DIVERSIFICATION OF BUSINESS ACTIVITY IN RURAL AREAS AS A RISK MINIMIZATION TOOL OF ECONOMIC SECURITY

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Depressive nature of the rural areas development increases the risks of economic security of Ukraine in the space-regional dimension. The diversify economic activity is a strategic tool for minimization of these risks. The purpose of research is the development of priority areas of the diversification of economic activities in rural areas in the context of minimizing the economic security risks. The methodology of research is formed on the basis of such methods as system analysis, synthesis, scientific abstraction, statistical classification, project and organizational method. In the paper the correlation between the diversification of economic activities in rural areas and minimization of economic security risks is analyzed. The author estimates the level of diversification of agricultural production. The growth of rural employment, increase of revenues to local budgets, the formation of added value, improvement and development of human capital, reducing human pressure on natural ecosystems are considered to be the incentives to promote diversification of economic activity. The author proposes the priority areas for diversification of economic activities in rural areas, including the development of rural ecotourism, timber and woodwork industry, fishery, services and trade, alternative energy.

Key words: diversification, risk, economic security, rural area, agriculture, business activities.

JEL Codes: O18, Q18, R11.

1. Introduction

Monofunctionality of the economic complexes in rural areas deepens depressive character of their development, provides excessive concentration of risk in one segment of the socio-economic relations, restricts the parameters of the efficiency of the existing potential usage, prevents the formation of the resource base for the stimulation of the processes of expanded reproduction and makes it impossible to ensure a high level of economic security of the state. The problem is not only because of a purely agrarian line of economic activities in rural areas, which, in principle, it is quite logical, but also because of its excessive sectoral concentration, that increases the risks of economic security and complicates the processes of their minimization.
Destabilizing socio-economic effects of this situation are aggravated also under the conditions of increasing concentration of production within the resource capacities of agricultural holdings, which are mainly focused on highly profitable segments of the commodity export market, that eliminates incentives to create closed production cycles and the development of diversified economic complexes in rural areas.

Lack of diversification of economic activities, a priori, excludes the reduction of mass unemployment among the rural population, overcome of the increasing negative migration processes in rural areas and the decline of the human capital, which negative trends are amplified under the conditions of the automation of labour in agriculture and reducing the number of employees in the agricultural enterprises. Thus, 460 rural settlements have disappeared from the administrative-territorial map of Ukraine over the past 25 years; the average population of one rural settlement decreased from 584 to 464 people; the number of the rural population has decreased by 3700000 people, and its share in the total number decreased by 1.7%; in 2015, the level of economic activity of the rural population was only 60.8%, and the level of its employment was 55.1%, while the official unemployment rate was 9.4% (Statistical Yearbook of Ukraine for 2015, 2016).

Thus, the problem of the intensification of economic activities diversification in rural areas has not just economic, but also a profound social aspect, as its solution provides the structuring of the process of social reproduction. The diversification of economic activities is a strategic tool to minimize the risks for economic security and to overcome the negative migration processes in rural areas, because the monofunctional character of the development of rural areas will inevitably lead to their decline and stagnation.

The problems of diversification of economic activities in rural areas have become target of research of many scientists. Theoretical and practical aspects of the state regulation of ecotourism development as a tool for diversification of economic activities in rural areas were examined by V. Penkovsky (2015). The author covers the modern approaches to the organization of state regulation of the development of rural ecotourism as a priority for the diversification of business activities in rural areas and develops the proposals to improve the mechanisms of state regulation in this sphere. Methodological base of rural area economic diversification were worked out by M. Korinko (2007). Strategic directions of economic diversification of rural areas are identified in the research of G. Zhuikova and I. Imshenitska (2015).

In turn, L. Zarubanna (2013) studied the socio-economic background, drivers and consequences of the strategy of economic activities' diversification in rural areas. I. Kulchiy (2012) studied the organizational and legal aspects that regulate the diversification of economic activities in rural areas. The author has structured the legislative gaps in this sphere and developed a set of measures to improve the institutional basis of the rural economy diversification. A. Shpak (2015) examined the theoretical nature, reasons and incentives to diversify economic activities. The scientists has grouped the key elements and priorities of the diversification of economic activities in space-regional dimension and worked out the model of increasing the efficiency of the socio-economic diversification of the region. In turn, O. Burova (2015) examined
the particular problems of diversification of economic activities in rural local communities and justified the types and forms of diversification and structured the benefits and the potential beneficial effect of the diversification of economic activities backed by the results of the research. The development of the strategic lines of the diversification of productive activities in rural areas are the main topic of the research of N. Vasylenka (2010). V. Tkachuk (2011) has systematically analyzed the problem of agricultural businesses diversification.

The scientist has justified the special aspects of the diversification in agriculture, processed the experience of EU member states and proposed the conceptual model of business entities diversification in the agricultural sector. The solution of the problem of economic activity diversification in rural areas is relevant for the entire world community. Thus, L. Chaplin, S. Davidova and M. Gorton (2004) investigated the specifics of production diversification depending on the size of business entities in Central Europe. The scientists have developed mechanisms for the implementation of the diversification advantages in the processes of activating the socio-economic development of rural areas. G. Kenny (2009) studied the applied aspects of the development of an effective strategy for economic activity diversification. In turn, A. Mubarik (2004) explored the prospects of strengthening Japan's competitive position in the global agricultural market and strengthening its economic security through the diversification of agricultural production.

Despite the presence of numerous scientific and practical studies regarding the diversification of economic activities in rural areas, the scientists still have not well explored the issues of the usage of methodological approaches to assessing the level of the diversification of economic complexes, the study of the nature of the correlation between the diversification of economic activities in rural areas and the minimizing of the economic security risk, justification the incentives for the diversification of economic activities in the context of strengthening the economic security, the elaboration of the measures for the development of priority directions of the diversification of economic activities in rural areas. In this context, there is a need for scientific research organization to answer the question: “How does the diversification of economic activities in the rural areas affect the processes of the minimization of economic security risks and what should be the priority areas of such diversification?”

Having explored the scientific and practical aspects of the business activities' diversification and modern prerequisites of the aggravation of the problems of rural development, that scale up the economic security risks in space-regional dimension, the author formalizes the main purpose of the study – to develop priority lines of the diversification of economic activities in rural areas in the context of minimizing the economic security risks. The following objectives were defined to achieve the main purpose of the study: to assess the diversification level of agricultural production, identify incentives for diversification in the context of strengthening the economic security, examine the correlation between the diversification of economic activities in rural areas and minimization of economic security risks, suggest priority areas for di-
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Achieving this objective led to the formalization of the research methodology. The methods of system analysis, synthesis of scientific abstraction were used to define the incentives and the nature of the influence of diversification of economic activities in the rural areas on the minimization of the economic security risks. To calculate the index of agricultural production diversification, that is dominant in rural areas, the author used the Herfindahl-Hirschman methodology for determining the level of diversification, adapted to the peculiarities of managing in agrarian sphere by A. Schmitz (1989), which involves the calculation according to the formula:

\[ I_d = \sum_{i=1}^{n} F_i^2 \]  
(1)

where \( I_d \) – index of diversification of agricultural production; \( F_i \) – the proportion of the \( i \)-th type of agricultural products in the structure of gross production; \( n \) – amount of agricultural products.

The value of the computed index can be within the following range: \( 0 < I_d < 1 \). The closer the value of the index is to zero, the higher the level of diversification of agricultural production is, and vice versa. The choice of this technique arises from the presence of such advantages in the process of its application: 1) the possibility of using standardized data; 2) simplicity, ease and efficiency of using the methodology; 3) the successful approbation basis for using the methodology, in particular by such scientists as A. Schmitz (1989), V. Tkachuk (2011) and others; 4) the possibility to avoid subjective assessments in the process of characterizing the level of agricultural production diversification; 5) the possibility of a convenient interpretation of the obtained results of the research.

To examine the characteristics of the diversification of agricultural production in the context of the administrative regions of Ukraine then author used the method of statistical classification according the index calculated. Three statistical groups were created on the basis of the division of the statistical data of the characteristics used for classification (index of agricultural production diversification in the context of administrative regions) according to the interval value of the statistical group, that is calculated according to formula (Trinko, 1999):

\[ ISG = \frac{X_{\text{max}} - X_{\text{min}}}{n} \]  
(2)

where \( ISG \) – the value of a statistical group interval; \( X_{\text{max}} \) – maximum value of the index of agricultural production diversification; \( X_{\text{min}} \) – the minimum value of the index of agricultural production diversification; \( n \) – amount of statistics groups.

The author used project and organizational method to formulate the priority directions of economic activities diversification in rural areas in the context of mini-
mizing the economic security risks. The complex use of these methods has provided the completeness, logical consistency and applied value of the research that has allowed to formulate a set of effective proposals to enhance the diversification of economic activities in rural areas as a strategic tool to minimize the risks of economic security.

The need to achieve the main objective of the research becomes actual under the conditions of a depressive character of rural areas development, the aggravation of the unemployment problem and the deterioration of human capital in rural areas. With this in mind, practical expediency of the development of adequate organizational and economic measures arises regarding the increase of the economic activities diversification in rural areas, which will allow to form the prerequisites to minimize economic security risks and level imbalances of regional development of Ukraine.

2. Results of the research

The security function of diversification means its ability to ensure the movement of production and resource capacities from the segments with their excessive concentration to the other priority areas of economic activity, that allows to reduce the dependence on the formed market conditions and permanent seasonal fluctuations in the agricultural products market, carry out technical and technological modernization of economic complexes, master innovative methods and techniques of management, improve the efficiency of the preventive mechanisms of the minimization of possible risks, improve adaptive properties of the business mechanism of rural areas development, in accordance with the changing conditions of its operation parameters.

At the same time, the diversification of economic activities is quite long and complex process, the development of which is a priori exposed to destabilizing influences and is complicated under the condition of financial limitations of the rural territorial communities' budgets, desolation and underdevelopment of the business infrastructure facilities in rural areas, lack of professional competence of personnel potential, etc. In addition, the diversification is necessarily accompanied by structural changes and transformations, that, taking into account the inertia of thinking of the rural population, often gives in to the risks of social resistance, dismay and a fear of loss of existing situational advantages.

Diversification of economic activities in rural areas can provide structural changes, not only in economic, but also social aspects, because it allows to provide the comprehensive development of professional skills, acquire innovative competencies, meet human needs in achieving of their own ambitions and plans, develop the worldview of the rural population, reduce monotony of work, improve public expectations regarding the processes of socio-economic development of rural areas, increase social responsibility in the process of the use of natural-resource potential of rural areas. The risk minimization of economic security through diversification of economic activities takes place through the relationship shown in Figure 1.
DIVERSIFICATION OF BUSINESS ACTIVITIES IN RURAL AREAS

Balancing and improving the efficiency of natural resources potential use
Increasing rural employment and improving the quality of human capital
Setting up logistics and communications inter-business interrelations
Structural impetus to the development of infrastructure security in rural areas

FUNCTIONAL ADVANTAGES

Monofunctional development of rural areas and unintelligent use of resources
Rising unemployment and increased labour migration in rural areas
Excessive dependence of rural areas' socio-economic development on agribusiness
Deepening "isolation" and the worsening of rural areas accessibility

OBJECTIVE PREREQUISITES

ADJUSTMENT OF THE STRATEGY OF ECONOMIC ACTIVITIES DIVERSIFICATION WITH THE PRIORITIES OF THE STATE ECONOMIC SECURITY SYSTEM

Structural transformation of economic complexes and multifunctional rural areas development
Optimization of the intersectoral allocation of natural resources potential of rural areas
Rising of incomes and welfare of the rural population
Reduction of stagnation and depressive nature of rural areas development

Development of beneficial synergistic effect and increase of the volume and sources of financial income
Improving resource and budget capacity of rural communities

MINIMIZATION OF THE RISKS OF THE ECONOMIC SECURITY OF THE RURAL AREAS DEVELOPMENT

Figure 1. The impact of diversification of business activities in rural areas on the minimization of the economic security risks
It is advisable to identify the following incentives among the objective ones to intensify the economic activities diversification in the rural areas as a priority direction of the diversification of economic security risks:

1) the possibility of the development of non-agricultural types of economic activities, which will ensure the growth of rural employment, increase revenues to local budgets, establish the horizontal-vertical integrated production and business structures;

2) reducing the excessive concentration risks of social and economic development of rural areas in the segment of economic relations of the agricultural sector;

3) increasing the connecting links of the economic production chain of the creation of added value that will allow not only to accelerate the conduction of technical and technological modernization of the business complexes in rural areas and to redirect them to the innovative development, but also to reduce the share of raw materials in the domestic economy and reduce dependence on imports;

4) creation of a powerful impulse for the improvement and development of human capital, which depends on an objective need for constant updating of knowledge and abilities and professional skills of the rural population;

5) reducing the concentration of anthropogenic stress on natural ecosystems in the agricultural sector, that forms the prerequisites for increasing the share of non-waste production with a closed cycle, increased rationality level when using natural resources, enhance the processes of sustainable development of rural areas.

The author has calculated the index of agricultural production diversification, which is dominant in rural areas in order to characterize the level of diversification of economic activities in rural areas. The calculation results are presented at Figure 2.
During last years, the index of agricultural production diversification in Ukraine shows an upward trend, that allows to make a conclusion about strengthening the concentration level of agricultural production. These changes are caused by objective stimuli to the accumulation of production capacities within the more profitable sectors, largely export-oriented, including, in particular, the production of cereals and legumes, as well as industrial crops.

Along with this, there is a differentiation of the index of agricultural production diversification at the agricultural enterprises in the context of the administrative regions of Ukraine (see Table). As the results of the study show, only half of the regions of Ukraine belong to the first group that is characterized by a relatively higher level of diversification of agricultural production in enterprises. Instead the vast majority of the eastern regions of Ukraine is characterized by a high concentration of production, and in the Luhansk region the actual value of the index is the highest and amounts to 0.328. Such a regional disparity is explained by the differentiation of regions by size of agricultural enterprises that operate within them. The excessive concentration of business complexes production in rural areas introduce imbalances and irrationality in the process of using the natural resources potential, reduces the flexibility and adaptive properties of the economic mechanism of the rural areas development, prevents the formation of the optimal production structure and complicates the diversification of economic security risks.

Diversification of economic activities in rural areas makes it possible not only to minimize the economic security risks, but also to improve resource and functional ability of business systems, enhance their social orientation, improve the availability of necessary products, goods and services to rural populations, that altogether allows

![Index of agricultural production diversification in Ukraine in 2000-2015*](image)
to accelerate the process of structural adjustment of rural areas and ensure their multi-functional development.

Table. Distribution of the administrative regions of Ukraine according to the index of agricultural production diversification in the agricultural enterprises, 2015*

<table>
<thead>
<tr>
<th>Regions' groups</th>
<th>Index of agricultural production diversification</th>
<th>Amount of regions in the group, items</th>
<th>Administrative regions</th>
</tr>
</thead>
<tbody>
<tr>
<td>I – up to 0.188</td>
<td>0.149</td>
<td>12</td>
<td>Vinnytsya, Dnipropetrovsk, Zhytomyr, Ivano-Frankivsk, Kyiv, Lviv, Poltava, Rivne, Ternopil, Khmelnytsky, Cherkasy, Chernivtsi regions.</td>
</tr>
<tr>
<td>II – 0.189–0.258</td>
<td>0.217</td>
<td>11</td>
<td>Donetsk, Volyn, Zakarpattya, Zaporizhzhya, Odesa, Sumy, Kirovograd, Mykolayiv, Kharkiv, Kherson, Chernigiv regions.</td>
</tr>
<tr>
<td>III – over 0.259</td>
<td>0.328</td>
<td>1</td>
<td>Luhansk region.</td>
</tr>
<tr>
<td>Together and on the average</td>
<td>0.188</td>
<td>24</td>
<td>–</td>
</tr>
</tbody>
</table>

The mechanisms and instruments have been developed in the process of conducting the research for activating the key areas for the economic activity diversification in rural areas. The priority of the development of these areas is based on such factors as favourable natural and resource potential of rural areas; availability of unused powerful free resource reserves; free niches at the consumer market in rural areas; objective expediency of introducing the principles of balanced efficient environmental management; optimization of anthropogenic pressure on natural ecosystems in rural areas. The mechanisms and tools for enhancing the priority areas for economic activity diversification in rural areas are as follows:

(1) the development of rural ecotourism through the development of a network of private agro-homesteads (mainly in the sector of rural households), improvement of the quality of tourist services in rural areas, pushing the conditions of tourist accommodation closer to the peculiarities of ethnic cultural practices and the traditions of the Ukrainian people, the creation of peasants authentic model of life in the agro-homesteads, the formation of an integrated package of the delivery of related diversified tourist services (rafting, horse riding, fishing, hunting, grazing, mushrooms and berries gathering, etc.). The development of rural green tourism is an effective tool to diversify sources of financial income of the rural population, to partly overcome the critical problems of unemployment, improvement of peasants' self-employment, increase of revenues to the rural local communities budgets, revitalization of family business and the formation of the middle class in the rural areas. In addition, rural ecotourism allows to minimize the risks of losing the cultural heritage of the Ukrainian village, creates prerequisites for its preservation and promotion among the youth.
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and urban population. The priority for the development of rural green tourism in Ukraine, first of all, are the administrative areas of the Carpathian region, namely – Zakarpattya, Ivano-Frankivsk, Lviv and Chernivtsi regions;

(2) ramp-up of the capacities of timber and woodwork industries on the basis of a prohibition of logging and exports of round timber of fine wood, tighten the control over sanitary logging, comprehensive inventory of the trees, the introduction of electronic and public monitoring system for the economic activities of foreストリーツ, the inevitability of the adherence to the principle of predominance of the forest landing over its cutting, stimulation of the development of vertical-horizontal integration processes between the timber and woodworking industries, the creation of closed wood processing cycles (opening of the sawmills, specialized shops, workshops, furniture, pulp and paper plants) that will stimulate an increase in the number of chain connecting links forming surplus value, reduce the raw material orientation of economic complexes of rural areas and minimize the risks of the latter. Sustainable balance of economic activity of timber and woodwork industries in rural areas is the basis for the normalization of the environmental aspects of economic security, because haphazard and irresponsible logging of trees has led to increased risks of floods, flash floods, mud flows, air pollution, etc. The most favourable for the economic activities diversification in these areas are the rural areas of Polissya and the Carpathian regions, due to the proximity to reliable zones of uninterrupted supplies of raw materials;

(3) promotion of fisheries management by providing at the initial phases of the preferential tax treatment of the sector, increasing the efficiency of usage of bio-productivity potential of waters, attraction and integration of unused water resources in fish farms system, organization of management on the ground of establishing scientifically based selection and breeding work, improvement of culture and the formation of the broodstock methods in order to create the preconditions for its extended reproduction, ensuring the provision of budget and grant support for cleaning and greening of polluted water bodies and their subsequent reintegration into the sector of fisheries, the creation of content sources of optimally-balanced feed supplies, diversification of the range of fish production, increasing the share of breeding of the valuable species of fish (sturgeon, perch, catfish, pike, salmon, etc.), the development of preventive mechanisms for the conservation and protection of rare and endangered species (great sturgeon, sterlet, Black sea roach, etc.), increased control over organizing unauthorized fish capture and toughening the penalties for identified facts of poaching. The development of fisheries in rural areas should take place with the simultaneous development of industrial plants of fish procurement, its cooling, freezing and processing, that are resource capable to bring the fish further to the necessary conditions for the production of the priority types of fish products (frozen fish, fillets, mince, herring, preserves, smoked, sun-dried, dried fish, canned products, etc.). The priority areas for the development of fisheries are not only the rural areas of administrative regions located within the basins of major rivers (the Dnipro, Dnister, Danube, Western and Southern Bug, Desna, Tisa, Vorskla), but also other areas, as the breeding of fish for industrial purposes can be effectively organized in artificial water bodies, that do not require the proximity to the powerful natural aquatic ecosystems;
(4) the organization of services and trade sphere through the development of infrastructure of public service facilities network (tailor workshops, repair facilities for everyday usage, hairdressers, etc.), promotion of family private crafts (blacksmith's forge art, pottery, craft souvenir, etc.), development of a network of service stations, opening of modern filling stations on the state, inter-regional and regional roads, adjacent to the rural areas, stimulation of the development of a network of small wholesale commodity and food markets, intensification of non-food items trading activity (clothes, shoes, home appliances, durable goods, construction materials, etc.). The diversification of economic activities in this segment allows to provide an approximation of availability of services and trade sphere objects to the rural population, minimizes transport costs, increases efficiency of the solution of urgent household problems, creates the preface to improve the quality of life of the rural population, allows partially to overcome the prevailing social injustice in society, activates processes of levelling the disparities of spatial and regional development. Critically important is the activation of services and trade sphere, especially in the peripheral rural areas, which are characterized by remoteness and poor transport connection with regional and district administrative centres;

(5) the development of alternative energy by enhancing integration and encouraging the transformation of untapped reserves of natural-resource potential of rural areas into the national system of generating capacity; execution of major investment projects in wind and water power, followed by the expansion of their resource and functional capacities in rural areas with favourable conditions for the development of these types of renewable energy sector (water supply, constant winds, etc.); increasing the number of power plants that use solar energy, based on both the opening of specialized solar farms, which are able to efficiently store solar energy during the whole daylight, adapting to the changing of the sun's rays angle and the increase in the pace of solar panels installation in the private sector for the purpose of energy production not only for domestic consumption in rural households, but also the possibility of selling its excess to energy companies through the connection to the power grids; opening of briquette factories for the production of solid fuel, tending to the priority areas of raw materials delivery (forestry enterprises, sawmills, furniture factories, etc.), that activates the process of vertically-integrated economic clusters creation. The significant untapped reserve of generating capacity expansion and the alternative energy sources development in rural areas is bioenergetics, providing for the production of biofuel by processing biomass - plant and animal substance (wood processing industry waste, grass, leaves, straw, organic waste, monocyclic plants with high level of dry basis, biological waste, starchy field crops, etc.) for the energy needs. The development of bio-energy not only reduces the risk of formation of ecosystems pollution, but also makes it easier to organize waste-free economic systems and increases the efficiency of their operations in rural areas. The most favourable for the hydropower development are rural areas within the basins of the rivers Dnieper, Dniester and Danube. In turn, the wind energy is a priority for the Carpathian region.
and rural areas of the steppe zone of Ukraine. Solar energy and bio-energy can be efficiently developed in the rural areas of Ukraine, regardless of their administrative-territorial location.

3. Conclusions

The diversification of the economic activities is an effective tool to overcome the monofunctional character of rural development, increase rural employment, improve its well-being, that together minimizes the economic security risks. The author's contribution involves the study of the correlation between the diversification of economic activity in rural areas and the minimization of risks of economic security at the theoretical and applied level, that, taking into account the specific character of natural resources potential of rural areas, has enabled the development of priority areas for the diversification of economic activities. Based on the results of the study, the following conclusions were made:

1) the effectiveness of the implementation of security function of the diversification of economic activities in rural areas depends on the parameters of the choice of its priority areas, the level of any potential losses minimization, which may be caused by structural changes required and the ability of the economic complexes to transform useful result of the expansion of economic activities' scale into the socio-economic impact;

2) during 2000–2015 years there is a tendency to increase the level of concentration of production in the agricultural sector of Ukraine. Thus, the index of agricultural production diversification amounted to 0.180, which is 0.017 points higher than in 2000, that exacerbates the risks of economic security of rural development;

3) among the key stimuli that activate the diversification of economic activities in rural areas as a priority line to minimize the economic security risks, is the provision of the prerequisites for the growth of rural employment, increase of revenues to local budgets, the reduction of excessive concentration of the risks of socio-economic development of rural areas in the segment of economic relations of the national economy's the agricultural sector, increase in the number of connecting links in the economic chain of the surplus value formation in rural areas;

4) the priority lines of the economic activities diversification in rural areas are the development of rural ecotourism, timber and woodwork industries, fisheries, services and trade, alternative energy.

Stimulating economic activity in these areas, taking into account the characteristics of the natural resource potential of rural areas, will improve the welfare of the rural population, improve its quality of life, create additional employment, that altogether will lead to the minimization of economic security risks.
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Santrauka


Raktiniai žodžiai: įvairinimas, rizika, ekonominis saugumas, kaimo vietovės, žemės ūkio ir ekonominės veiklos rūšis.

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