

COOPERATION IN FORMING THE SOCIAL AND ECONOMIC WELFARE OF RURAL TERRITORIAL COMMUNITIES

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Abstract

Activation of the development of cooperation as a form and mechanism of integration of business entities requires a strategic orientation to take into account economic, material, technical, social and institutional determinants.

The purpose of the study is to substantiate the theoretical and methodological foundations and develop applied approaches to the activation of cooperative processes in the organization of improving the social and economic well-being of territorial communities. A systematic approach to the study of conditions, factors and circumstances that influence the development of cooperation is applied. The synergistic effect that will appear as a result of cooperation and due to which the capacity to increase production potential and integration processes will arise is singled out. The analysis and determination of the influence of institutional factors on the development of cooperation, stimulation of increasing its role in the formation of social and economic well-being of rural territorial communities has been implemented.

It has been proven that the combination in the integrated structure of economic activity is important, which will form the prerequisites for creating a resource base for building cooperative-type associations. This will ensure an increase in the connecting links of the chain of formation of added value, and on the other hand, it will allow systematic diversification of risks, which will be transformed into a mechanism for activating the processes of social and economic development and increasing the level of well-being of the territories. The practical value of the research will consist of the use of theoretical and methodological recommendations for the development of organizational and economic principles for the activation of cooperation, increasing efficiency, the role of cooperatives in the formation of the socio-economic well-being of rural territorial communities.

Keywords: cooperation, integration, institution, community, well-being.

JEL Codes: H82; O21; Q12.

Introduction

The socio-economic situation in the rural territorial communities of Ukraine is currently subject to the consequences of the organizational, economic and institutional influence of the martial law factor. It caused a significant decrease in the level of social and economic well-being of communities, undermines stability and limits the

competitiveness of economic structures. Accordingly, the logical task is to find a mechanism for stabilization and restoration of capacities with a projection on the prospect of raising the standard of living in the countryside. One of the effective mechanisms recognized by world practice is cooperation. Its special

expediency lies in the fact that the domestic economic mechanism of local importance represents a variety of subjects that are not always institutionalized in systems of organized socio-economic market exchange. This axiom applies to both agricultural and other economic sectors. Economic entities present in territorial communities need consolidation and support, because they directly determine the conditions for preserving the village as a nationally identical environment for life and business in Ukraine. We focus on this sense for the implementation of the positioned hypothesis of scientific research regarding the conceptualization of priorities for the development of cooperative structures in the formation of the socio-economic well-being of rural areas.

Cooperation is recognized by science and practice as an attribute of the formation of effective societies (Gavrylyshyn, 2013), practices of achieving social and economic well-being in which are based on democracy, diversity of forms of management and exchange (Mazaraki et al., 2020). This approach is followed by the founders of the theory of cooperation, leaders of its social and economic functionality. In the evolutionary context of knowledge of this phenomenon, it is worth highlighting research in the cognitive implementation of the cooperative idea in the works of M. Minenko (2013), B. Martos (1947), M.I. Tugan-Baranovsky (1994), S.V. Borodaevsky (2019), O.O. Nestulya, M.V. Aliman (2018), “cooperation as the welfare of the people” (Life hacks), M. Marynovich (2019), as well as contemporaries – M.Y. Malik (1996), V.V. Zinovchuk (1996), A. Panteleimonenko (2006), Y. Lupenko, M. Malik (2022), D. Alkoley, V. Bondarchuk, V. Zuev, E. Lutsenko, L. Moldavan (2013), V.V. Honcharenko (2009), M.A. Shaars (1996), R.Ya. Korynets (2015) restraining factors and problems of successful development of agrarian cooperation (Kutsyk et al., 2023), and other scientists and practitioners.

B. Martos: “The struggle for an independent economic position, for liberation from economic dependence, for the elimination of exploitation in the process of exchange formed the cooperative movement with its methods. all lower layers of society seek salvation in cooperation, hoping through association to occupy a position in

society no worse than that occupied by others, thanks to capital” Martos, 1947). Thus, in a historical sense, it has been proven that cooperation is a special, socially oriented form of cooperation between people to jointly solve problems and improve the welfare of the nation.

Analyzing the views of some of them, we note, in particular, that: “cooperation represents a third form of cooperation in economic life, namely, a form of it that, by uniting individuals, seeks to improve the living conditions of the population and gradually eliminate the negative phenomena of modern economic system” (Borodaevsky, 2019). The essence of cooperation is considered in different aspects: as a form of management and organization of production (Malik, 1996), (Balaniuk et al., 2023); as a form of socio-economic organization of society members (Tugan-Baranovsky, 1994).

Attention is focused on the need for cooperation in the development of communities, particularly rural ones, in view of the arguments: association for the sake of survival for micro, small and medium-sized farms for the production and primary processing of agricultural products; formation of the regional framework of food security; horizontal association of small producers; development and social arrangement of territorial communities, decentralization and clusterization; association for the organization of joint deeper processing or the supply of raw materials for a processing enterprise on the territory of territorial communities; cooperation in the agricultural sector of the EU (Trofimtseva, 2023).

The experience of the joint foreign representation of Ukrainian cooperative centers in the 1920s in London and Berlin conducted by O. Danylenko (2010) shows that the central cooperative unions in Ukraine arose when the union diplomatic and trade missions began to operate, activity which was based on the export-import activity of “Cooptakh” or “Dobrobutu” and depended on many financial and economic factors: availability of cheap loans, own procurement apparatus, quality and standard of agricultural export products, permit system, state monopoly of foreign trade.

The European legislation of Poland allows farmers to work in the direction of cooperation and receive financial support and preferences for

this (Centrum doradztwa, 2022). The WPR strategic plan for supporting agricultural producers through: creation and development of producer organizations and groups of agricultural producers has also proven itself well on the territory of Poland; the development of cooperation between producers within the framework of food quality systems and the development of cooperation within the value chain (Centrum doradztwa, 2022).

Scientists (Kalchenko et al., 2020), (Zhuk et al., 2023) showed mechanisms for consolidating the efforts of peasant farms based on cooperative-corporate associations. In particular, they proposed a service cooperative model, the purpose of which is to ensure the sale of fruit and berry products grown by peasants.

To strengthen the institutional capacity of rural areas, it is advisable to work out an effective mechanism of integration (creation of cooperatives, simple associations of small producers) of family farms in terms of their acquisition of competitiveness and additional opportunities for profit generation (Shelenko et al., 2022).

The purpose of the study is to substantiate the theoretical and methodological foundations and develop applied approaches to the activation of cooperative processes in the organization of improving the social and economic well-being of territorial communities.

Materials and methods

In a methodological sense, cooperation imitates the institutional potential and the capacity to consolidate resources for synergy in achieving competitiveness, efficiency, balancing the benefits and costs of business entities, as well as ensuring the improvement of the socio-economic well-being of rural territorial communities. The formation of social and economic well-being of rural territorial communities is one of the priority values directly related to Ukraine. The creation and development of cooperatives is a factor in strengthening the acquisition of a synergistic effect. It is important to introduce traditional and atypical, uncharacteristic for our country models of cooperatives - social, industrial and economic

direction, household services, for example, energy supply, etc. In this aspect, we point out the vector of substantiation of expediency from positioned scientific search.

Cooperatives ensure the synergy of combined institutional, economic, organizational, managerial and other efforts to ensure the stability of economic entities, and as a result, increase the socio-economic well-being of communities by contributing to the achievement of local food security, the growth of population incomes and the improvement of household services for the population, the stability of the energy sector. The basis of the implementation of such a mission is the combination of the efforts of the authorities in communities and territorially institutionalized economic entities through the establishment of cooperatives.

Considering the significant advantages of cooperation and integration, the development of these processes is currently insufficiently intensive. At the same time, this situation is caused not so much by the destructive influence of the formal institutional environment (laws, legal framework, regulatory acts), but by its informal component (customs, traditions, mentality of the rural population, manifestations of opportunism, etc.).

We believe that giving priority to cooperation in the agricultural sector of Ukraine's economy, especially in conditions of uncertainty and the destructive influence of the military factor, is well-argued. This factor is particularly important and will ensure the institutional capacity of socio-economic stability of the territories and the survival potential of small farms. Structurally in the direction of: organization of economic activity and diffusion of innovations; formation of cooperative marketing procurement and sales structures; development of the product processing system; creation of social cooperatives in communities to provide social services, public service; development of cooperation in industries related to the agricultural sector (energy, production and consumption of renewable energy sources, etc.).

Cooperatives operating on the territory of rural territorial communities, as well as business entities participating in cooperative relations in the village, were chosen as the object of the study.

Methodological foundations are the basis of the methodology for the development of cooperation of economic entities in the countryside. As a result of the study, the methodological foundations of the development of cooperation as a form of integration in the economy of rural areas, as well as in the mechanism of functioning of rural territorial communities were defined and disclosed.

General scientific and specific research methods were used for a reasonable study of the development of these structures. The fundamental research method is the dialectical approach, which involves the study of phenomena and facts in their close relationship. The essence of the dialectical method is that certain forms of agricultural enterprises develop in the process of management not in isolation from other economic entities, but in their aggregate, taking into account certain contradictions and disagreements that are inherent in them in the market environment. The method of the system approach is applied in the study of conditions, factors and circumstances that comprehensively affect the development of economic entities in the countryside in the conditions of the market environment. The method of analysis (Blahun et al., 2017), (Dmytryshyn, and Dmytryshyn, 2022) and synthesis is applied to identify trends and regularities and the sequence of actions regarding the stages of cooperation and to study the influence of factors on the performance indicators of its implementation as a socio-economic mission.

Results and discussions

Development of cooperative processes

The conditions of martial law in Ukraine, the strengthening of the competitive environment in the agricultural market and the complication of trade and economic relations between business entities require the restructuring of traditional approaches to the organization of production and economic activities in the countryside. Active implementation of cooperative and integration processes can become one of the ways to overcome a number of obstacles, eliminate the

destructive influence of external factors of the risky market environment. The situation is aggravated due to the unfavorable conditions of resource limitation in production, the unsatisfactory state of the material and technical base, and the inability of the domestic banking and financial sector to provide cooperative farms with access to profitable credit resources that would be aimed at the technical and technological modernization of agricultural enterprises. Such prerequisites complicate the implementation of the tasks and reduce the efficiency of management, restrain the process of conquering new market segments, prevent the strengthening of competitive positions, make it impossible to form a production chain of products with high added value, strengthen the monofunctional nature of the development of rural areas and complicate the process of establishing rational nature management in rural areas.

Cooperation is an actual mechanism for the consolidation of resources of business entities that function in conditions of uncertainty, the possibility of force majeure, such as the consequences of the influence of military actions, financial and resource shortages, etc. Cooperatives strengthen the capabilities of peasant farms in solving production and economic issues, and territories in ensuring the implementation of measures of social and economic development of the community.

In this aspect, we consider the institutional capacity of cooperatives to organizationally and economically contribute to the formation of the social and economic well-being of rural territorial communities.

Institutional capacity is understood as a set of status criteria and organizational and functional characteristics, organizational and legal characteristics of the enterprise (organizational form of management; organizational and legal form of the enterprise), size and other typological characteristics, according to which opportunities are qualified, guaranteeing employment, conditions for implementing the entrepreneurial initiative of the founders. According to such criteria, each form of entrepreneurship can be identified for classification, for example, according to the criteria of guaranteeing employment.

Cooperation strengthens the entrepreneurial potential of farms due to the formation of coalitions, special social capital, which means - the creation of conditions for expanded reproduction; protecting the interests of peasant farmers; maximizing income through balancing benefits and costs (Lupenko et al., 2022a). In addition to the socio-economic functionality, it institutionally provides stimulation of the prospective development of territorial communities within the framework of the implementation of the concept of joint activity. In this context, in the process of establishing socio-economic interaction of local owners, it is worth relying on the use of a simple form of cooperation.

A simple form of cooperative management organization (Lupenko et al., 2022c): it is characterized by the democratic construction of intra-organizational relations; available for use in interaction systems of economic agents who do not want to integrate into a formalized economic model, but need coalition support to ensure competitiveness.

According to the fact that a large number of peasant farms operate on the territory of rural territorial communities, a simple form of cooperation is expedient for implementation. The specified approach also corresponds to the established practice of spreading the national Ukrainian tradition of informal economy. Practice has shown that the level of socio-economic well-being of rural territorial communities depends on the involvement of local farms and farmers in the processes of its formation.

The thesis remains relevant for the agricultural sector, the development of rural territorial communities, in particular in Ukraine, that: “The cooperative institute, as the most socially oriented, simultaneously provides the motivation of agricultural owners to manage effectively and be socially responsible,

contributes to increasing the role of the human factor in agricultural production, ensures socially oriented regulation of the market. However, the development of cooperation in the agrarian sphere of Ukraine takes place in an unsystematic manner, despite its importance” (Shpykuliak, 2010). At the same time, cooperatives ensure the strengthening of the integration of different types of business entities into the system of functioning of rural territorial communities, as well as into the organized market. But: “cooperation is a phenomenon that cannot be activated artificially, the state can only create certain conditions of economic and legal content” (Shpykuliak, 2010).

The influence of the activation of cooperative processes and the development of cooperatives on the formation of the well-being of rural territorial communities through the institutionalization of the relevant functional capacities is valid (Fig. 1).

For example, niche cooperatives are specialized in areas of activity, which are identified by the type of products, sphere of cooperation, etc. In Ukraine, there are completely atypical, innovative structures for domestic experience, for example: flower cooperative (Odesa region); berry cooperatives; energy cooperatives, other cooperative classification structures.

The development of cooperatives in our country, especially in the countryside, was not successful, because the negative institutional memory of the collective management model formed a strong demotivation base for potential acquirers of membership in the cooperative. The process of cooperation depends on the institutions of “pushing”, planting by administrative methods.

Until 2022, cooperation in the countryside developed in such a chaotic manner, as evidenced by empirical estimates.

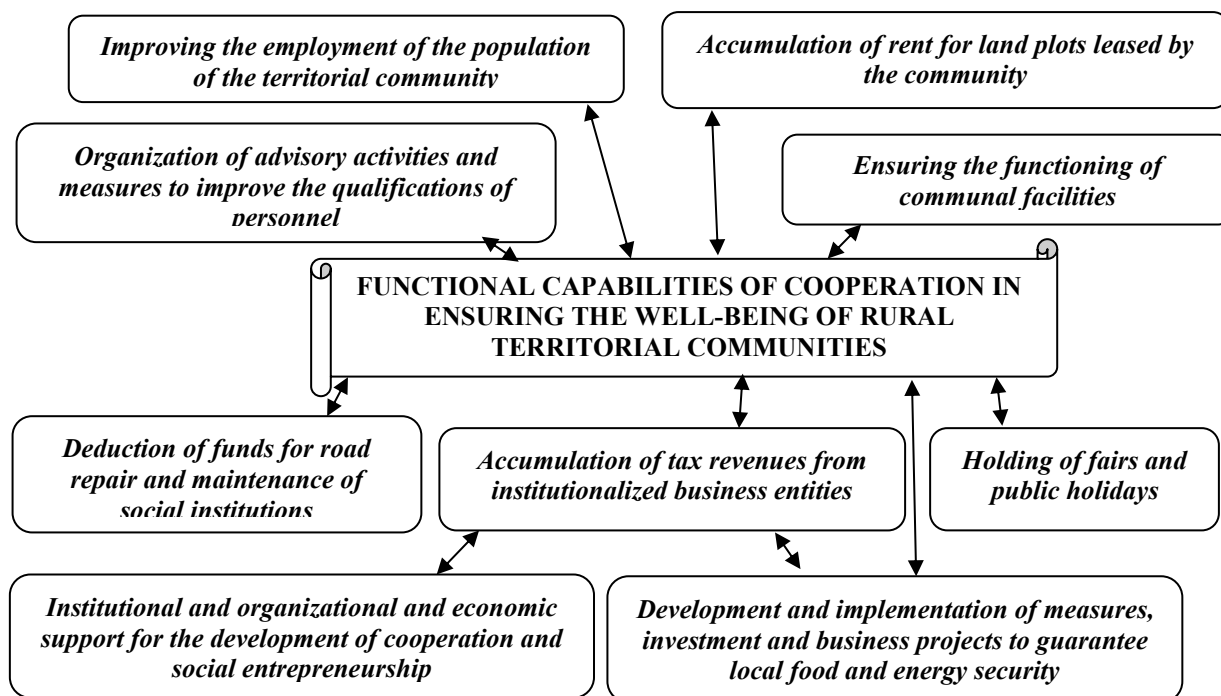


Figure 1. Functional capabilities of cooperation in shaping the well-being of rural territorial communities

**Source: designed by the authors.*

In particular, in the period from 2013 to 2022, as of January 1 (State Statistics Service, 2023) the total number of cooperatives in Ukraine was characterized by multi-vector variable changes and, in general, resulted in a decrease in the number of such structures, namely:

- total cooperatives - from 33,664 units in 2013 to 33,274 units at the beginning of 2022, while, for example, in 2018 there were 28,071 units;

- agricultural, respectively: production - in 2013 - from 1,224 units to 1,001 in 2022, in 2018 - 996; employees - 2013 - 947, 2022 - 1274, 2018 - 1073 (State Statistics Service, 2023).

With some caution regarding absolute confidence in the emergence of a capable institutional environment in the village, we note that for now in Ukraine, cooperative practices exclusive to the village are being implemented in some places. It is advisable to qualify them also in the area of defining social entrepreneurship. This is an important factor in supporting the development of rural territorial communities, supporting the growth of the level of socio-economic well-being of the population. It is worth noting that, as the practice of the most recent history of our state (the wartime period) has

shown, cooperation is characterized by new capabilities for the diffusion of practices related to its functionality, such as:

- a method of socially effective association of owners;

- the mechanism of organizational and economic provision of guarantees of food and energy security of communities;

- an institutional asset to support the survival of the population in difficult socio-economic conditions, in particular, persons displaced from temporarily occupied territories, territories of the zone and areas close to the combat zone;

- a means of local support for the restoration of relocated businesses, preservation of trademarks, brands, etc.;

- an institute that forms a specific socio-economic landscape for the organization of joint activities, directing the actions of stakeholders to the formation of sustainable social and economic ties in the development of rural territorial communities.

In Europe, cooperation reached a higher level of socialization as a result of the interaction of the founders, as social cooperatives are established in the agri-food market. For example, the social cooperative Pausa Café in Italy

(Agroportal, 2023), whose activities extend to Ukraine - implements the humanitarian project “Bread for Peace in Ukraine” (Agroportal, 2023c) in the Lviv region, which involves domestic farmers - through the purchase of grain for bread from them (Agroportal, 2023c). This is a significant example of cooperation promoting the sustainability of agro-food chains and implementing the principles of sustainable development. This initiative is also noteworthy in the focus of establishing mechanisms for the formation of local and regional food security, as

well as marketing channels for the sale of agricultural products.

We believe that cooperation follows a certain national tradition, which is implemented depending on national characteristics, the mentality of the population, the industry and the specifics of the organization of production, industry specialization, location and typification of settlements. For example, in Poland, the sectoral specificity of cooperation is clearly expressed, the gender aspect is manifested, which embodies the social model of the cooperative (Table 1).

Table 1. Socio-economic characteristics of rural cooperatives in Poland (as of December 31 of the corresponding year)

Indicator	2010	2015	2018	2019	2021
Categories of employed persons					
Workers in agriculture, hunting and forestry:	11.8	9.7	7.7	7.0	6.1
- members of agricultural production cooperatives of thousands of households	3.5	2.9	2.4	2.2	1.9
Purchase value of agricultural products by purchase units, <i>million zlotys</i>					
Cooperatives	7601.0	9745.0	12327.0	12219.3	14364.0
including dairy cooperatives	6654.5	8227.8	10922.4	10679.9	12577.2
Unions	18218.9	27007.0	31296.5	32563.5	37723.9
Unions of meat industry enterprises	2936.3	3587.4	4125.6	4520.3	4160.4
Trends of changes until 2010, %					
Indicator	x	2015	2018	2019	2021
Workers in agriculture, hunting and forestry:	x	2.1	-4.1	-4.8	-5.7
- members of agricultural production cooperatives of thousands of households	x	-0.6	-1.1	-1.3	-1.6
Purchase value of agricultural products by purchase units, <i>million zlotys</i>					
Cooperatives	x	+2144.0	+4726.0	+4618.3	+6763.0
including dairy cooperatives	x	+1573.3	+4267.9	+4025.4	+5922.7
Unions	x	+8788.1	+13077.6	+14344.6	+19505.0
Unions of meat industry enterprises	x	+561.0	+1189.3	+1584.0	+1224.1

*Source: authors' own calculations (Statistic Poland, 2010, 2015, ..., 2022).

The cooperative initiative is spreading throughout Ukraine, even interregional cooperatives are formed, as well as with exclusive specialization. For example, the cooperative of beekeepers of Chernihiv region and Vinnytsia region– the relocation of facilities from Chernihiv region to Vinnytsia region became a precedent for its creation (Agroportal, 2023a).

A local economic development project on the creation of an agricultural service cooperative was officially launched in Beloberizka OTG of the Verkhovyna district of Ukraine (Mountain cooperation, 2020).

The development of the cooperative

movement, as noted by Continental Farmers Group, is one of the priority social initiatives. Since 2015, the Company has helped create 30 cooperatives that bring additional income to two thousand peasants. The company develops a cooperative movement: creation of new jobs in villages; restoration and development of rural production infrastructure; main or additional income for shareholders; comprehensive development of local communities; creation of niche high-margin industries in the economy of Ukraine (Cooperative movement).

Dairy cooperatives are one of the priority areas of development in Ivano-Frankivsk region.

One of the means of improving the procurement and sales infrastructure in the retail market is the creation of dairy cooperatives. The cooperation of the Ivano-Frankivsk region with the project of the Sokodevi cooperative organization (Canada) was initiated with the signing in June 2015 of the Ivano-Frankivsk State Administration and the Canadian side of the Memorandum of Understanding, which provides for the provision of technical and methodological assistance to dairy service cooperatives and family farms. Currently, the project is actively working in the Rohatyn district on the basis of the agricultural service dairy cooperative "EKOM". The project is important for the development of dairy farming and the cooperative movement in Ivano-Frankivsk region, as it is aimed at solving the problems faced by individual peasant farms and small farms - producers of milk in the Carpathian region. In addition, the project plans to unite 5,000 small and medium-sized dairy producers into a planned to plant viburnum (Agroportal, 2023b).

Fine Apple Cooperative was established in 2017. in order to show that Ukrainian villages have a powerful potential and that villagers can earn on their land and not flee abroad. Almost every person in the village has their own vegetable garden. They keep part of the harvest for themselves, and try to sell the rest. But buyers charge simply ridiculous money for fruits or berries. Then the peasants have to go to big cities on their own and sell everything in the bazaar. But it is not profitable, and older people generally do not have the opportunity to ride (In Obertyn, 2020).

Energy cooperation is spreading, its various models are being practiced:

- American: the market capitalization of which is \$10 billion, however, rural energy cooperatives supply end users with 11 % of all electricity supplied annually to consumers in the USA and produce about 5% of the total amount of electricity produced in the USA (Energy of the Communities, 2023);

- German: all cooperatives must be members of cooperative unions that ensure regular audit and consultation of their members. As an example, an agricultural cooperative built a biogas plant that produces 4.3 million kilowatt-hours of heat per year, which heats the premises

network of farmers, entrepreneurs, cooperatives and cooperative associations in four regions: Dnipropetrovsk, Kherson, Lviv, Ivano-Frankivsk (Agravery, 2017).

Since the beginning of the war in Ukraine, some cooperatives have repurposed: for example, they switched from growing berries to vegetables.

There are 47 families from more than 18 settlements of the community in the agricultural service cooperative "Yagidny Rai". Members of the cooperative have more than 10 hectares of land under cultivation. Their peculiarity is that the cooperative does not have common plots. These are all private households, in which everyone is the owner of a plot of land, and on it they grow their berries or other products. Accordingly, it is then jointly implemented. First of all, raspberries, garden strawberries, some blackberries, honeysuckle, and green vegetables are grown. Since the fall, they planted several hundred elderberry seedlings and of the cooperative and the houses of the villagers (Energy of the Communities, 2023).

- Ukrainian: the use of biomass (for example, on the basis of the active agricultural service cooperative "Yagidny Krai", the villagers organized the processing of production waste (raspberry stalks) into fuel briquettes (Energy of the Communities, 2023).

For example, energy cooperative Oberrosfe, Germany Implemented renewable energy facilities. The new cooperative (association of bioenergy villages) is engaged in the centralized purchase of wood chips and the removal of ash, and provides equipment for its members to use. The opportunity to receive certain services and exchange professional experience. To implement the transition from fuel oil and natural gas in the village. Oberrosfpe in 2007 an energy cooperative was established. In 2015 with "Oberrosfpe joined the newly created energy cooperative consisting of seven neighboring bioenergy villages" (Zhelezna, 2021). The cooperative invested 700,000 euros of its own funds in the project (total investment - 3.8 million euros). The rest of the investment was covered by a government grant (200 thousand euros), an EU grant (800 thousand euros) and a loan (2.1 million euros) (Zhelezna, 2021).

However, a significant obstacle to the formation of cooperation is the presence of

established stereotypes regarding the risks of conducting such activities. The long-term dominance of the collective farm-state farm management system in agriculture made its destructive adjustments to the effective organization of cooperative activities. In particular, the following irrational motives and incentives for management support for the development of cooperative and integration processes are common: fear of partial loss of control over production and economic processes; reluctance to share the authorities available to managers during integration processes (Lupenko et al., 2022b); potential risks of loss of independence in the process of designing and implementing management decisions in the target segment of joint activity; concerns about a decrease in the share of the received rate of profit; risks of unauthorized leakage of information containing commercial secrets among members of the cooperative; fear of potential risks of interference in economic activity; reluctance to be dependent in the organization of production and economic activity; concerns about the possible loss of control over the development of business processes.

The influence of destructive prerequisites of cooperation

It is obvious that the presence of the influence of such destructive prerequisites requires the justification of systemic measures to overcome their negative effects. First of all, it is advisable to organize and conduct an information and consultation campaign in rural areas to overcome certain established stereotypes and with the aim of eliminating negative factors of using the power of mass media networks. It should also attract representatives of the scientific and expert environment in the field of cooperation and integration, popularization of existing successful practices of creation and operation agricultural enterprises of cooperative and formations. Accordingly: “intensification of the development of cooperation and integration requires strategic orientation to take into account economic, material and technical, social and environmental determinants. It is important to combine in an integrated structure the adjacent

branches of economic activity, which will form the prerequisites for creating a resource base for building associations of the horizontal-vertical type. This, on the one hand, will ensure an increase in the connecting links of the food chain of the formation of added value in the agricultural sector, and on the other hand, it will allow to systematically diversify the risks of economic activity, which as a result will activate the processes of socio-economic development of rural areas, the creation of new jobs” (Shelenko, 2019).

Taking into account the influence of material and technical determinants in the process of development of cooperation will allow to overcome the long-term system resource limitations of agricultural enterprises and the low level of innovative technical and technological equipment. At this stage, it is important to adhere to the principles of mutual coordination and complexity in the process of forming a common material and technical base of the participants of integration structures. It will allow: first, to improve the material and technical base of agricultural enterprises; secondly, to carry out innovative modernization of the equipment of integration associations; thirdly, to increase the efficiency of strategic production and economic processes; fourth, to minimize the risks of downtime and inefficient use of agricultural machinery; fifth, to reduce the share of manual labor in the production of agricultural products.

Social aspects of stimulating the activation of cooperation processes

Cooperation is relevant to many spheres of human activity (agriculture, consumer and financial transactions, energy, social entrepreneurship). Institutionally, it depends on the nature and development of the community's social capital, so it follows a huge socio-economic potential for improving the welfare of rural territorial communities. For a successful active process of creation and operation of cooperatives. The quality of social capital is of primary importance. This capital is an institutional set of elements such as trust, knowledge, culture, traditions, mentality, family and friendship ties. These elements form motivated groups of

cooperation stakeholders. The factor of social capital appears as one of the determining factors in the consolidation of the motives of community members, owners, entrepreneurs, entrepreneurs to create cooperatives, as well as ensuring their functioning for the implementation of statutory (traditional cooperatives) and contractual (simple forms of cooperation) cooperative practices.

The social aspects of stimulation and activation of the processes of the formation of cooperation require the construction of an effective mechanism for the distribution of material goods in the environment of rural development, which can transform the obtained results of the economic efficiency of the functioning of integration associations into a segment of the social plane. This, on the one hand, will form the prerequisites for improving the

motivation of the staff of agricultural enterprises, and on the other hand, it will form resource reserves for the development of the socio-economic infrastructure of rural areas and the improvement of the quality of life of the rural population. In the process of cooperation and integration of agricultural enterprises, it is important to combine resource capacities to achieve common goals, which are based on a single concept and mission of the participants of the formed integration structure (Shelenko, 2019).

It is obvious that the development of cooperation is a complex process, ensuring the effectiveness of which requires the implementation of a clear sequence of actions, the structuring of which is presented in fig. 2.

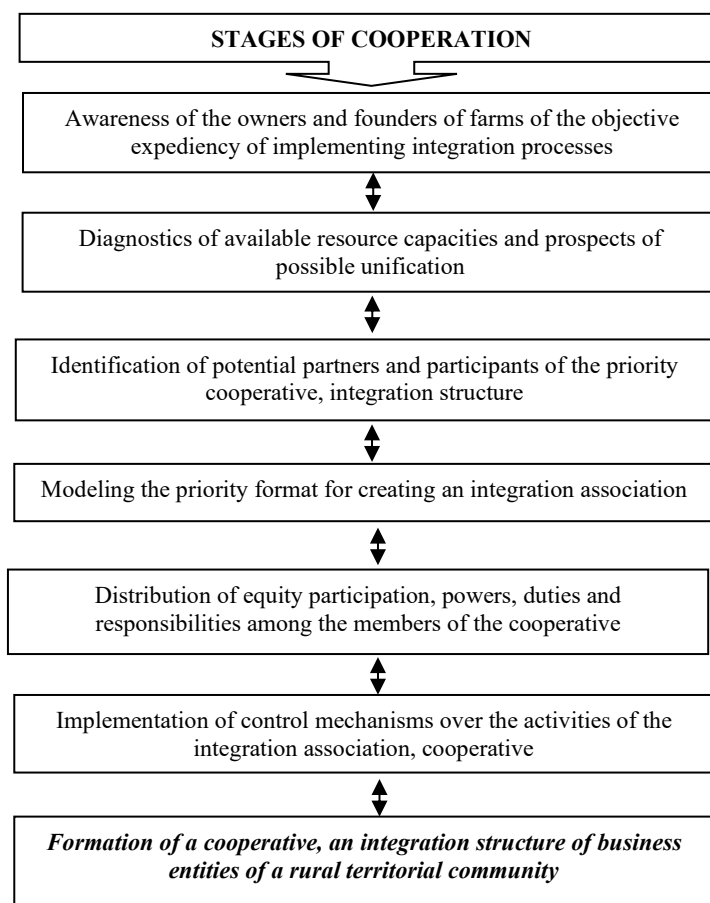


Figure. 2. Structuring the stages of development of cooperation of business entities in rural territorial communities

**Source: implemented and adapted from research (Shelenko, 2019).*

Adherence to such an algorithm, on the one hand, will minimize the risks of possible errors in the process of combining resource capacities of farms in the village, and on the other hand, will provide the possibility of forming adequate management support.

Social entrepreneurship, in particular on a cooperative basis, is a respectable factor in the development of rural territorial communities. After all, in fact, social entrepreneurship is an important component of the implementation of social policy in the countryside. Thanks to its development, rural communities receive additional ability to solve problems in various directions, especially in the social and labor sphere. This is a mechanism that is effective in conditions of decentralization of power and management, so it must be used. Social entrepreneurship gives society the ability to implement an effective model of social competitiveness, in which social enterprises of various organizational forms will develop and the most common form of social enterprises in the countryside in Ukraine is a cooperative, unlike traditional agricultural activity (Duk, 2020). Social entrepreneurship is essentially a missionary activity of market subjects who follow the motivation to provide the conditions and measures of socially responsible management. The functionality of social entrepreneurship can be implemented as:

- main (main activity of social enterprises);
- additional (additional socially responsible activities of classic enterprises to support communities, territories, institutions, vulnerable strata and population groups, etc.).

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in the formation of social and economic well-being of rural territorial communities. For example, the creation and maintenance of the functioning of energy cooperatives in rural areas, in communities, in particular to realize the development potential of the production and use of renewable energy sources, is positioned according to the features of the structures of socially responsible management in the fairway of achieving sustainability criteria.

An important aspect of the formation of cooperative and integration processes is ensuring their proper financial support for development. Therefore, when creating a cooperative, it is advisable to design strategic funding principles that will meet the following principles: parity; consistency; diversification; autonomy.

Differentiation of cooperation depending on the size of agricultural entities, in particular enterprises

It is obvious that the strategic priorities of cooperation differ depending on the size of economic entities, in particular enterprises (fig. 3).

Along with the size of agricultural enterprises, the form of enterprise organization imposes its specificity on the organization of cooperative and integration processes, which determines their perspective directions Table 2.

The lack of practice of establishing cooperative processes substantiates the feasibility of developing and implementing qualitatively new approaches to the organization of these processes, which involves the comprehensive implementation of such measures:

- improvement of strategies and programming by involving representatives of agrarian business, the expert environment and the public sector in the development of perspective strategies and programs, increasing the institutional capacity of project documents to stimulate the development of cooperation;

- improvement of infrastructural support for the development of agrarian entrepreneurship and cooperation and integration processes in rural areas (development of road and transport connections, development of a network of logistics facilities, improvement of socio-economic infrastructure).

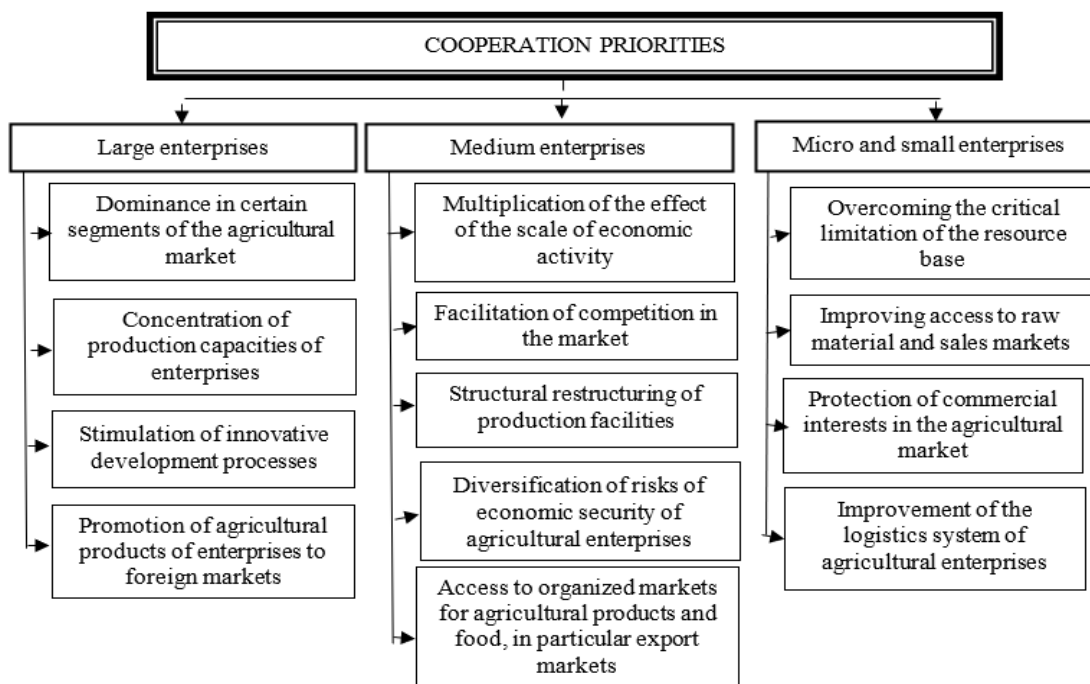


Figure 3. Differentiation of priorities of cooperation of agricultural enterprises

**Source: implemented and adapted by the authors from research (Shelenko, 2019).*

Table 2. Prospective directions of cooperation of agricultural enterprises depending on the organizational and legal form of the enterprise

	PRIORITY DIRECTIONS
<i>Business associations</i>	Carrying out selection work; organization of pre-sale preparation of agricultural products; integration of logistics capacities for storage and transportation of products; formation of vertically integrated agricultural clusters; organization of processing and disposal of agricultural production waste
<i>Private enterprises</i>	Organization of joint procurement and conditioned storage of agricultural products; development of processing capacities for the production of products with a higher added value; cooperation in the field of freezing fruit and berry crops; processing and protection of seed material
<i>Cooperatives</i>	Development of service and maintenance services for members of production cooperatives (repair of agricultural machinery, household service of the population, rental of agricultural machinery); organization of joint material and technical services for the population; creation of a joint sales network of products.
<i>Farms</i>	Formation of a common base of agricultural machinery; organization of joint breeding work and veterinary care of farm animals; cooperation in the field of bacteriological processing of milk; provision of services related to the slaughter of agricultural animals; cooperation in the supply of raw materials and fuel and lubricants; creation of associations of farmers to defend their interests.
<i>State enterprises</i>	Integration in the field of providing information and consulting services to the rural population (organizational and economic, regulatory and legal and statistical and accounting support); provision of marketing services for product sales; provision of sanatorium-resort services to the population.

**Source: implemented and adapted from research by the authors (Shelenko, 2019).*

– implementation of financial instruments for the development of cooperation through the introduction of the practice of investment support, creation of targeted state and regional budget funds for financing cooperative activities;

– development of professional competences of enterprise personnel in the process of organizing the cooperative and integration movement by conducting periodic trainings, courses and trainings;

– improvement of information and consulting support for the development of cooperation, organization of exchange of experience in the implementation of integration projects, creation of a database of prospective business plans;

– activation of communication relationships between enterprises and agribusiness entities involved in the vertical-hierarchical structure of the food chain creating added value by signing multilateral agreements on cooperation, forming a common base of priority business projects in the segment of vertical integration;

– improving the marketing policy of enterprises by reviewing established approaches to conducting market research, monitoring changes in target segments and the purchasing power of consumers of products and services, forecasting strategic parameters of agricultural market development and the formation of social and economic well-being;

– development of motives and incentives among managers of agricultural enterprises regarding cooperation in the economic segment on the basis of combining resource capacities in the field of organic agriculture, in accordance with the requirements and approaches to certification and standardization of agricultural products and production and economic business processes in accordance with world practices (primarily, member states of the European Union);

– overcoming the destructive influence of the informal institutional environment on cooperation processes by strengthening the influence of formal institutions (legislative acts, instructions, regulations, etc.) on the development and adoption of management decisions by agricultural enterprises regarding cooperative

processes. Reducing manifestations of opportunistic and deviant behavior of employees, clear distribution of functional powers, duties and responsibilities between members of the cooperative association, implementation management mechanisms of the integration structure, taking into account the basic interests of all its members.

An important aspect of cooperation is the establishment of close cooperation with households, because the latter are powerful entities in the production of products and raw materials on the agricultural market. In this context, the priority direction should be the unification of resource capacities for the development of a network of procurement centers for conditioning, storage and processing of products in the regions. This will make it possible to create a useful effect, because: firstly, it will allow to increase the level of quality and safety of agricultural products produced in households, as well as bring them closer to the requirements of the agricultural market; secondly, it will contribute to the realization of the effect of large-scale expansion of the production capacities of enterprises; thirdly, it will create prerequisites for the integration of households into the agricultural market system; fourthly, it will speed up the process of loading the processing industry with agricultural raw materials; fifth, activates the transformation of households into commercial forms of management; sixth, will stimulate domestic consumer demand in rural areas and increase the level of purchasing power of the rural population; seventh, it will provide a solution to the problem of limited logistics capacities of agricultural enterprises.

Due to the diversity and multiplicity of business entities and entrepreneurial structures, the priorities of cooperation should be differentiated (Fig. 3) in order to ensure the implementation of the principle of democracy and social adaptability of cooperative structures in the system of the organizational and economic mechanism of the development of rural territorial communities.

It is obvious that the effectiveness of the proposed mechanism for stimulating the

development of cooperation and integration of agricultural enterprises depends on the systemic influence of a number of macro-, meso- and micro-level factors. They include the following: macroeconomic stability of the development of the national economy; the institutional capacity to guarantee the fundamental principles of fair distribution of material goods; the interest and responsibility of representatives of state authorities and local self-government for the final results; openness and transparency of the distribution of budgetary and financial resources between potential subjects of integration processes in the agricultural sector; the trust of enterprise managers; opportunities to involve representatives of the public sector in the processes of implementation of integration projects.

Different opinions are expressed regarding the model of development of the agri-food sector in the post-war period. (The post-war recovery, 2022) The post-war recovery should become “green”, especially in the development of the sphere of energy and food security, and also to more actively implement the European green course (EGK), in particular, in the field of agriculture (The post-war recovery, 2022). Cooperation in the mechanism of implementation of the “green” course normalizes the institutional support of relevant measures to strengthen the capacity of peasant farms.

Stimulating the cooperation of economic structures in rural areas differentiates the priority directions for the development of integration processes and makes it possible to reduce costs for the production of agricultural products, to properly build a supply chain and to establish contact with customers. In confirmation of our words, there is a statement (Europe should be, 2023). that Ukrainian agricultural producers know how to work without subsidies and can achieve better results.

Scientists (Hutorov et al., 2020) substantiated the methodology for assessing the level of inclusive development of rural territorial communities of Ukraine. It is shown that inclusive growth in the agricultural sector is generally based on the concepts of sustainable development, knowledge economy, people-centeredness, neo-industrialization, green economy and neo-ruralism.

The integration of economic structures will make it possible to consolidate their resource capabilities in the structures of mutual support and in the conditions of personnel support caused by military actions to restore the capabilities of economic growth and move along the trajectory of restoring the resource potential of the agricultural sector in the post-war period (Lupenko et al., 2023). Our words are confirmed by studies (Yatsiv and Kolodiichuk, 2018) which prove that cooperation involves the strategic direction of coordinated actions to create a favorable business environment in the territorial community. At the same time, the cooperative movement will influence the development of human resources, the improvement of information and consulting support for integration processes (Shelenko et al., 2022), the restructuring of the marketing policy of economic structures in order to reduce the irrational influence of informal institutions on the organization of effective socio-economic practices.

Conclusions

Cooperation is an actual mechanism for the consolidation of resources of business entities that function, in particular, in conditions of market uncertainty, the probability of force majeure, such as the consequences of military actions, financial and resource shortages, etc. The formed cooperatives strengthen the capabilities of: peasant farms - in solving production and economic tasks. The concept of sustainability can be implemented mainly in the presence of external coercion in the form of applied heterogeneous incentives and influential factors - including the state - with the help of the institution of power.

The issue of forming the socio-economic well-being of rural territorial communities is urgent and requires the development of conceptual provisions of institutional policy regarding: assistance in ensuring stability, competitiveness in the conditions of modern challenges of war, restructuring, relocations, investment vacuum; ensuring energy and food security.

The resulting effect of the conducted research consists in substantiating the concept of scientific and practical provision of incentives, conditions, resource base, formation of social

capital in relation to the need implementation of the creation policy:

- social cooperatives as a form of organization-implementation of social entrepreneurship (to improve social well-being) - respectable incentives for this process, tools - crowdfunding or joint funds, national and international grant funds, contributions from patrons, etc.;

- non-profit cooperatives as a form, a mechanism for uniting small entities of industrial and economic activity that conduct business at the local level, provide employment for the population (to improve economic well-being) - respectable incentives for this process, tools - self-organization, community activity, budgetary resource of the community, etc.

The creation of the specified two types of cooperative structures is a strategic task in the projection on the consolidation of resources,

capabilities and assets available in each community, in particular land, labor and capital to create the prerequisites for the necessary synergy.

Thus, the implementation of the proposed measures for the development of cooperation and integration of agricultural enterprises in the conditions of the diversity of the functioning of the agricultural sector of the Ukrainian economy will form the prerequisites for equalizing the existing imbalances in the resource provision of these enterprises. These measures are minimized the manifestations of unfair competition on the market by powerful agricultural holding structures, will provide protective mechanisms for combating systemic manifestations of raider attacks on the activities of business entities in the agricultural sector, will create reserves for increasing financial capacities by increasing the effect of the scale of management.

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