

***THE MODEL OF INNOVATIVE RURAL  
ENTREPRENEURSHIP  
DEVELOPMENT DESIGNING***

**Lesia Zaburanna,**

*Dr. Habil. in Economics,*

*Professor of Management Department*

*National University of Life and*

*Environmental Sciences of Ukraine*

**Tetiana Lutska,**

*Ph.D. in Economics,*

*Associate Professor of Economics and*

*Law Department*

*National University of Food Technologies*

*of Ukraine*

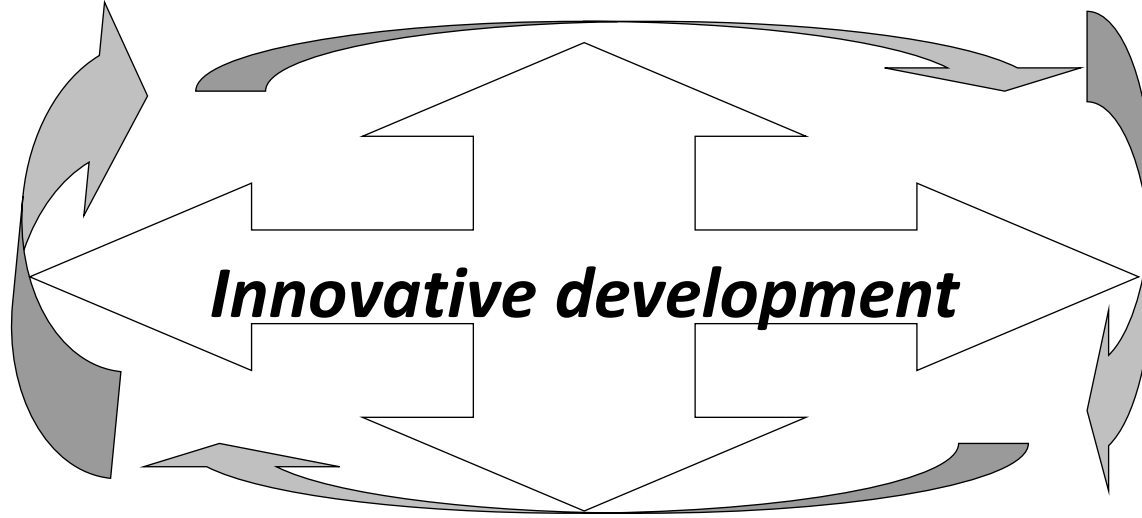
# *Innovative development as a component of economic development*

- *bifurcation*
- *regularity*
- *adaptability*
- *cyclicity*

**as quantitative and qualitative changes**

- *uncertainty*  
- *riskiness*  
- *dynamism*

**as a source of transformation**



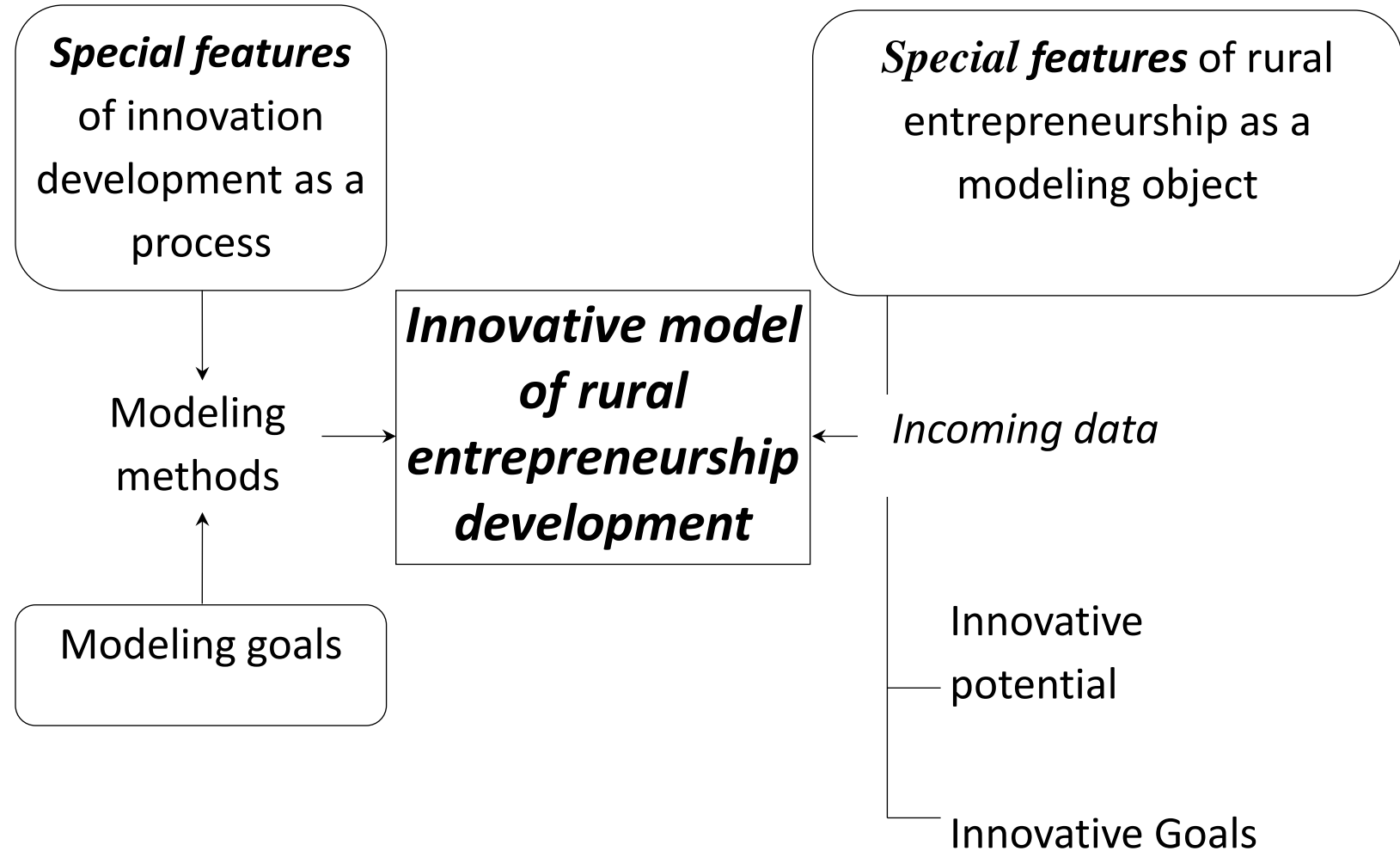
**as a purposeful process**

- motivated orientation  
- irreversibility  
- reorganization

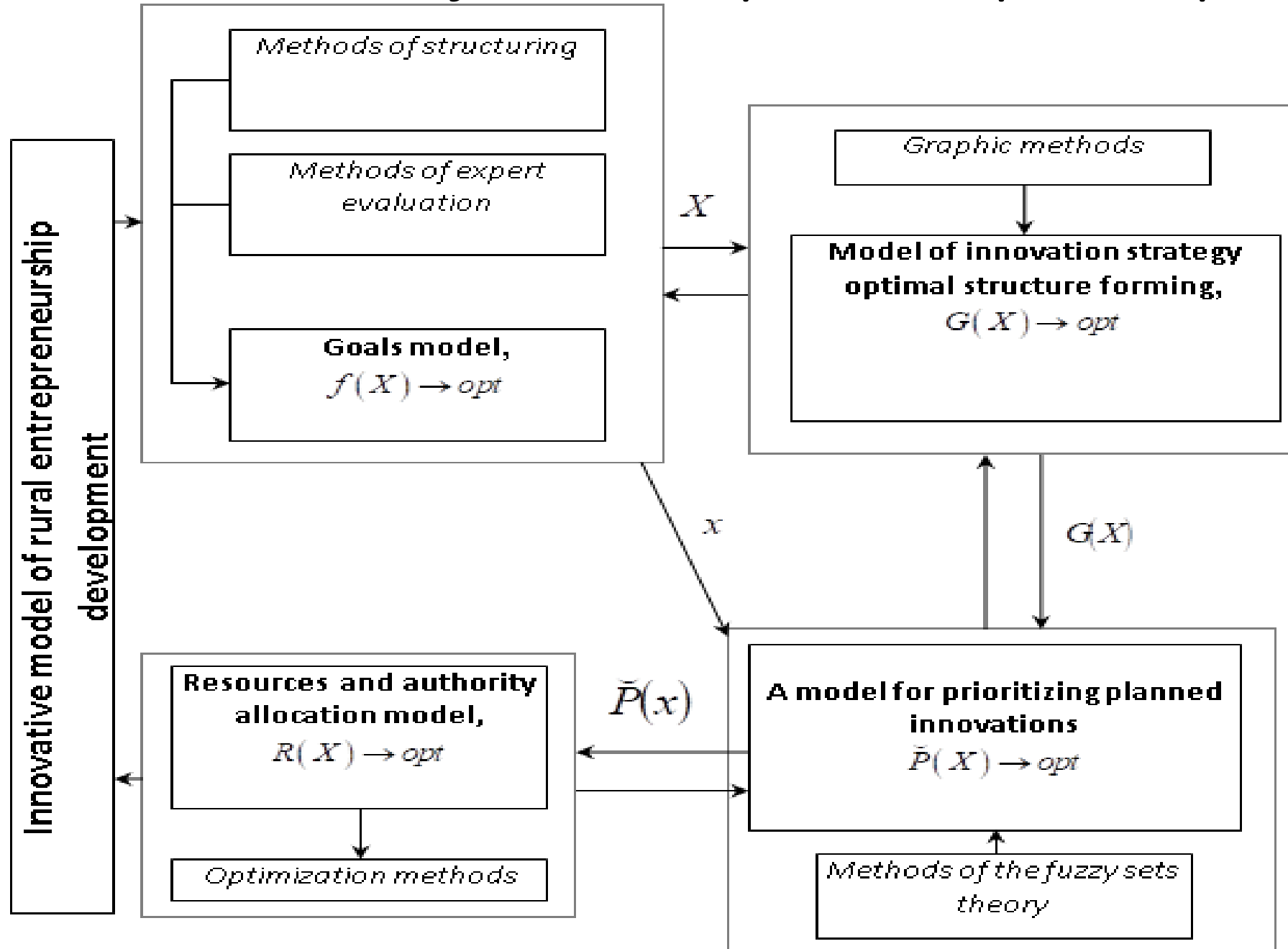
**as changes over time**

- *irregularity*  
- *discreteness*  
- *periodicity*

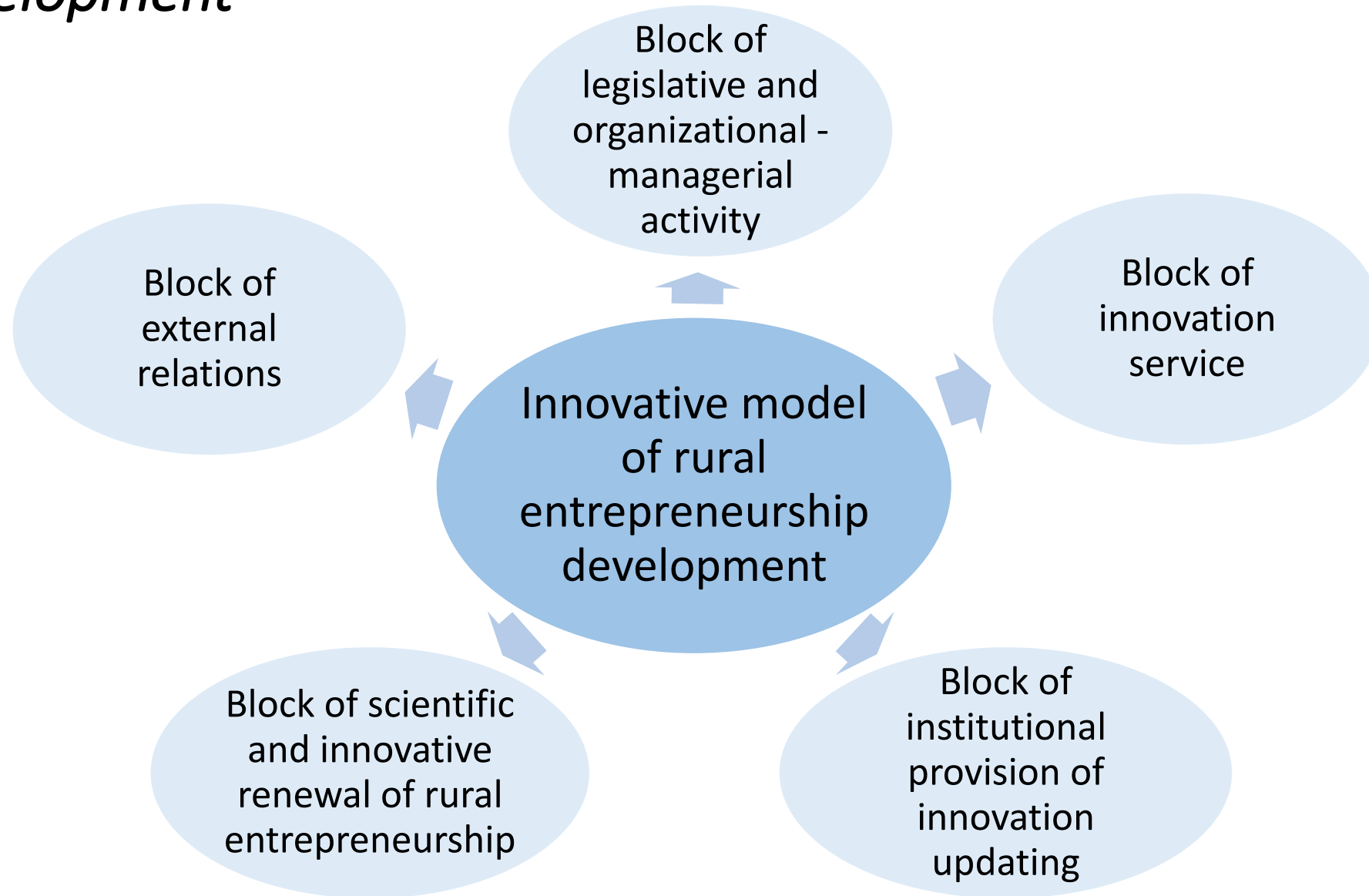
# *The system of factors influencing the formation of a rural entrepreneurship development innovative model*



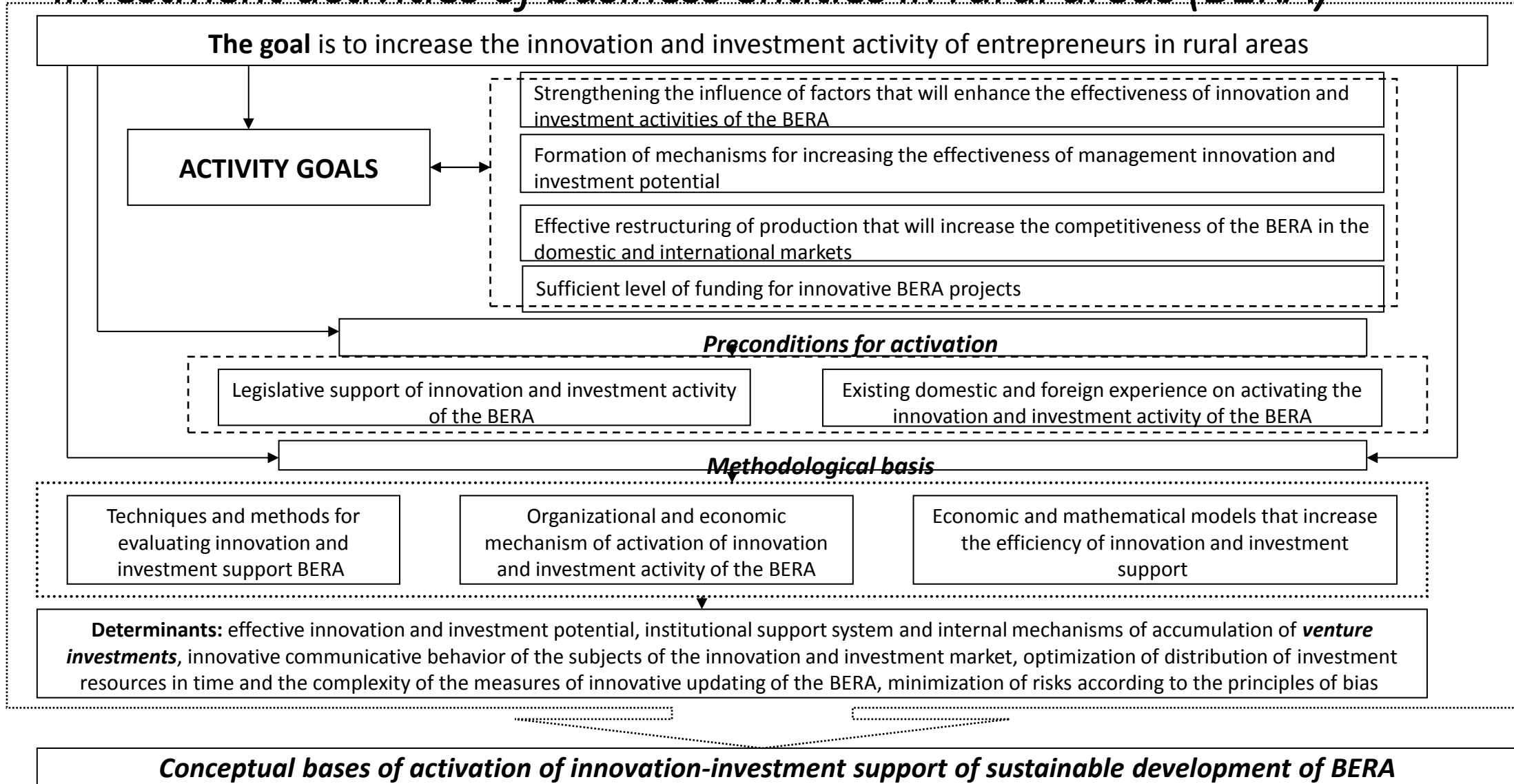
# System innovation model of rural entrepreneurship development



# *Components of an innovative model of rural entrepreneurship development*



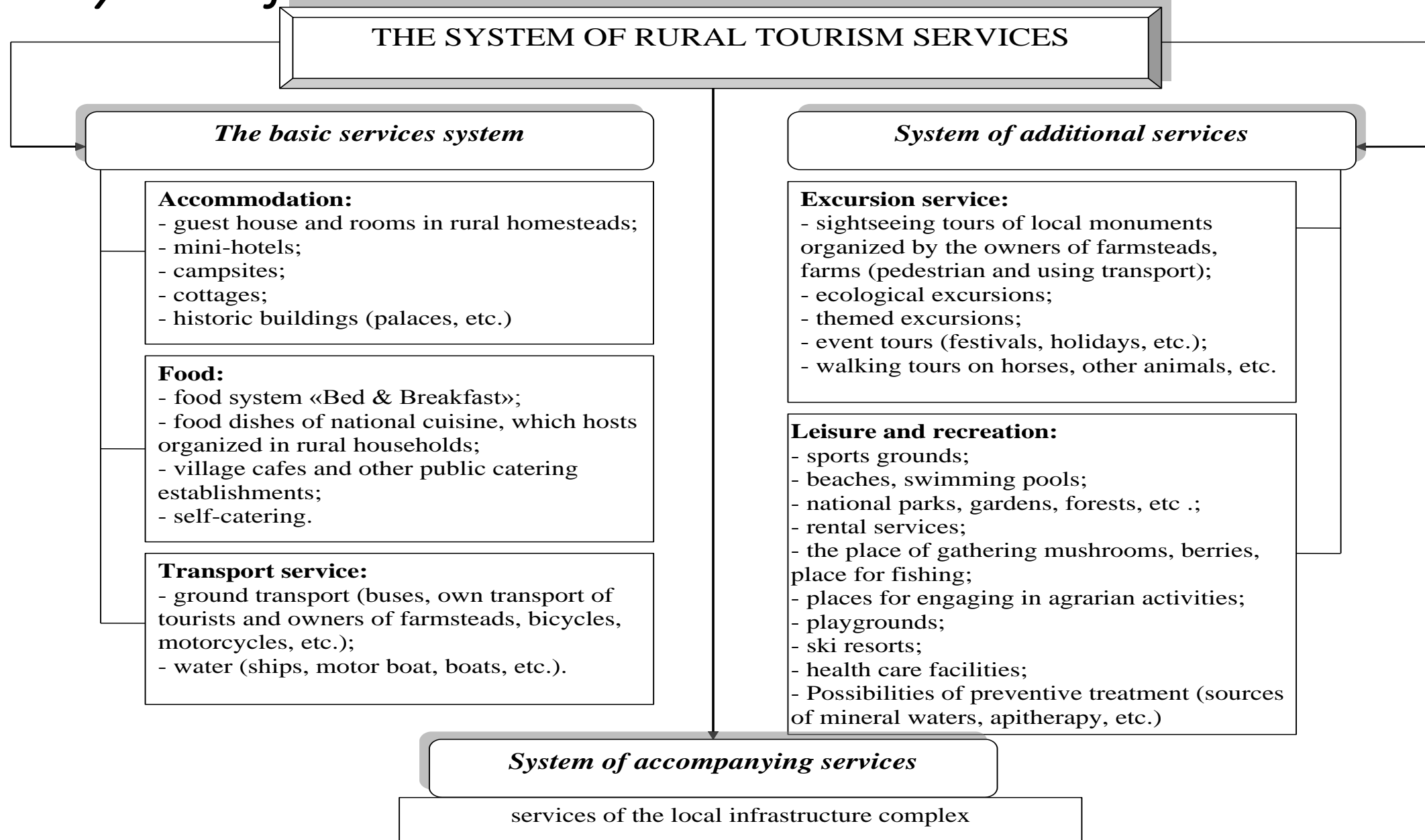
# Conceptual provisions for the intensification of innovation and investment activities of business entities in rural areas (BERA)



## *Understanding of possible changes, with the expansion of the cooperative movement in the rural areas in Ukraine*

No	<i>Positive possible changes</i>	Rank	Percentage of respondents,
1.	Strengthening food security and public health, increasing labor activity	2	21
2.	Careful attitude to the environment, rational consumption and use of natural resources	3	15
3.	Social, economic and ecological balance and the development of entrepreneurship in the rural areas	1	49
4.	High ranking of Ukraine regarding the investment attractiveness of the agrarian sector in international comparisons	4	9
5.	The formation of a coherent system of Ukrainian society's values, the spiritual and cultural development of society	5	5
6.	<b>Another variant</b>	-	1

# The system of rural tourism services





## *Development of organic products market in European countries*

	<i>Market volume, million euros</i>					
	2006	2010	2012	2014	2016	deviation 2016 to 2006, %
<i>Germany</i>	4600	6050	6590	7040	7550	164,13
<i>Sweden</i>	605	860	885	905	1018	168,26
<i>Estonia</i>	3,2	12,1	18,7	20	22	687,50
<i>Czech Republic</i>	28,7	59	66,2	70	71,3	248,43
<i>Latvia</i>	1,1	3,6	4	4,7	5,3	481,82
<i>Italy</i>	970	1580	1720	1885	2020	208,25
<i>Great Britain</i>	1240	1680	1882	1950	2065	166,53
<i>Poland</i>	58	111	120	127	138	237,93
<b><i>Ukraine</i></b>	<b>0,5</b>	<b>2,5</b>	<b>5,1</b>	<b>9,3</b>	<b>12,0</b>	<b>2400,00</b>
<i>Russia</i>	56	109	115	120	123	219,64

Thank you for attention!!!!