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EUROPEAN INTEGRATION VECTORS OF TRANSFORMATION OF THE ECONOMY OF AGRICULTURAL ENTERPRISES OF UKRAINE

The article examines key aspects of the transformation of the economy of Ukrainian agricultural enterprises in the context of European integration. The author analyzes how the requirements of the European Union and global market challenges stimulate a deep structural modernization of the agricultural sector, covering technological, managerial, marketing, financial and organizational changes. It is emphasized that adaptation to European standards is becoming not only a regulatory requirement, but also a strategic chance for building a competitive advantage in international markets. The transformation of agricultural enterprises is considered as a complex, long-term process that requires a systemic vision, institutional support, innovative approaches and flexible management models capable of ensuring sustainability and efficiency in a changing global economy.

European integration vectors of transformation of the economy of agricultural enterprises of Ukraine act as a powerful factor of modern changes that cover all levels of economic activity. These vectors are not reduced only to the formal fulfillment of regulatory requirements, they form a new quality of entrepreneurship, in which quality standards, environmental safety, social responsibility and transparency become an organic part of business logic. The depth and scale of transformations require enterprises to have strategic flexibility, the ability to learn and adapt, active implementation of digital technologies and modern management practices.

Technical modernization, digitalization of production processes, data analytics, automated quality control systems, etc. are becoming not only tools for increasing efficiency, but also a condition for access to European markets. At the same time, changes in approaches to personnel management, the formation of a corporate culture focused on innovation, openness to change and continuous learning contribute to increasing the internal capacity of enterprises to adapt to new requirements. Marketing strategies and logistics models are also undergoing transformation: the ability to effectively plan deliveries, adapt products to the requirements of different markets and build partner networks is becoming critical for success. In this context, digital platforms for promoting products and communicating with partners play an important role.

Financial modernization and adaptation of the legal environment are integral components of the transformation process. They create the basis for transparent resource management, effective risk management, access to international financial mechanisms and sustainable investment.

The key aspect is that the transformation of agricultural enterprises within the framework of European integration requirements is a long-term strategy based on a holistic approach to change management at all levels. The response to external challenges must be combined with the proactive formation of one's own strategic development, which takes into account both economic indicators and environmental and social responsibility. This creates the prerequisites for increasing competitiveness, long-term stability and integration of the Ukrainian agricultural sector into global production and trade chains.

Keywords: European integration, agricultural enterprises, economic transformation, EU standards, government regulation, technological modernization, change management, competitiveness, sustainable development, external challenges.