

INFORMATION SUPPORT OF INNOVATION ACTIVITY OF AGRICULTURAL ENTERPRISES: ANALYTICS OF MACRO LEVEL

The article deals with the analysis of peculiarities of information support of innovation activity of agricultural enterprises on the macro level.

The author proposes the classification of organizations which provide for information support of innovation activity of agricultural enterprises in Ukraine:

- various innovation organizations of Ukraine as structural units of the system of centralized bodies of scientific and technical information;
- independent sector of information services with such structural elements as various analytical centres, consulting companies and groups.

The article presents a typology of sources reflecting information about management of innovation activity in agricultural sector:

- the macro level is represented by sites of Pan-Ukrainian state organizations, foundations, committees etc;
- the meso level is represented by sites of regional state organizations, foundations, committees etc;
- the micro level is represented by sites of enterprises, organizations, foundations, financial and non-financial entities with different forms of ownership.

The author creates a system of hierarchic links between the subjects providing information support of management of innovation activity of agricultural enterprises.

The research has established that sites in the macro level structure meet modern requirements in terms of the level of information support of innovation activity of agricultural enterprises at the modern stage of development of the economy of Ukraine.

As a result, the macro level research can become a basis for the study of meso and macro levels of information support of innovation activity of agricultural enterprises of Ukraine.