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## **INTEGRATION OF MULTI-CRITERIA DECISION-MAKING MECHANISMS FOR OPTIMIZING AGRICULTURAL EXPORT STRATEGIES**

The aim of the article is to develop and substantiate an integrated approach to selection of an export strategy for agricultural products based on multi-criteria decision-making mechanisms, which allows taking into account the combined impact of economic, logistical, institutional, and risk factors in the process of forming a managerial decision. The methodological basis of the study is formed on the principles of system and process approaches using the concept of multi-criteria decision analysis (MCDA) to structure the task of choosing an export strategy. The AHP, TOPSIS and VIKOR methods are considered as theoretical and methodological guidelines for building the logic of evaluating alternatives without their direct applied use. The study is implemented through the formation of a sequence of decision-making stages: from identifying alternatives to robustness analysis of the decision. The analytical basis is grounded in the generalization of modern scientific approaches and practices of applying multi-criteria methods in the agricultural sector. As a result of the study, an integrated procedural architecture of decision-making regarding selection of an export strategy was formed, which includes five interconnected stages and provides a logically completed cycle of evaluating alternatives. The feasibility of combining AHP with TOPSIS/VIKOR methods to increase the objectivity of ranking export directions, which helps minimize the influence of subjective assessments, is substantiated. The results indicate that the inclusion of the stage of checking the stability of the decision (sensitivity analysis) significantly reduces the risk of choosing an unstable strategy in conditions of changing the weights of the criteria or environmental parameters. It has been practically proven that the proposed approach allows for simultaneous consideration of conflicting factors – price levels, logistics costs, regulatory barriers and risks, which in traditional models are analyzed in isolation. The practical relevance lies in the possibility of direct application of the developed approach at the level of agricultural enterprises, traders and exporters to justify the choice of target markets, logistics routes and forms of contracting. The proposed sequence of actions is reproducible, does not require complex software solutions and can be implemented both in the form of an analytical table and within digital decision support systems.

**Keywords:** export strategy; agricultural sector; decision optimization; foreign economic activity; logistical factors; export markets; managerial decisions.