

С.Сейфуллин атындағы Қазақ агротехникалық зерттеу университетінің экономикалық факультетінің 60 жылдығына арналған «Жаңа болмыс жағдайында экономика және қоғам» Халықаралық ғылыми-практикалық конференциясының материалдары, 25 мамыр 2023 жыл, II бөлім= **Материалы** Международной научно-практической конференции «**Экономика и общество в условиях новой реальности**», посвящённой 60-летию экономического факультета Казахского агротехнического исследовательского университета имени С.Сейфуллина, 25 мая 2023 год, II часть = **Materials** of the International scientific and practical conference «**Economy and Society in a new reality**» dedicated to the 60th anniversary of the Faculty of Economics of the S. Seifullin Kazakh Agrotechnical Research University, May 25, 2023, II part. – 2023. – Ч.2. – P.379-385.

AGRO-INDUSTRIAL ENTERPRISE IN THE CONDITIONS OF DIGITALIZATION

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The sustainability of the economic position of an agro-industrial enterprise in the context of consistent digitalization of all spheres of Russian life is one of the most pressing issues for the management of all facilities of this vast complex.

Having paid considerable attention to the consideration of various aspects of the functioning of the legal foundations of the economic activity of an agro-industrial complex enterprise in the new digital reality, the authors of this study consider it their duty to conclude that the implementation of legal processes in the operation of such enterprises in the Internet makes it possible to identify a trend in the transformation of the legal statuses of data modern business entities

First of all, this is due to the acquisition by enterprises of the agro-industrial complex of fundamentally new rights, and along with this, also additional opportunities for their implementation, as well as the strengthening of the role and importance of business entities in the state economy.

To a certain extent, the issue of the sustainability of the economic situation of greenhouse farms and similar ones is due to the introduction of restrictions and the combination of various legal statuses of enterprises in the agro-industrial complex, which requires adaptation to new conditions.

It should be noted that the transformation of the legal status of an enterprise of the agro-industrial complex is a fairly full-scale adjustment, which inevitably causes significant changes in its economic situation.

If the change in the content of individual rights and obligations of the management of an enterprise of the agro-industrial complex is accompanied by the transition of the subject to new economic tracks of management, and to a fundamentally new level of everyday activity in general, this enterprise will henceforth occupy a new place in the system of social relations.

It should be noted that in the future this may make it possible to significantly expand the list of functions performed by the enterprise of the agro-industrial complex in relation to other subjects of rights and obligations in the economic sphere, as well as the extent and quality of their influence on the legal state that is directly characteristic of the subject composition of the global network. .

Considering in detail the nature of the transformation of the legal status of an agro-industrial complex enterprise as a subject of public relations on the Internet, the authors of this study consider it necessary to assert that significant changes should now be observed in the progressive spread and increase in the importance of the digital economy in public and state life.

In essence, they cannot but entail the actual transformation of the legal status of an agro-industrial complex enterprise as a subject of the digital economy, since the level of economic security characteristic of modern society and the state will now largely depend on the quality of their activities.

One of the most significant and most prominent transformations that can be considered in the field of the legal status of an agro-industrial complex enterprise is, first of all, the consolidation at the legislative level of such an important category as “subjects of a critical information structure”.

The introduction into modern Russian legislation of such a fundamentally new term, as it seems at the moment “a subject of critical information infrastructure”, has stable prerequisites that are reflected in the text of various legislative acts.

So, for example, in the content of the text of paragraph eight of Article 2 of Federal Law No. 187-FZ of July 26, 2017 “On the Security of the Critical Information Infrastructure of the Russian Federation”, it seems possible quite often to find the following formulations of entities such as “state bodies”, “state institutions”, “Russian legal entities and (or) individual entrepreneurs” [1].

In turn, in the content of the text of article 9 “Rights and obligations of subjects of critical information infrastructure” of the Federal Law of July 26, 2017 No. 187-FZ “On the security of the critical information infrastructure of the Russian Federation”, the legal status of an enterprise of the agro-industrial complex found its organic consolidation, expressed in their rights and obligations.

Taking into account that the legitimacy of introducing restrictions, which is expressed in the form of additional responsibilities arising from the management of an agro-industrial enterprise directly in connection with the need to maintain a constant, full-scale and uninterrupted operation of the energy, transport, medical, financial aspects of the activity of this business entity, is quite natural.

However, this inevitably raises the question of a fundamental increase in the level of material costs and human resources of the agro-industrial complex in order to qualitatively fulfill the requirements of the Federal Law No. 187-FZ.

It is fundamentally important to single out and take into account the most important factors that in one way or another contribute to the transformation of the legal status of an agro-industrial complex enterprise in a digital telecommunications environment, which are quite multifaceted and massive.

The leading of them should be called the current state of the domestic legislative system, which is not always able to take into account all the forms and criteria of such transformation processes generally accepted in everyday practice.

The insufficient preparedness of legal tools to accept as a given the realities that are already quite firmly entrenched in broad everyday practice, unfortunately, does not allow for the unambiguous correct development of modern domestic legislation in this area.

As a result, the reality in its unformed relations in a number of cases is largely ahead of the existing Russian legislation, which will still need a lot of time and other resources for the timely implementation of significant and multifaceted changes.

It is also necessary to take into account the objective minimum of economic and legal requirements "to the enterprise of the agro-industrial complex, which must be implemented in the information society, can and should be subject to its consistent expansion.

Despite the fact that this minimum is declared simultaneously at the international and state levels, this should happen as more and more similar enterprises of the agro-industrial complex are involved in this environment.

The aforementioned enterprises of the agro-industrial complex can simultaneously include structures of small and medium-sized agricultural businesses, representatives of public organizations and associations, as well as the state itself in the process of using technological means.

The economic rights of an enterprise of the agro-industrial complex in doctrinal terms are to be determined in the same way as individual claims, as well as the most significant and responsible tasks facing modern society corresponding to them.

The professionalism of the head of the enterprise of the agro-industrial complex can be, first of all, considered as a thorough knowledge of his business in economic and legal terms and the most effective implementation of his daily official activities.

It consists of the business qualities of the head of an agro-industrial complex enterprise, which should, first of all, include the totality of special knowledge, skills and abilities, as well as the key personal qualities of each such leader.

Based on modern requirements, the following can be distinguished as criteria for the professionalism of the head of an agro-industrial complex enterprise in the economic and legal sphere:

- 1) professional education of the head of the enterprise of the agro-industrial complex, expressed in a certain amount of necessary economic, managerial and

psychological and legal knowledge, the range, current level, degree and quality of renewal of which serve as the most important criterion for the professional competence of the head of such an enterprise;

2) the ability of the head of the enterprise of the agro-industrial complex to competently and effectively (with a high degree of effectiveness) apply not only known methods and methods for solving emerging management problems, but also initiate, create, develop non-traditional means and methods to achieve the desired socio-economic and other results;

3) the ability of the head of the enterprise of the agro-industrial complex to reproduce managerial knowledge, skills and abilities in other people, that is, to be a teacher-mentor in relation to the new generation of specialists involved in the work of the enterprise of the agro-industrial complex;

4) the ability of the head of the enterprise of the agro-industrial complex to motivate and rationalize their activities and the work of subordinates, taking into account the accumulated experience, self-critically evaluate their capabilities, act thoughtfully, emotionally balanced in the performance of official duties;

5) the ability of the head of an agro-industrial enterprise to act as part of a vertically oriented management team, to determine in a timely manner the likelihood of implementing decisions in conditions of a shortage of resources, to foresee the consequences of managerial decisions and actions, to determine the strategy and tactics for achieving the desired results, to anticipate and control the course of events in their area of activity [2].

The activity of the head of the enterprise of the agro-industrial complex is a specific management activity, based on his specific moral principles in practical actions. This aspect is reflected in the ethical component of the leadership qualities of the head of an agro-industrial enterprise.

The manager of the organization, as the head of the enterprise of the agro-industrial complex, must choose a quality policy for the organization and distribute responsibilities between the chief accountant, chief specialist and other figures of this business object.

The chief accountant of an agro-industrial enterprise is responsible for the financial part of the quality system, i.e. for quality costs and cost-effectiveness of quality costs. The chief specialist of the agro-industrial enterprise is responsible for compliance with the quality policy, manages the departments that develop regulatory documents, technological documentation, subdivisions, and monitors quality. Organizes advanced training of specialists and employees of the enterprise.

The quality manual should include:

a) the scope of the quality system within the entire enterprise of the agro-industrial complex;

b) documented procedures developed within the quality management system or reference to them;

c) a description of the interaction between the processes of the quality system.

The quality manual is developed by the quality service of the agro-industrial enterprise together with other departments and approved by the manager of the

organization. At the same time, all the necessary provisions of the Constitution of the Russian Federation, laws and regulations of the federal and regional levels on the legal status of the head of the enterprise, information resources of the Internet should be clearly used.

In the structure of leadership qualities of the head of an agro-industrial complex enterprise, first of all, it seems possible to single out professional competence, legal, political and ethical factors, openness in the implementation of professional activities, social responsibility for decisions made, discipline” [3].

The initial concept of leadership qualities of the head of the agro-industrial complex is the concept of "professional duty", which fixes in sufficient detail the duties. It is necessary to single out such concepts as "professional honor" and "professional dignity" of the head of the enterprise of the agro-industrial complex.

The concept of “professional honor” of the head of an agro-industrial enterprise expresses an assessment of the significance of a particular profession in the life of society. Awareness of this significance is very important for a leader and forms the basis of professional dignity, self-assessment of one's activities.

It is necessary to single out the principles for the implementation of leadership qualities of the head of an agro-industrial complex enterprise, which make up its framework. First of all, the principle of humanism, i.e. respectful attitude to each human personality, understanding of its uniqueness, self-sufficient value [4].

The principle of his professional optimism intersects with the principle of humanism in the work of the head of an agro-industrial enterprise. Thus, it is not easy for the head of an enterprise to fulfill his duties without believing that his efforts, the decisions he makes and implements, contribute to the development of the state, strengthening the principles of democracy, law and order.

The leadership qualities and ethics of the head of an agro-industrial enterprise are also based on the principle of patriotism. This principle predetermines that love for the Motherland cannot be combined with a disdainful attitude towards other countries or peoples.

The specificity of the professional activity of the head of the enterprise of the agro-industrial complex is that in the process of its implementation, the functions of developing business activity are implemented. The figure of the head of the enterprise of the agro-industrial complex should be attractive to consumers of the services of this enterprise, local governments, departments and organizations, as well as the population.

Based on these provisions, the leadership qualities of the director of an agro-industrial complex perform a number of functions:

- 1) form a certain image of work in the field of business;
- 2) are expressed in a sense of community of all employees of the agro-industrial complex performing official duties;
- 3) increase the involvement of the head of the enterprise of the agro-industrial complex in the affairs of the service and devotion to it;
- 4) strengthens the system of social stability in the daily activities of the enterprise of the agro-industrial complex;

5) are the means by which the norms of behavior of the head of the enterprise of the agro-industrial complex are formed and controlled [5].

Thus, the development of leadership qualities of the director of an agro-industrial complex enterprise as a synthesis of professionalism and general culture allows the head of the enterprise to fully realize his potential in work and provides a more effective approach to solving complex professional problems in the management system.

This will keep intact the stability of the economic and legal status of an agro-industrial enterprise in the context of the digitalization of all spheres of life in modern Russian society.

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