CHAPTER 1
THEORETICAL, METHODOLOGICAL AND CONCEPTUAL APPROACHES TO PROMOTING THE EUROPEAN INTEGRATION OF ENTREPRENEURIAL ACTIVITY IN RURAL AREAS*

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The operation of agricultural business structures ensures employment for rural residents, the country's food security, the development of export relations in the agricultural sector, and an increase in the purchasing power, adaptability, mobility and competitiveness of business entities in wartime conditions, the implementation of innovative developments, the development of agricultural business ecosystems, the inflow of investment and foreign exchange earnings, and so on. All this requires a theoretical, methodological and conceptual rethinking of approaches to stimulating the development of agricultural business, integrative and cooperative structures or associations under conditions of wartime risks. The solvency, optimisation, mobility, adaptability and competitive resilience of agricultural business entities must be based on the implementation of a comprehensive, integrated investment and budgetary financing model with diversified funding sources, the creation of economic added value, access to long-term investment, direct payments, 'green' financing instruments, guarantee mechanisms and institutional stabilisation of the public finance system, etc.

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Numerous academic works by various scholars during the period of martial law have been devoted to the study of theoretical and methodological approaches to stimulating the development of entrepreneurial activity in rural areas (Ilchuk M.M., Svinous I.V., Tomashevska O.A. (2024) [15], Livinsky A., Melnichuk O., Petrenko O. (2024) [19], Tulchynska S., Kryvda O. (2024) [31], Matiienko V. (2024) [7], Aksenko P.A. (2024, 2025) [9, 10], Vasilyev A.S. (2025) [11], Dyukarev A.O., Cherneha I.I. (2025) [13], Zolotnytska Y.V. (2025) [14], Kalachevska L. (2025) [16], Kyrylko N.M. (2025) [17], Koval V.V., Savenko I.I., Gontaruk Ya.V., Metil T.K., Drozdova V.A., Asaulenko N.V. (2025) [18], Lipovyi D.V. (2025) [20], Makhsm M.B., Banshchikov P.G. (2025) [21], Nitsenko V.S., Ponomareva M.S. (2025) [22, 26], Oliinyk T.I., Oliinyk Ye.O., Shcherbakov Yu.M. (2025) [23], Orlov V.V. (2025) [24], Sudomir S.M., Zhibak M.M., Kulyak M.R. (2025) [30], Khalatur S.M., Grabchuk O.M., Pavlenko O.P., Manzheliy K.M. (2025) [32, 33], Kravchenko S.A. (2025, 2026) [1, 2, 3, 4, 5], Adamchuk V., Perepelytsia N., Hrytsyshyn M. (2026) [8], Pavlova G.E., Lopatovskyi V.G. (2026) [25], Prokopyshyn O.S., Dranus L.S., Dranus V.V. (2026) [27], Svynoous I.V., Hrynchuk Y.S., Paska I.M., Nianko V.M., Zhelavska N.V. (2026) [28], Solyanyk L.G. (2026) [29], Shchadura-Nykiporets N.T., Derii Zh.V., Minina O.V. (2026) [34] et al.).

In particular, a group of researchers comprising Ilchuk M.M., Svinous I.V. and Tomashevska O.A. (2024) [15] focused on the specific features of the organisational and economic framework underpinning the competitiveness of agribusiness enterprises and ways to enhance their competitiveness (rationalisation of production costs; high-quality processing and storage of the harvest; ecological, economic and technical modernisation of grain storage facilities; introduction of innovations into production processes and improvement of technical equipment; analysis of the competitive environment, etc.). Economists Livinsky A., Melnichuk O., Petrenko O. (2024) [19], in their study of the development of farming as a form of agribusiness in the context of institutional transformations,

argued that the development of farming requires the increased use of modern technologies, production diversification and the adoption of ecological farming practices. Researchers Tulchynska S. and Kryvda O. (2024) [31] highlighted the specific features of agro-industrial companies' operations, the capitalisation of these business structures, and the need to implement risk management mechanisms in times of war and market crisis.

Researcher Matiienko V. (2024) [7] has demonstrated the need to stimulate the innovative development of agricultural business enterprises, enhance their resilience, adaptability, liquidity, solvency and competitiveness, and ensure sustainable development in rural areas. The criteria for the innovative development of rural areas include index-indicator-based (calculation of indicators and indices of innovation implementation); innovation infrastructure; institutional (regulatory and legal framework for innovation implementation); and others. In the course of their research, scientists P.A. Aksenko (2024, 2025) [9, 10] established that the organisational mechanism for the development of agricultural enterprises correlates with the optimisation of resource use and an adaptive management system, whilst the economic mechanism correlates with the use of economic regulation tools, financial support for development incentives, and the enhancement of performance, socio-economic stability and competitiveness of agricultural enterprises. Researcher Vasilyev A.S. (2025) [11] investigated the information-digital, operational-production, integration, innovation and human resources adaptive business strategies of small and medium-sized enterprises as key instruments for strengthening their competitiveness, market capacity and improving product quality. It is argued that flexibility, adaptability, innovation, optimisation and digitalisation play a key role in the management decision-making system.

Economists A.O. Dukarev and I.I. Cherneha (2025) [13] have outlined the methodological foundations for managing business activities in the agricultural sector of the economy from the perspective of accelerating digital transformation.

Within the management systems of business structures, they justify the need for a comprehensive approach combining results-oriented (development strategies), process-oriented (cost reduction, operational optimisation) and resource-oriented (optimisation of intangible assets and VRIN resources) approaches; sustainable agricultural practices; artificial intelligence; the Balanced Scorecard concept; and precision farming systems. Researcher Zolotnytska Y.V. (2025) [14], with the aim of enhancing the adaptability, solvency, competitiveness and financial and credit stability of family farming in an unstable market environment, has investigated methodological approaches to managing their development. The author proposes a comprehensive integrative model for managing family farming with subsystems of innovation (precision farming, digital technologies) and clustering (access to new markets, economies of scale). The findings of Kalachevska L. (2025) [16] are particularly noteworthy, as she examines the characteristics (nature, significance, tools, areas of focus, stages, pilot projects, strategic planning, current state of implementation, etc.) of the impact of digitalisation on performance (product quality, production efficiency, reduction in production costs, precision farming data), risk mitigation and optimisation of the production process in the agricultural sector of the economy, logistics platforms, and the long-term competitiveness of agricultural enterprises.

By the researchers Kirilko N.M. (2025) [17], taking into account the specific features of risk management; the results of the assessment of production losses and needs; the need to mobilise resources and develop an organisational model for responding to market challenges, the data from the analysis of the implementation of the recovery process management system (through the participation of private sector entities, international investors, state support and local communities) in production and at the enterprise are substantiated. A group of researchers comprising Koval V.V., Savenko I.I., Gontaruk Y.V., Metil T.K., Drozdova V.A. and Asaulenko N.V. (2025) [18], with the aim of meeting domestic consumer demand for agricultural products, strengthening the financial stability of

agricultural enterprises, boosting the production of organic products, minimising the risks of operating in a market environment, innovatively expanding the system of high-quality raw material processing, optimising the use of credit resources and the need to ensure food security in the country, strategic approaches to optimising financial and credit support for agricultural business enterprises have been substantiated. Researchers Lipov D.V. (2025) [20], taking into account the need for production quality management and the sustainability of the agribusiness sector, the strengthening of ties with stakeholders, the region's socio-economic indicators, the optimisation of production costs and the interests of local communities, and the key principles of the methodology for continuous process improvement, a SMART-oriented, relevant, valid and adaptive structural-functional model of transparent management of social responsibility by agribusiness enterprises has been developed.

Researchers Makhsm M.B. and Banshchikov P.G. (2025) [21], using a small, profitable agricultural firm as a case study, assessed its competitiveness and developed strategies to enhance the enterprise's sustainability, efficiency and competitiveness (purchasing small-scale machinery equipped with GPS; increased use of digital platforms – for its own online resources, Facebook Marketplace, B2B sales; benchmarking and business intelligence; satellite analysis of field conditions, moisture sensors, drones). Researchers Nitsenko V.S. and Ponomareva M.S. (2025) [22, 26], with the aim of enhancing the sustainability, flexibility and efficiency of the development of agribusiness structures, have substantiated theoretical and practical approaches to the use of modelling in the activities of business entities. The focus is on the use of the results of a regression model (forecasting), linear programming (optimisation of resource allocation), a simulation model (optimisation of operational decisions), dynamic optimisation (time-based management of the production process), non-linear programming (assessment of interrelationships) and specific adaptive management methods for decision-making (economic (resource-saving technologies), administrative (AI

and IoT technologies), and socio-psychological). The significant role of the implementation of AI innovations, public-private partnerships and cooperative associations is emphasised. A group of researchers comprising T.I. Oliinyk, E.O. Oliinyk and Y.M. Shcherbakov (2025) [23] have substantiated the need to enhance the investment attractiveness of business entities, the use of investment and innovation strategies for the operation of agricultural business structures; projects for high-quality production, processing and storage of products; models for optimising organisational, managerial, administrative and economic structures and business development resources; digital monitoring of the ability to create value for investors, financial and credit stability, solvency, operational stability, business potential, the balance of financial and credit flows, etc. Researcher Orlov V.V. (2025) [24] has comprehensively substantiated a methodological platform for assessing the factors influencing the development of the socio-economic potential of entrepreneurial structures in the agricultural sector of the economy under crisis conditions. All core components are structured in stages and hierarchically.

A group of researchers comprising Sudomir S.M., Zhybak M.M. and Kulyak M.R. (2025) [30] focused on integrated mechanisms for developing the potential of small and medium-sized agricultural enterprises, optimising the supply chain, rationalising resource use on a cooperative basis, and other related issues. It is proposed to utilise an author-developed integrated model for the development of the economic potential of small and medium-sized agribusinesses, which is substantiated taking into account the provisions of the theory of dynamic capabilities and the resource-based theory of the firm; as well as programmes to support integration and cooperative associations and logistics platforms. In the course of their research, scientists S.M. Khalatur, O.M. Grabchuk, O.P. Pavlenko and K.M. Manzheliy (2025) [32, 33] emphasised the need to foster long-term sustainability, flexibility, adaptability, stability and competitiveness of business structures in the agricultural sector of the economy, using adaptive, comprehensive, integrated ESG factors in development strategies and the

management of credit and financial flows (the use of social programmes, innovative environmental technologies and digital solutions, and platforms fostering transparent trust among stakeholders). Adaptive financial security strategies (use of flexible budgeting and planning, digital tools, cost and efficiency control, diversification of activities, creation of a reserve fund, participation in insurance and risk management programmes). Kravchenko S.A. (2025, 2026) [1, 2, 3, 4, 5] has substantiated the characteristics and components of the socio-economic adaptation of small agribusiness enterprises to operating in wartime conditions, as well as the processes involved in stimulating their European integration; the results of an assessment of the organisational and economic development of business structures in the agricultural sector of the economy. A group of researchers comprising Adamchuk V., Perepelytsia N. and Hrytsyshyn M. (2026) [8] focused attention on systems of precision agricultural engineering, smart agriculture, institutional support for the implementation of innovations, regulatory state support, and systematic state planning to enhance the effectiveness of technical and technological modernisation of agro-industrial production.

In their work (2026) [25], researchers Pavlova G.E. and Lopatovsky V.G. (2026) [25] identified and substantiated directions for adapting the socio-economic mechanism of farmers' business models (introduction of a carbon farming system, intensification of integration processes for environmental innovations and the development of bioenergy in general). Economists O.S. Prokopyshyn, L.S. Dranus and V.V. Dranus (2026) [27] have outlined theoretical positions on the specifics of implementing digital integration, process-oriented budgeting, process management, strategic planning, and the effectiveness of investment and operational processes within a system of sustainable, liquid, transparent and adaptive management of agricultural enterprises, in particular agricultural holdings. A group of researchers comprising Svinous I.V., Hrynchuk Y.S., Paska I.M., Nianko V.M., and Zhelavska N.V. (2026) [28] have drawn attention to the integration of system-forming risk management into the mechanism of operational

and strategic management in the economic activities of agricultural business structures and ways to increase their investment attractiveness. The researcher Solyanyk L.G. (2026) [29] proposed his own model for optimising the financing structure (taking financial risks into account, maximising economic value added). It has been argued that a credit-oriented financing model (short- and medium-term debt financing) for agribusiness enterprises hinders investment and innovation in a market environment and creates disruptions or imbalances in financial provision. A group of researchers comprising Shchadura-Nykiporets N.T., Derii Zh.V. and Minina O.V. (2026) [34] substantiated the importance of the activities of agribusiness enterprises with effective crisis adaptation mechanisms as integral components of the country's socio-economic system and food security.

The State creates conditions to encourage the development of entrepreneurial activity in the agricultural sector of the economy, with a view to ensuring efficient agricultural production and the provision of services, as well as addressing the socio-economic, organisational and managerial, administrative and economic, and environmental challenges faced by citizens in rural areas during wartime and in the post-war economic reconstruction. The composition of current programmes includes: subsidies per unit of land (ha) for farms; subsidies (per head of livestock) for the rearing of cows, goats and sheep; compensation for the purchase of machinery; and grants for the development of horticulture and greenhouse farming. In 2026, UAH 13.1 billion is earmarked to support agricultural production in accordance with the Law of Ukraine 'On the State Budget for 2026'. Specifically, UAH 60 million is earmarked for the development of agricultural insurance; UAH 197 million for the development of irrigation; UAH 2 billion for the demining of agricultural land; UAH 2.5 billion for the development of farming; and UAH 9.3 billion for supporting business entities in the agricultural sector.

The study has thus established that global economic transformations (trends, challenges, development scenarios) and digital innovations in business (strategies,

models, tools, start-up ecosystems in the digital economy, ‘green’ digital innovations, ESG transformations, digital competencies) have contributed to the formation of new theoretical, methodological and conceptual approaches to the development of entrepreneurial activity in rural areas. The published works focus on the conditions and state of operation of entrepreneurial structures, but do not provide an integrated and comprehensive theoretical, methodological and conceptual framework for examining mechanisms to stimulate the development of entrepreneurial activity in rural areas.

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