THE ESSENCE OF ENTREPRENEURSHIP IN THE CONTEXT OF LAND MANAGEMENT

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Entrepreneurship in the context of land management should be considered as a special activity of the entrepreneur, which is constantly evolving in the historical dimension through the emergence of new views of famous scientists, renewal of social relations, change of mentality, the emergence of different sizes and forms of ownership, their birth, maturation, adaptation and extinction. In many respects, both in the biological and in the business system, endogenous and exogenous transformations or shifts are constantly taking place, which open fundamentally new opportunities, ways of further development or cause unexpected challenges for the development of a complex system. In the context of the evolution of entrepreneurship in land management, there is also a constant change, adaptation and renewal of the non-static institutional environment.

In this sense, the holistic approach introduced into scientific circulation, is completely transformed into the genesis of organizational and socio-economic foundations of the paradigm of entrepreneurship in the context of land management, which like a biological ecosystem openly functioning gives and receives resources interacting with the external environment as a whole. It is important to note that it is the active competition of key actors in the business system within the
evolutionary vector flows that led to the synergy and combination of efforts of competing businesses in the need to develop new knowledge, non-standard skills and ideas, which triggered innovation. At the same time, in contrast to the biological ecosystem, an artificially created business system has a high degree of intentional organization, which due to anthropogenic factors of influence (usually under the influence of business stakeholders) determines the coordination, mobilization or adaptation of this system [1-7].

Thus, the approach to the scientific understanding of entrepreneurship in the context of land management from the standpoint of historical-evolutionary approach, is fully consistent with a detailed consideration of the phenomenon of modern entrepreneurship in the structure of innovative economy, showing how social mentality, competition, systems formed and initiated a complex matter of business environment in land management, which historically originated the process of attracting innovations and innovations in public life. In this sense, the dialectical connection between entrepreneurship and innovation can be traced, which complement each other effectively and function effectively in the context of any competitive environment in the modern world [7-9].

The study of entrepreneurship in the context of land management, was influenced by the impulses and challenges of the economic system, which were inherent in a certain period of development of society, which determined the need for further changes in existing theories of entrepreneurship [7; 10-11]. The root causes of such changes were based on the fact that while understanding the phenomenon of entrepreneurship within the traditional social reality, scientists encountered growing unresolved problems, anomalies and conflicts, which led to a rethinking of the phenomenon, scientific revolutions and a new paradigm. The boundaries of traditional social reality and doing business in land management, which were characterized by the constant accumulation, preservation and transmission of scientific knowledge, were violated when there was a period of increasing complexity of scientific knowledge under the influence of impulses. The emergence and rapid spread of new problems of scientific knowledge of entrepreneurship beyond the already formed scientific thinking required rethinking, updating the tools and tools for studying this phenomenon. Despite the fact that the evolution of the phenomenon of entrepreneurship in the context of land management is sufficiently considered in the scientific works of representatives of various economic schools and trends, it should be borne in mind that the theory of entrepreneurship in the context of land management is in constant motion.

References:
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