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STRATEGIC GOALS AND OBJECTIVES OF THE DEVELOPMENT OF AGRICULTURAL CREDIT COOPERATION

Agricultural credit consumer cooperatives (ACCCs), as organizations representing complex socio-economic systems, tend to focus on many goals, among which the main one prevails - meeting the needs of members of a credit cooperative in available credit resources. Directions of action of agricultural credit cooperatives are presented in fig. 1 in the form of a structural-logical model of the strategic sphere of the functioning of the ACCC.

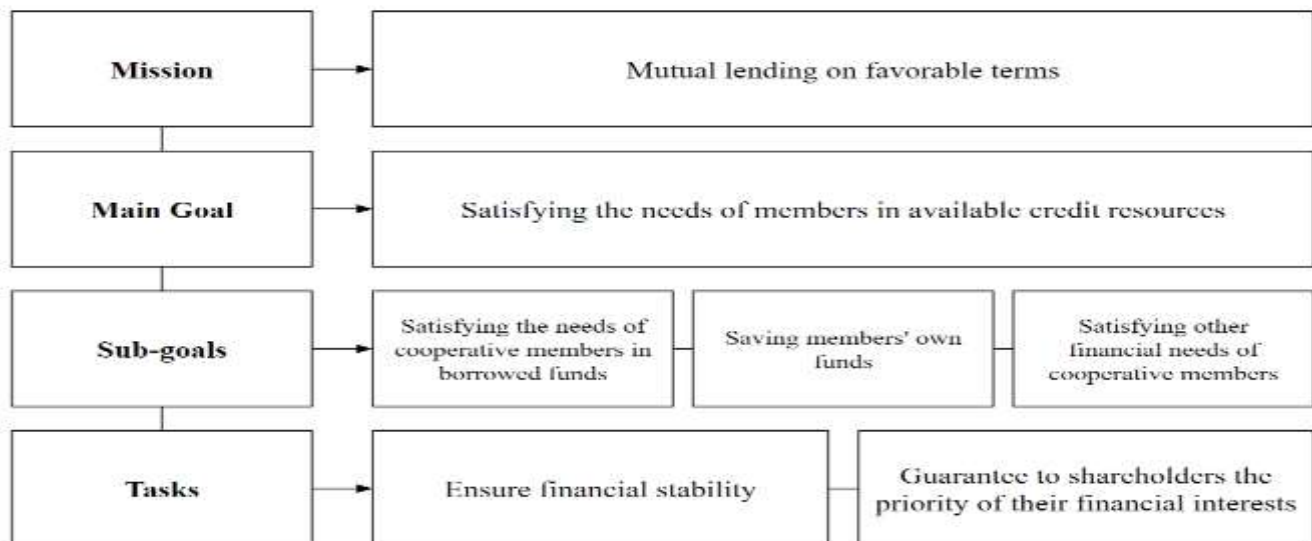


Figure. 1. Structural and logical model of the functioning of an agricultural credit consumer cooperative

Source: own research.

The main strategic goal of the system of agricultural credit cooperation is the creation and further development of a network of efficient and economically stable ACCCs in the long term, operating in accordance with internationally recognized cooperative principles. The main functional purpose of agricultural credit cooperatives is as follows:

- credit cooperatives contribute to the efficient operation of the farms of their shareholders, thereby contributing to the overall socio-economic development of the rural population, region, country as a whole;

- ACCCs are closely connected with their region, its economy and population, using the advantages of a decentralized organization, unite into a single system and create joint institutions for their own support in order to increase their efficiency and economic stability with the greatest benefit for shareholders and clients of cooperatives;

- how financial institutions of ACCC open access to financial services for their shareholders - the population, rural entrepreneurs and agricultural organizations and become a recognized and significant partner in the financial market.

Through the mobilization of shareholders' savings, as well as refinancing in other financial institutions, ACCCs should consistently increase the mutual financial assistance fund to provide financial resources to their members. In addition, they need to continually work to expand financial services to complement lending and savings. ACCCs should become participants in state and targeted regional programs for the development of agricultural credit cooperation. By doing this, they will not only assist their shareholders, but also actively participate in the socio-economic development of the region [1, 101].

An important factor hindering the process of development of the system of agricultural credit cooperation is the lack of a promising strategy for its development in Ukraine, which is the main activity for the creation of new and development of existing ACCCs and regional organizational structures. Strategy development consists of a strategic analysis necessary to develop objective prerequisites for success, specify goals and objectives (parameters, forecasts and trends) based on external and internal information, select a direction and form a specific action plan, subject to verification of the developed plan and available resources for compliance [3].

In order to more accurately define and effectively apply the strategy for the development of an agricultural credit cooperative system, it is initially necessary to clearly identify the tasks and goals of the agricultural credit cooperative system, as well as the conditions in which this strategy will be implemented. The main goal of the development of agricultural credit cooperation in the medium term is to increase the stability of the system of agricultural credit cooperation and the efficiency of the ACCC [4, p. 25].

The following directions should be recognized as the main goals: strengthening the sustainability of agricultural credit cooperation; improving the quality of the implementation of the functions of the credit and cooperative sector; strengthening confidence in the credit and cooperative sector on the part of shareholders; strengthening the protection of the interests of shareholders of the ACCC. Tasks, the solution of which could contribute to the achievement of the goals set for the development of the credit and cooperative sector: strengthening the financial condition of existing ACCCs, removing unviable ACCCs; expanding activities to attract shareholders; strengthening the interaction of the ACCC with the real sector of the agricultural economy. The dynamics of solving these problems largely depends on the conditions of the agricultural credit and cooperative sector (Table 1):

Table 1

Directions for the development of agricultural credit consumer cooperatives

<i>In the field</i>		
<i>Legal regulation</i>	<i>regulation, supervision and enforcement of cooperative discipline</i>	<i>ACCC Corporate Governance</i>
to unify the legislation in the cooperative field; in the field of participation in the development of the infrastructure of agricultural credit cooperation, it is necessary to pay special attention to the creation and development of the system of insurance cooperation.	develop a system for regulating the activities of the ACCC and the practice of oversight; introduce a system for evaluating the activities of ACCC based on the application of accounting and financial reporting standards; to improve the efficiency and quality of the audits of the ACCC.	improve the quality of management of agricultural credit cooperatives; to strengthen the manageability of the system of agricultural credit cooperation; develop and enhance the role of the internal control system of the ACCC; to achieve the proper level of transparency in the management system of the ACCC;

Source: own research.

The strategic development of the credit cooperative sector of Ukraine should result in a significant increase in its reliability and, at the same time, an increase in the functional role of credit cooperation in the country's economy. The development of agricultural credit cooperation, the dynamics of quantitative and qualitative parameters depend largely on the pace and level of development of the economy and the agricultural economy in particular.

The growth of agricultural credit cooperation performance indicators will be the result of improving the conditions for the functioning of the credit and cooperative sector, practical actions in the areas of management at all levels of the agricultural credit cooperation system, control and supervision.

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