

Serhii Sokoliuk

Uman National University

ORCID: <https://orcid.org/0000-0003-0362-7493>

Anton Zhemerdiev

Uman National University

ORCID: <https://orcid.org/0009-0001-3890-3921>

INVESTMENT POTENTIAL OF AGRICULTURAL ENTERPRISES IN THE CONTEXT OF MANAGING THE DIGITAL TRANSFORMATION OF ECONOMIC DEVELOPMENT

The article examines the impact of digitalisation and fintech solutions on the development of the investment potential of Ukrainian agricultural enterprises under wartime, infrastructural, and financial risks.

Digital transformation of agricultural enterprises is an important condition for increasing the efficiency, competitiveness and sustainability of the agricultural sector of Ukraine. Its successful implementation requires a comprehensive approach that includes technical support, financing, development of digital competencies of personnel, state support and formation of a modern corporate culture. Despite existing problems, in particular, lack of financial resources, low level of digital literacy, limited technological infrastructure and consequences of military operations, digitalization opens up significant prospects for the development of the industry.

It is substantiated that the implementation of AgriTech technologies creates prerequisites for an environmentally oriented, sustainable, and productive model of agricultural intensification. At the same time, the digital transformation of the agro-industrial complex is constrained by a lack of long-term capital, unequal access of business entities to technological resources, fragmented IT infrastructure, and high operational uncertainty. The purpose of the study is to identify strategic directions for the digital modernisation of agribusiness financial flows and to develop a KPI system for monitoring the effectiveness of IT investments during 2018–2025. The research employs systemic, comparative, and structural-logical analysis, generalisation, and indicative assessment methods. An approach to assessing digital maturity and the effectiveness of investments in technological solutions is proposed, taking into account financial, production, infrastructural, and risk parameters. The practical significance of the findings lies in the possibility of using the proposed KPI system to substantiate agricultural infrastructure recovery programmes, enhance the transparency of investment flows, and strengthen the financial resilience of agricultural enterprises.

Keywords: development, innovation, investment, agricultural enterprises, digitalisation, management, agricultural production.