

## ABSTRACTS

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### **PRECONDITIONS FOR THE FORMATION OF INTEGRATED STRUCTURES IN RURAL AREA**

The urgent implementation of the new functioning model of agricultural production is considered. The negative trends in the development of rural areas of Ukraine was analyzes. The reasons of disproportions in the development of local villages and towns have been explored.

The reduction of material and technical base is analyzed and identified a decrease in the number of retail shops in rural areas during the 2005-2014 years. The investigation of the main indicators of retail development in urban and rural areas points to worsening of the situation with the trading service of the rural population.

High levels of unemployment among the rural population and the general deterioration of indicators of social sphere development was the reason of labor migration and worsening of the demographic situation in rural areas. In addition there is a decrease in population density with increasing distance from borders of metropolitan areas, and reducing the number of rural settlements.

One of the basic preconditions for necessary cooperation is the fact that 77% of the total number of people employed in the agricultural sector and almost 40% of the total employment of the rural population are engaged in private farms. At the same time there is a constant under-financing of the agricultural sector by the state and decrease of banks' financing activities of agro-industrial complex. Private farmers are forced to use intermediaries in the supply chain. This leads to an increase in prices and to the absence of control over the products quality.

The external environment of personal farms is investigated. It can be represented as a complex dynamic multi-agent system. The main subjects of the environment can be represented by actors of intermediaries (the main participants in the cycle «production – harvesting – processing – realization») and actors from «Contact Audience.» With the precedent UML modeling methodology chart the function of each group of actors is investigated.