opinion that today it is profitable and interesting to engage in agribusiness. L.V. Palamarchuk [2] who endorses the view that there is now a need to attract additional financial resources into production for doing business. Stupen R.M. [3] emphasizes the creation of socio-economic conditions for the civilized market and the introduction of a system of State regulation of the land market. Tretyak A.M. [4] asserts the basic property and feature of land use is the necessary condition for production activities on land. Novakovskay I.O. [5], who emphasizes that the restoration of land and resource potential is linked to business systems.

In European countries, the advantages of conducting land business are characterized by the right to free movement of capital and private business.

In countries such as Switzerland, Sweden, Denmark, Finland, France and the Netherlands, the focus is on rural development, stabilizing farmers' incomes and improving the profitability of the agricultural sector. In Denmark, Sweden and Switzerland, the land business is based on the assumption that the farmer must take over his own land [6].

In Hungary, [7] the land business is subject to strict State control over the land market and the first right to buy land belongs to the State.

In Belgium, the conduct of land business is characterized by loyalty to the people who start it and a simplified taxation system [8].

In Austria, income generated by real estate transactions is taxed at a rate of 25 per cent. Property taxes in Austria are 1%. When the owner of a land plot changes, a 3.5 per cent tax is levied on the price (for close relatives 2 per cent) [9].

In Denmark, the needs of the land business are mostly met at the local level. This applies in particular to the search for land for business, assistance in the creation of project proposals, advice, support in organic production, etc. [10].

Estonia is characterised by a favorable business environment, as it includes simplicity and fast business registration, obtaining credit, ensuring the fulfilment of obligations under contracts. According to the World Bank's ease of doing business rating, Estonia ranked 12th, Ukraine ranked 76. [11].

Spain has developed a market for agricultural land and is tending to consolidate land in order to eliminate fragmentation and increase productivity in the sector. Attention is also given to environmental conservation and standards [12].

In the Netherlands, the abolition of unprofitable small farms and the optimization of land resources have been implemented to create a favourable business environment [13]. The high productivity of agribusiness in the country is characterized by government cooperation with researchers, organizations and agro-industries, as well as by the attraction of new technologies. Moreover, there are almost no restrictions on the land market in the country. In the Netherlands, for example, a six-year minimum lease period has been introduced, tenants are given priority for the extension of agricultural leases, and there are no limits on land area.

In the Czech Republic, assistance is provided for the creation, development and expansion of micro-businesses, small and medium-sized businesses. The effective functioning of land in the country is being addressed by providing information on basic and market prices and establishing appropriate Internet platforms for the information and sale of land for business [14]. In addition, special tax concessions are granted to entrepreneurs. Companies established in economically backward areas receive additional benefits.

In Poland, only the State, religious associations and farms can acquire business plots. A person who wishes to acquire a plot of land must not only possess business skills on the land, but must also own up to 300 hectares of farmland and live in the area in which he wishes to acquire the land [15]. In accordance with the new regulations, it is possible, without additional requirements, for foreigners to acquire on the open market an agricultural assignment of not more than 0.30 hectares or a non-agricultural assignment

of 0.5 hectares. The conduct of land business in Poland correlates with the need to support concentration processes in agriculture, which is one of the priorities in agrarian policy.

The conduct of land business in Cyprus is based on the principles of free enterprise. The tourism industry accounts for 80% of the GDP of the country [16], which makes Cyprus attractive for starting and running a business.

The land business in Portugal is aimed at investing in environmental projects such as organic agriculture, nature conservation projects, eco-tourism and renewable energy [17].

In Romania, tourism and agriculture are a promising investment area [18]. The essence of land business policy is to turn mostly small family farms into commercial ones by concentrating the land and pooling the means to increase production efficiency.

The land business in Slovenia is today one of the most developed and completely open to innovation and new technologies [19]. Slovenia is now using progressive practices to develop agriculture and there is a private-public partnership.

France, the European Union's leading agribusiness producer, has a policy of supporting its own farmer. Land purchases and sales are controlled by the Land Improvement and Agricultural Societies. Agricultural production in France accounts for 16.9 per cent of EU agricultural production [20]. France's most valuable land is vineyards, which cover approximately 10% of the world's vineyards.

The generalization of modern world experience of land business in EU countries has made it possible to substantiate prospects of its operation for Ukraine.

In the current practice of economic entities on land, in accordance with the Procedure for the Implementation of the Pilot Project for Monitoring Land Relations of 23 August № 639 [21]. One of its main objectives is to increase the investment attractiveness of land resources and to improve the business climate in land relations.

Today the Association of Cities of Ukraine within the framework of the PULSS project realized the initiative «Incubator of wealthy (successful) communities», aimed at realization of synergistic model of development and increase and multiplication of own resources for ensuring economic development.

A study of the guidelines for the conduct of land business in European countries has made it possible to identify the following guidelines for Ukrainian realities as well (Figure 1).

Note that when studying the influence of macro-environment components on the conduct of business on the land, one should notice that they all influence one another. A change in one component results in a direct or a change in the

other. In addition, there is a need to be aware of external factors that directly or indirectly affect the land business. Equally important is the possession of information that alters external facts, which ultimately creates additional business opportunities.

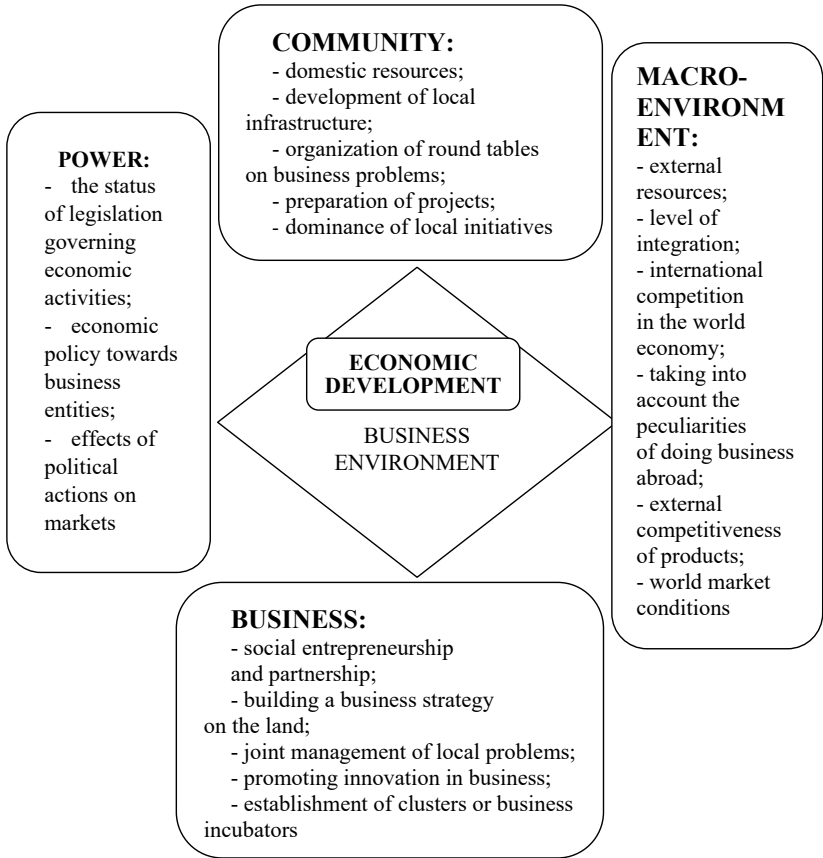


Figure 1. Land tools attractive to Ukrainian realities

Source: formed by the author

The components of the community make it possible to study the influence of the infrastructure factors where either enterprises or private agriculture are located. The organization of round tables on business on the land will facilitate the provision of advice and information on existing problematic issues.

Direct project preparation will be carried out through a dialogue between business and power, and will contribute to the dominance of the interests of local initiatives. Knowledge of the community's domestic resources will enable the study of the overall market situation.

The components of power will contribute to the improvement of existing laws and regulations, taking into account the market situation in the sphere of business. An examination of the state of economic policy vis-à-vis business entities will contribute to the development of effective programmes for the development of local initiatives. Identifying the impact of political shares on local markets will help to offset their negative effects on the conduct of business on the land in the future.

The business components themselves will contribute to the development of a strategy for the conduct of land business and to the consolidation of efforts aimed at joint problem-solving. In addition, the promotion of an innovative business orientation will make it possible to open new businesses and attract investors in the future, thus creating more jobs. Partnership for business will take place through the joint activities of the community and business. The establishment of clusters or business incubators will contribute to the formation of a territorial industry structure within a defined region.

Chapter 2. Guidelines for the development of agribusiness in the land management system in Europe and Ukraine

Examples of land use indicate [22] that in agro-formations, where land was used more efficiently, a systematic approach to its use prevailed. In modern conditions, special importance should be given to the study of prospects for the development of agro-business, which would ensure ecological and economic efficient land use, which has influenced the choice of the research topic.

Many studies are devoted to agribusiness development. In particular, V. Dzyaduk [23, p. 219] asserts that the prospects for the development of agribusiness are reflected by combining the interests of all participants at the local level, which should include the improvement of the quality of life of the rural population and the achievement of spatial territorial development objectives. The studies of A. Shevchenko and O. Petrenko [24, p. 156] reveal the features of functioning of small enterprises in Ukraine, the directions of its development, as well as factors of negative impact on the activities of these enterprises. Yu. Gubeni holds the view [25, p. 36] that agribusiness is not only a set of enterprises and business entities, but also represents a special type of partnership, organization of cooperation, which creates favorable conditions for their participants. Uniyat L.M. [26, p. 489] came to the conclusion that in the system of agribusiness the main business scheme is agro-industrial integration, which provides for deepening of technological, economic, organizational links between agricultural and industrial enterprises, ensuring the efficient use of

productive capacities. In the studies Nazarova K. [27, p. 137] analyzes indicators of the effectiveness of agribusiness in Ukraine, assesses the impact of negative factors on the development of agribusiness. Pohorielova T. [28, p. 61] considers agribusiness as a type of entrepreneurial activity in the branches of agriculture, production of basic means for agriculture and food industry, agricultural service.

To date, insufficient attention has been paid to developing the capacity of agricultural land use. It is necessary to study the European experience of agribusiness development in order to create a competitive market environment in the land administration system, improve the conditions for conducting competitive entrepreneurial activity in the system of agribusiness, create incentives for domestic business in the agricultural sector. This will highlight its landmarks for Ukraine.

In European countries, there is a service cooperation in the form of state support, support of both national and international and European funds, as well as local governments [29]. In addition, this type of cooperation stimulates the development of the territory as a whole, and contributes to the increase of employment of the population, which is involved in agricultural production. We add that in Europe, cooperation is the dominant lever that promotes the development of marketing channels. In Scandinavia, for example, sales are around 70%, in the Netherlands 65%, in Germany and France about 55%.

In Sweden, Belgium, the Netherlands and Denmark [30, pp. 68–69] a promising form of association of agro-industrial companies are agricultural cooperatives. Such cooperatives are established to bring together individual producers to engage in joint agribusiness and to increase opportunities for profit.

Development of agribusiness in the Netherlands [31] is based on such priorities in agriculture as sustainable development, innovation, improvement of animal welfare, use of renewable energy sources. In that country, attracting promising entrepreneurs to agriculture promotes investment in construction, land resources, mobile equipment and technology.

As for the activities of business entities in agribusiness in the countries of the European Union, the promising lever for investment in the economy is investment in the development of the innovative potential of industries [32, p. 14]. This includes investment partnerships, public-private partnerships and support for private investment fund initiatives.

In the agribusiness system of the European Union countries, the dominant policy today is the policy of regional development, which contributes to economic growth in the regions through better realization of its potential. This activity is called smart specialization, which in the EU countries involves the development of digitalization processes in all spheres of economy, including on the basis of public-private partnership between government,

business and society [33, p. 116]. In addition, the creation and effective operation of research centres and the production of new knowledge on the basis of leading universities and research organizations will contribute to the growth of the innovative potential of society, to ensure its creativity and competitiveness.

The experience of European countries in agribusiness, including the development of a strategy for the sustainable use of chemicals and the reduction of CO² emissions to the atmosphere [34, p. 28], is also worthy of attention. This strategy involves the modernization and change of approaches to the work of agro-enterprises, the development of bio- and renewable energy, eco-products, compliance with a number of climate laws.

Ecologisation is taking place in Europe as envisioned by the EU SAPO through the dissemination of geographic borrowing for agro-food products, business diversification, agricultural development programmes, aimed at energy efficiency and environmental protection. In particular, this is emphasized by leading scientists.

The conducted analysis of development of agribusiness in the land resources management system of the EU countries allows to substantiate its prospects in Ukraine as well. After all, the implementation of the European integration course of our state is impossible without the allocation of guidelines for the development of agribusiness in the land administration system. In addition, the solution to the current problems in the agricultural sphere is to develop effective directions for the development of agribusiness. Such directions would ensure its development and strengthening, and encourage investment in productive capacity.

In our opinion, cooperation of agricultural institutions and individual business entities with scientific institutions and business structures is useful, which will ensure both exchange of scientific and technological developments and expansion of constructive prospects of science and business.

No less promising is the cooperation between scientific and research institutions, the introduction of modern European technologies that will contribute to the modernization of agricultural production, the implementation of joint projects on a grant basis, which will ensure the productive use of natural resources and productive capacities, income from agribusiness.

The preparation of educated forward-looking and generating thinking human resources will contribute not only to the expansion of partnerships between economic entities in the field of agribusiness, but also will ensure the introduction of promising innovations for the renewal of production.

In addition, we believe that it is advisable to hold specialized exhibitions of achievements in the field of agribusiness, which will contribute to unlocking more promising opportunities for the development of agribusiness, attracting

investment, will provide reliable potential partners and investors able to invest in promising agro-business areas.

The establishment of a constructive and productive dialogue between the authorities and business structures in the sphere of agribusiness development will ensure the joint solution of business development issues. In addition, the combination of both the power structures and business will allow to solve jointly the problems of territorial development.

The introduction of new technologies in the production of agricultural products will contribute to accurate farming, ensuring its advantages and opportunities, faster re-equipment and the practical realization of potential ideas.

Application of potential restrictions in the use of agrochemical means, domination of organic agricultural products, introduction of methods of control of food products will contribute to the greening of production and entrepreneurship, encourage the expansion of better approaches to environmental protection and the dominance of organic farming.

The use of competitive advantages in the field of agribusiness will contribute to the increase of productive potential, better production of products on the basis of environmental safety and naturalness, which will generally lead to the desired level of competitiveness.

It is also appropriate to combine in one agro-formation different types of activities (diversification of production), which will provide in general dynamic adaptation of agro-market subjects to the requirements of a changing environment, will allow making operational decisions on business, that significantly affects capacity building and development.

Ensuring the effective development of enterprises in the field of agribusiness requires business entities to conduct production on such benchmarks that would contribute to meeting the needs of the population for high-quality products, environmentally safe production on land.

It is also possible to organize agro-business trips, the development of international relations, the establishment of partnerships between the entities of agro-business infrastructure, which will contribute to more productive interaction of agrarian market entities and activation of potential opportunities of domestic agribusiness.

Attracting investment from both domestic and foreign investors in agribusiness and rural development will contribute to its sustainable and balanced development, as well as improve the efficiency of existing agribusinesses.

No less important for substantiation of the prospect of development of agribusiness is the provision of logistics at all stages of both production and marketing of agricultural products, which presupposes seamless interaction of product chain stages. Such include the interaction of suppliers of inputs and

raw materials for the production of agricultural products, directly the production of agricultural products, its processing, if necessary its transportation, marketing and consumption.

The proposed guidelines for the development of agribusiness are presented in Figure 2.

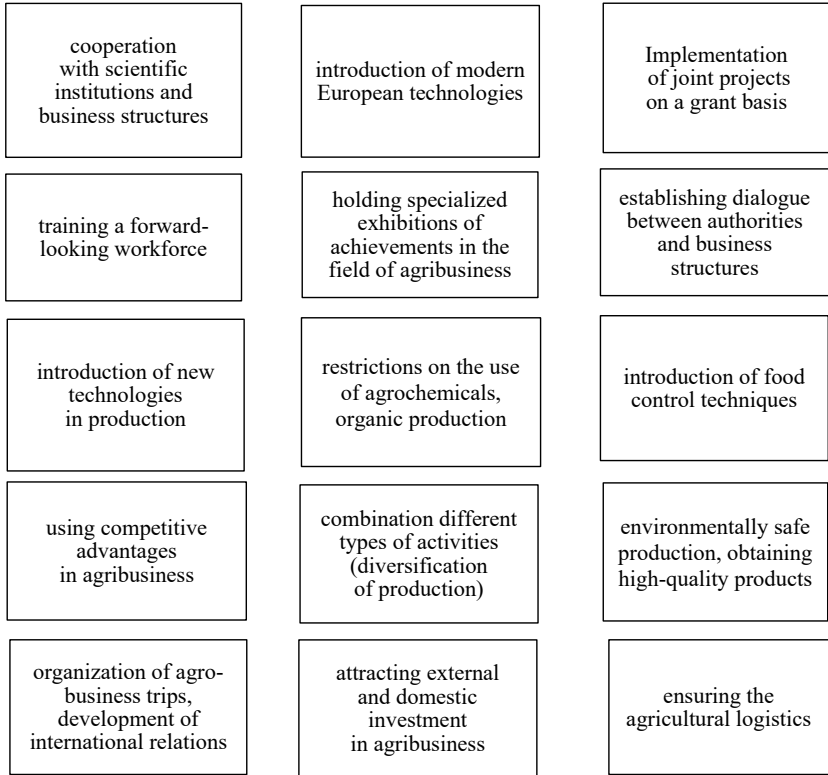


Figure 2. Guidelines for the development of agribusiness for the Ukrainian space

Source: formed by the author

Compliance with these guidelines will contribute to rational and effective management in the context of dynamic development of agro-business, providing expanded product reproduction.

Based on the study of the European experience, guidelines for the development of agribusiness in Ukraine are presented. The main ones are

cooperation with scientific institutions and business structures, introduction of new technologies in production, implementation of joint projects on a grant basis, training a forward-looking workforce, holding specialized exhibitions of achievements in the field of agribusiness, establishing dialogue between authorities and business structures, introduction of new technologies in production, restrictions on the use of agrochemicals, organic production, introduction of food control techniques, using competitive advantages in agribusiness, diversification of production, environmentally safe production, obtaining high-quality products, organization of agro-business trips, development of international relations, attracting external and domestic investment in agribusiness, ensuring the agricultural logistics.

Further studies should be based on the substantiation of STEP analysis prospects in the land administration system.

Chapter 3. Rational for land the changes in view of today's challenges

As is known, the level of economic development of the country depends not only on the existing natural resource potential and geopolitical situation, but also on the parameters of environmental and economic policy, established at the moment in the state. The predominant private ownership of the means of production, the free choice of activity on the ground, the high level of competition, the prospect of doing business on land has always been a life-supporting system of Ukrainian space.

Today, however, the military aggression by the Russian Federation has seriously damaged economic development in general, disrupted the process of economic stabilization and caused a decline in food production, and in some cases made it impossible to harvest the whole crop.

As a result, integrated economic reforms in agriculture and land use have been halted or suspended to some extent, in particular, the economic transformation in Ukraine, the destruction of market infrastructure, essential for the production on land. These actions have led to the preservation of the Ukrainian economy, which needs to be restored, given the realities of the present.

Therefore, we will try to identify the main changes that need to be implemented in the Ukrainian realities.

Currently, there are few publications in the scientific literature dealing with the coverage of current land-use change. The scientific writings of leading researchers focus mainly on the definition of the prospects for land use, not on its development trends during martial law.

Today, a number of legislative acts have been adopted, which justify changes to the regulation of land relations under martial law.

Thus, the Law of Ukraine «On the introduction of changes to some legislative acts of Ukraine regarding the creation of conditions for ensuring

food security in the conditions of martial law» № 2145-IX from 24.03.2022 provides for changes such as the prohibition of land tendering and the procedure for the transfer of agricultural land; the procedure for the transfer of the right to lease or sub-lease to another person; running the Book of registration of land ownership and land use under martial law; conditions and procedure for the transfer of land plots for rent for commercial agricultural production; the responsibility of owners and users of land plots for non-compliance with the requirements for the use of land for the purpose; the establishment of restrictions on the use of agricultural land, as well as on the renewal of contracts and terms of use of land parcels, which ended after the introduction of martial law.

In addition, the Law introduced amendments to such legislative acts as the Land Code of Ukraine, the Laws of Ukraine «On the State land cadastre», «On land management», «On land lease», «On the state registration of rights on real property and its encumbrances». In particular, the changes provided for in Law № 2145-IX described above relate to the extension of land leases, the acquisition of land rights, land auctions, etc.

Thus, leases that expire during martial law are automatically extended for a year. In addition, it is not necessary to conclude traditional contracts for the extension of the lease of agricultural land. Tenants also have the right to transfer the right to lease to third parties, that is, sublease without the consent of the lessee.

If the right to lease land is acquired, the above-mentioned Law transfers the right to district military administrations to directly conclude contracts for the lease of agricultural land. In the light of the situation, such restrictions are introduced, providing that the rent amount is not more than 8% of the nominal monetary value of the land parcels, and the lease period cannot exceed one year. In addition, leases should be concluded exclusively in electronic form.

In addition, the lessee will not be entitled to claim compensation for the costs of improving the leased land, as well as to change the composition of the land and the purpose of the land [35]; transfer of a plot of land in the sublease; establishment of a land easement; planting of perennial plantations; pre-emptive right to purchase of a site; alienation; transfer of the right of use in the pledge; unification with another land plot; use of useful properties of the land plot for own needs; change of the purpose of the land [36]. The conclusion of land leases in electronic form only, as well as the implementation of land leases without land tendering, will facilitate, in today's conditions, the most rapid transfer for use by district military administrations.

Also during martial law, it is prohibited to transfer land from the state and municipal property to private property without charge, as well as to issue permits for the development of documentation on land management for the purpose of such transfer and its development. A ban has also been introduced

in the sphere of land relations, such as the conduct of land trades on the rights of leasing, emphyteusis, superficies on land plots of state and municipal property for agricultural purposes.

Mitigating legal prerequisites have been created for the formation of land plots for the purpose of transferring it for leasing to the military administrations without entering information in the StateGeoCadastre and without assigning a cadastral number on the basis of technical documentation on land management concerning the land inventory, that will be an annex to the rental agreement [37]. For land leases concluded by the military administration, it is sufficient only to register in the Book of leases registration, which is maintained in paper and electronic form. A copy of the land lease contract must be sent by e-mail to the village or city council on whose territory the land is located and to the central executive body directly regulating land relations.

For the period from 1 March 2022 to 31 December of the year following the cessation or lifting of martial law, no fees are charged or paid for land located in the territories of hostilities and for land, located in temporarily occupied territories [38].

The issue of allowing agricultural land users to transfer their land use rights to other agricultural producers for up to one year has also been resolved. This opportunity is given to other farmers who now have access and are provided with financial, material, labour and technical resources. This is due to such phenomena as mobilization, internal displacement of Ukrainian citizens, travel abroad in connection with military actions, etc. In addition, in the absence of a State register of real property rights, district military administrations are authorized to register land-use transfer contracts by keeping registry books.

Issues related to unallocated land shares were also resolved [39]. In particular, it has been pointed out that during the period of martial law, the executive authorities and local self-government bodies may lease agricultural plots of state and municipal property for food production; land parcels remaining in collective ownership and undistributed and unused land shares.

All these changes are aimed primarily at the introduction of simplified access to land for agricultural production in connection with the temporary suspension of the StateGeoCadastre and the State Register of Proprietary Rights.

In addition, these changes are also aimed at significantly simplifying the process of regulating land relations in the conditions of martial law, accelerating the adoption of effective management decisions on the receipt of land parcels and the registration of its rights.

The Order of the Ministry of Agrarian Policy from 11.04.2022 № 219 “On the approval of the form of the Book of registration of land ownership and land use under martial law” [40] approved the forms of state registration of land leases. It is indicated that under martial law it is conducted by district military administrations. In particular, in the Order it is noted that the Book of

registration of land ownership and land use in the conditions of martial law is conducted in paper and electronic form in MS Excel format. It should specify information on leases of agricultural plots of land, let on lease by executive authorities, local self-government bodies, leases of agricultural plots, let on lease to permanent users; land-use transfer agreements.

Accordingly, each volume of the Book of registration of land holdings and land uses under martial law under martial law should be opened and closed on Mondays at 9:00 and within three days transmitted by e-mail to the official electronic addresses of the central executive body, that provides the formation of the state policy in the field of land relations, and implements it.

Another document is the Resolution of the Cabinet of Ministers from 01.07.2022 753 “On making changes to the Methodology of normative monetary valuation of land plots” [41]. It is aimed at the introduction of the procedure for the provision of administrative service “Issuance of extract from technical documentation on the normative assessment of the land plot” and the provisions of the Methodology of the normative monetary evaluation of land plots, approved by the Resolution of the Cabinet of Ministers of Ukraine from 3.11.2021 № 1147, in accordance with the acts of supreme legal force. The main objective of the Resolution is to introduce a procedure for the submission of the extract from technical documentation in a fully automatic manner using the software of the StateGeoCadastr. This statement will be made electronically using the QR code and without the need for the signature of the person who created it.

Such an innovation is aimed, first of all, to reduce the time for customers to receive the results of administrative service and to ensure the absence of a human factor when directly forming and sending to the customer an extract from technical documentation on the normative assessment of the land plot.

It should be noted that today in Ukraine, based on the military situation and the resulting deep crisis of the land-use economy and the economy as a whole, there is economic stagnation, unrealisation of economic potential, the partial or sometimes total destruction of production capacities, the low efficiency in the use of the country’s natural, productive, labour and financial resources, is observed the outflow of human resources abroad.

According to B. Danilishin [42], today in Ukraine the most affected small and medium-sized business, which received about 60 billion UAH bank loans, which is about 1% of the gross domestic product or 1/10 of the need.

Although some attempts have already been made to overcome the negative consequences of the military situation and to define the prospects for the development of the economic space in the near future.

In April 2022 the President of Ukraine signed the Decree “The question of the National Council for the recovery of Ukraine from the consequences of the war» [42]. It is based on such key principles as full access to EU markets,

deregulation and liberalization of the economy, establishment of logistics routes in the western direction, transition from export of raw materials to processing in those industries, which give the most export revenue, etc. The recovery of the Ukrainian economy as a whole and its stable growth is planned to focus on the creation of jobs and permanent sources of income generation. In particular, with regard to environmental security in the war and post-war period, it will include the following areas: public administration reform in the environmental sector; climate policy (prevention and adaptation to climate change); environmental safety and effective waste management; balanced use of natural resources in conditions of increased demand and limited capacity; conservation of natural systems and biodiversity; restoration and development of nature conservation areas [44]. Compliance with these directions will not only activate and improve the indicators of scientific and innovative provision of economic space, as well as revitalize and implement competitive strategies for the development of land use during recovery.

At the moment, however, external positive signs of Ukraine's economic progress towards stable economic growth have been suspended. Therefore, in the current circumstances, it is imperative to take anti-crisis management decisions, taking into account all the characteristics of the current situation. The adoption and implementation of economic and economic decisions should be based on a combination of existing economic knowledge and management experience, taking into account geopolitical, natural, economic and other conditions.

The practical algorithm of specific economic actions for the restoration of land use and the economy as a whole should provide for the synchronization and consistency of all components for recovery of economic space in the post-war environment.

Note that the current economic situation dictates new conditions regarding the possibilities of using the natural resource potential in a specific situation with a specific set of resources (Figure 3).

In our opinion, the main key objectives aimed at the post-war recovery of the economic space for business entities on land are:

- the development of national science and its integration into the global economic space;
- restoring economic activity and gradually expanding the capacity to produce goods and services for the population;
- restoration of destroyed and damaged property and infrastructure facilities;
- the return of internally displaced persons to Ukraine and their inclusion in the reconstruction of the Ukrainian economy;

- support from EU countries, international institutions, which will contribute to the development of production chains aimed at diversified production;
- restoration of territories on the basis of sustainable development and taking into account the European Green Course, maintaining a balance between the interests of the public, business and the environment;
- modernization of the economy, cleaner industrial production, transition to permanent agricultural practices, taking into account the experience of European countries;
- developing strategies and plans for post-war reconstruction of the territory, wide involvement of the public, conducting analytical studies aimed at post-war economic recovery.

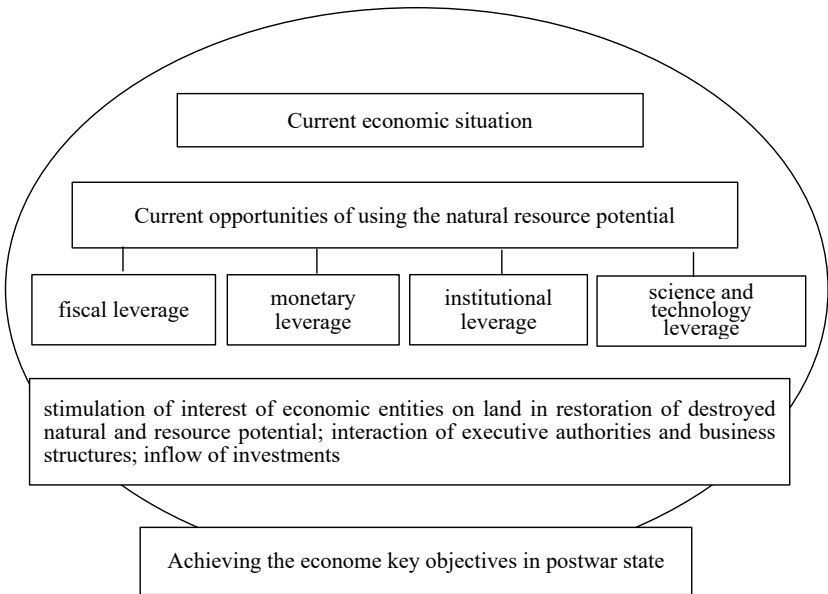


Figure 3. Scientific and practical basis for activities to restore land use of economic entities

Source: formed by the author

Under the prevailing conditions in our country, the experience of the countries of Europe is a valuable scientific and practical material for

determining the target parameters of the policy of Ukraine's economic recovery, as well as the land use system in general.

Conclusions

In our opinion, prospects of land business are the development of project applications for participation in the competition for grants of international projects, development of tourism activity on the land, development of tools of support of small and medium-sized businesses, Organizing the promotion of local business products to foreign markets and the operation of farms that would facilitate the diversification of markets for products and their entry into new markets; the establishment of new forms of cooperation between farmers and private agriculture and the development of new strategies for conducting business on the land.

Today, the land business is not possible without the community working together, and the joint activities of landowners and land users are known to increase competitiveness and improve the economy of the environment. Creating an enabling business environment will stimulate the creation of new enterprises and attract investment.

The establishment of a land business in the territorial communities will contribute to a more efficient use of resources, both internal and external, and to the creation of additional jobs.

The proposed guidelines will contribute to a coherent system of conducting land business in Ukrainian reality and ensure the improvement of the position of our State in the world arena.

Analysis and theoretical generalization of the existing methodological principles of conducting activities on the land shows that an important area of innovative development of land business is the integration of Ukraine into the European Union and the world community.

The study examined the experiences of the EU countries in the field of conducting land business, such as Switzerland, Sweden, Hungary, Belgium, Austria, Denmark, Estonia, Spain, Netherlands, Czech Republic, Poland, Cyprus, Romania, Slovenia and France. This made it possible to highlight its benchmarks for Ukraine as well.

It is pointed out that the main tools for conducting land business that are attractive to our country are the synergistic unity of the main components of the business environment, such as community, power, macro-environment and business itself. Their combined interaction will help to shape the right trajectory of innovative development of the land business.

The main prospects for the conduct of land business for Ukrainian realities have been defined, the main ones being the development of business support tools, the promotion of products to foreign markets, tourism activities, the

diversification of markets for products, cooperation between economic entities, development of a business strategy, etc.

Further research should focus on European experience of land market development with prospects of its introduction in Ukraine, taking into account all «for» and «against», that will have a significant impact on the effective functioning of the land market.

The conducted study on the benchmarks for the development of agribusiness in the land administration system allowed to form the following conclusions.

The experiences of European countries such as Scandinavia, Netherlands, Germany, France, Sweden, Belgium and Denmark have been studied.

It has been substantiated that in these countries such directions of development of agribusiness as service cooperation, association of agricultural producers for the purpose of conducting joint business, use of renewable energy sources, development of bioenergy, sustainable development, improvement of animal welfare, investment in capacity-building, smart specialization, production of new knowledge at universities and research institutions, greening of production, diversification of activities.

The analysis of legislative changes in the sphere of land relations in connection with the introduction of martial law in the territory of Ukraine showed both prospects aimed at the adoption and implementation of management decisions in the field of land use, and prospects for the introduction of simplified access to land for agricultural production.

Meeting existing natural resource potentials will achieve certain key objectives related to the post-war recovery of economic space.

The article covers the opinion that such objectives are integration of national science into the global economic space; resumption of economic activity of economic subjects on land; restoration of destroyed objects and affected territories; active involvement of the Ukrainian population in the reconstruction of the economic space; comprehensive support of the European countries aimed at gradual sustainable growth; modernization of the economy, taking into account the experience of Europe; development and implementation of strategies and plans for territorial recovery.

Further research should relate to the positive and negative aspects of land use development in terms of restoring key positions of the economy.

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