Lytvyn Rostyslav,
research assistant, history of Ukraine and economic theory chair;
Stepan Gzhytskyi Lviv national university of
veterinary medicine and biotechnologies

DIGITAL TOOLS IN RESILIENT FDI ATTRACTION OF AGRICULTURAL INDUSTRY

The digital transformation of agriculture is a strategic goal for many countries in Europe and across the world. To accelerate and optimise these changes, modern research is needed that will comprehensively support the processes of digitalisation in agriculture, including by studying the conditions for the application and development of innovative products and services for different types and typical farms around EU countries. The most important measures to be taken include promoting public trust and acceptance of the created systems available in digital format, as well as the use of general exclusion rules to confirm that research and development meet the needs of promoting responsible research and innovative solutions [2].

The value of investing in digitalisation and digitalisation is recognised at the global and financial levels. Companies often realise the value of investing in digital technologies to expand their research and development (R&D) capabilities and reduce risks. However, digital transformation has led to certain changes in business models and structures, aimed primarily at increasing efficiency and effectiveness. Investments in innovative tools and processes are aimed at ensuring the sustainability of companies, innovation, prosperity, job creation, improving living standards and readiness for market changes that affect business activities [1].

Digital innovations also contribute to the introduction of environmentally friendly agricultural practices, such as precision agriculture and the rational use of natural resources in accordance with the principles of sustainable development. The effective implementation of digital solutions requires effective public policy, investment in infrastructure and the development of digital education programmes in agriculture. The digitalisation of the agricultural sector is a key element of its transformation and innovative development. The active implementation of digital technologies will increase the competitiveness, efficiency and sustainability of agricultural enterprises in the global environment. For countries seeking to modernise agricultural technologies and integrate into global value chains, attracting strategic foreign direct investment (FDI) is a priority [3].

Foreign direct investment is known to be a significant form of cross-border capital movement and cooperation, characterised by long-term relationships and significant influence of an investor from one country over a company from another. This influence is typically measured by ownership of 10% or more of the voting shares or an equivalent interest in management, rather than simply financial interest.

The motives for foreign direct investment in the agricultural sector are varied and extend beyond purely commercial considerations. Investors often seek for access to natural resources, secure raw materials, or expand their supplier base. Market access is another key factor influencing companies' global expansion and attracting new customers. Other motivations include leveraging the labour force potential of a foreign economy, acquiring or transferring advanced technology, ensuring supply security, or controlling the quality of specific products in the value chain. Host countries often view attracting foreign direct investment as a way to stimulate economic growth, create high-paying jobs, foster innovation, and expand international trade. However, policymakers also fear that some foreign direct investment may lead to the offshoring of production and jobs, potentially weakening a country's competitiveness or posing threats to national security, particularly in strategic economic sectors.

Digital media and technology have fundamentally changed the structure of foreign direct investment (FDI), particularly in the agricultural sector. Their impact extends to the entire FDI decision-making process: from initial market research and due diligence to investor engagement and the creation of mechanisms to ensure transparency and accountability.

Agriculture would benefit from innovations in precision farming. Energy management will prioritise sustainability and resilience. Smart solutions are more than just technological advances; they represent a paradigm shift in how industries operate and develop. The future of smart industry promises innovation and sustainable development. To thrive in this dynamic environment, industries must embrace smart solutions, embrace ethical considerations, and remain agile in the face of constant change. The implications are enormous, and the opportunities for progress are limitless [4].

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