

leadership potential and become successful businesswomen. As part of the comprehensive program, 50 participants from different regions of Ukraine learned how to start their own business.

In addition, the Institute annually holds the international business forum BusinessWOMAN, which aims to consolidate women in business, politics and the social sphere to establish close cooperation, exchange experience, represent Ukraine in the world and promote the development of small and medium-sized businesses [3].

The activities of non-governmental organizations that promote women's entrepreneurship should not be neglected. In Ukraine, these include:

- Employment Center for Free People.
- Women's Professional League.
- Council of Women Farmers of Ukraine.
- Business Ukrainian Women.

Each of these organizations has its own specific tasks.

It should be noted that the global pandemic and the economic impact of quarantine measures have intensified and accelerated trends that have been gradually developing in recent years, especially in terms of training and online transition. According to the Women Entrepreneurs' Business Survey conducted by CBR for Visa in April-May 2020, 64% of surveyed business owners are ready to at least partially move their businesses online, but have doubts about whether they have enough knowledge and resources to do so. At the same time, 85% of women are looking for additional training. Among the most popular topics are how to adapt to new realities, how to survive the pandemic crisis, and how to develop their business online. This indicates that women's business is gradually moving to a new stage and begins its rapid development, which requires effective practical tools and modern knowledge to move to qualitatively new levels [4].

The main directions of intensifying the development of women's entrepreneurship in Ukraine include:

- systematic popularization of the benefits and features of women's involvement in entrepreneurship.
- Adaptation of leading foreign experience in the development of women's entrepreneurship.
- providing a wide range of affordable educational services for training and professional development of women entrepreneurs, including through government and grant programs.
- expanding access to "cheap" and diverse financial resources for women entrepreneurs to start and expand their own businesses.
- intensifying the activities of the Women's Entrepreneurship Development Committee of the Ukrainian Chamber of Commerce and Industry and the regional level.

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## **PECULIARITIES OF DETERMINING THE COST OF PRODUCTION AT AGRICULTURAL ENTERPRISES**

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Agriculture is one of the most important branches of material production, which provides the population with food products, and industry with raw materials. It significantly affects the well-being of the people in general. Thanks to the development of society and technology, agriculture is organized in such a way that it is able not only to grow food products, but also became an important component of the system of export relations of Ukraine with the world.

Ukraine occupies a significant place in the world food market. Twenty years ago, the export of Ukrainian grain fed 40 million people, and today - more than 400 million. In 2019-2021, Ukraine accounted for almost 10% of world wheat exports, 15% of corn exports, 15% of barley exports, and almost 50% of sunflower oil exports [1]. The enemy's full-scale invasion of Ukraine significantly damaged the free production of products, their processing and supply, as well as the international market.

Despite all the external influences and opportunities of the agricultural potential of our country, the main goal of agriculture is to preserve the acquired stability and further increase production even with a permanent decrease in material, financial and labor resources for its production, as well as to comprehensively increase its efficiency in the fields of agriculture and animal husbandry. This is done to meet the needs of the population in food products that meet the standards of consumption, and for the industrial provision of raw materials, as well as the creation of larger stocks of agricultural products.

The production of agricultural products is a continuous and efficient process of using the previously mentioned economic resources in the production of products. Such an economic phenomenon is classified using such economic categories as "production costs" and "cost of production" [2].

**Table 1 Costs that make up the production cost**

<b>Direct material costs</b>	They include costs for raw materials and materials, purchased semi-finished products and components for products, as well as auxiliary materials, that is, all material resources that are consumed in the process of manufacturing a specific type of product. In addition, material costs include costs of fuel and energy consumed for technological purposes, such as costs of electricity, water heating, heating and other processes.
<b>Direct labor costs</b>	It includes the wages of only those workers who are employed in shops that contain the production of specific products. If it is difficult to decide which type of production costs include labor costs, then the total amount paid to such employees is distributed among the products produced, based on certain criteria, such as man-hours, machine-hours or material costs.
<b>Other direct costs</b>	This includes the costs of the single social contribution (SSC) for workers employed in the production of products, as well as depreciation, which applies only to machinery and equipment used in the production process. These costs also include losses from permanent and irreparable defects, as well as rent for land, production premises and equipment. In addition, this includes losses from shortages, costs for correcting a technological defect that cannot be avoided.

<b>Variable general production costs</b>	These are costs that cannot be directly linked to a specific product or cost object produced by the enterprise. For example, it can be costs for heating, drainage, depreciation, security in the entire production building, where various types of products are produced. These costs are distributed among the various products of the enterprise through the distribution of general production costs, which makes it possible to reduce their impact on the cost of production.
<b>Fixed allocated general production costs</b>	These are costs that do not change depending on the volume of production and are distributed among all types of products at enterprises. They remain constant even with changes in the volume of production and include costs for maintaining production facilities, heating, education, depreciation, security, general administration and other similar costs. These costs are allocated among different types of products based on certain key factors, such as floor space, man-hours, or other metrics, and help offset the overall costs of producing different products.

*Compiled by the author [4]*

"Production costs" is a category that shows how much the production of products costs to the enterprise and the population. It is an estimate of costs associated with the use of various economic factors of production, such as human labor, land resources, capital, and others, for the process of creating and selling products. It includes the cost of natural resources, raw materials, materials, fuel and lubricants, fixed assets, personnel and other costs related to the production and sale of goods or services. This assessment allows businesses to analyze costs and determine the price of their products. And in general, the cost price is the sum of costs associated with the production of a certain type of product.

If we consider the cost price in the context of financial reporting, it can be distinguished into three types:

- production cost of products is the amount by which balances of work in progress and finished products are reflected in the enterprise's balance sheet. Calculated according to para. 2 p. 11 NP(S)BO 16 [4]. The production cost includes only costs directly related to production and does not include administrative, sales or other costs;
- the cost of goods sold is the production cost, which may differ by the amount of unallocated fixed general production costs and overhead production costs, if any.
- planned (normative) cost price - cost price calculated according to the approved standards for the consumption of raw materials, materials, and wages. It is relevant both when planning production and when using the standard costs method for accounting for finished products (clause 16 NP(S)BO 9 "Inventories").

In the process of economic activity, agricultural enterprises bear various types of costs, but not all of them are included in the cost price. In a general sense, expenses of the reporting period are defined as a decrease in assets or as an increase in liabilities, thus reducing the company's equity capital, according to P(S)BO 16 "Expenses" [4].

You can correctly calculate and analyze the cost of each type of product only when all operating costs are grouped by certain items. The list and composition of these articles, for calculating the production cost of products (earnings, services), are established by each enterprise independently.

Therefore, the cost price is an important indicator of the economic activity of agricultural enterprises, because it shows how much it costs the economy to produce the corresponding type of product and whether it is economically profitable in general in specific climatic and resource conditions. The cost price makes it possible to deeply investigate the economic situation of the enterprise and helps to identify reserves for increasing production efficiency. That is why special attention of the management of agricultural enterprises should be paid to the correctness and

expediency of the formation of expenses, which will necessarily contribute to the growth of profits from management.

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## THE IMPACT OF THE DIGITAL ECONOMY ON ENTERPRISE

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While digital transformation is a global trend and the world becomes increasingly digital (some estimate that 70 per cent of the new economic value globally will be created on digitally-enabled platforms over the next decade [1] and the global digital transformation market is expected to grow more than twice by 2025 [2]), not everyone is affected in the same way. Digital transformation is not happening at the same pace and level of intensity in all countries: some countries are advancing more rapidly, while others are still in the early stages of adoption. The scope of digital transformation efforts varies from country to country, depending on factors such as economic, political and social context, as well as the level of digital connectivity, skills, regulatory maturity or others. Yet in 2022, 2.7 billion people remain offline. Universal and meaningful connectivity remains a distant prospect for least developed countries (LDCs), where only 36 per cent of the population used the Internet in 2022, compared with 66 per cent globally [3].

Companies have always been trying to keep up with evolution of technology. However, it was the Covid-19 pandemic that forced businesses of all industries to shift rapidly to remote work environment. According to a May 2021 Gallup poll, majority (52%) of the entire labor force continues to work remotely, with numbers higher than 80% in many industries. It is said, that 35% of all workers want to stay remote long-term, rising to more than 50% in several fields.

This sudden change forced companies to implement new technologies in their work and revise business strategies. It became obvious for managers that business and technology are inseparable, so it only makes sense to implement technology as a core part of a successful business strategy.

Nowadays, to lead a project successfully, a manager should be adept in planning, monitoring, initiating and controlling. For this purpose, project managers usually use several tools and methods for orchestrating activities along a project life cycle. It appears to be a right idea as several studies suggested that appropriate use of management technologies affects success of a project (Might and Fischer, 1985; Cash and Fox, 1992; Thamhain, 1996; Coombs, McMeekin et al., 1998; Milosevic,