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**ALGORITHMS OF ARTIFICIAL INTELLIGENCE IN THE MANAGEMENT OF AGROHOLDINGS**

The rapid development of the digital economy requires the appropriate development of information systems (IS) and information technologies (IT), changes the direction of the state strategy to overcome the current challenges of the need to build relationships with the global giants of the IT industry (Google, Apple, Facebook and Amazon), total capitalization which exceeded the GDP of many developed countries of the European Union. For Ukraine, the question arises about the choice of priorities, which requires an extremely rapid transformation of the traditional economy into its traditional paradigm to the modern information intellectual digital economy, which involves a synergistic effect from building the foundation on the concepts of "digital economy", "knowledge economy", "information society". In this context, the process of "consumption" of IT products becomes more significant. That is - not only to produce powerful IT solutions for other countries, but also to implement modern IS and IT in the national manufacturing sectors. In addition, the analysis of deep trends in energy and raw material geopolitics shows a sharp increase in energy, natural resources and food needs, which will exacerbate tensions due to access to these resources. Producers and at the same time consumers of these resources are complex territorially-distributed systems (СТDS) or - economic entities for which the tasks of management of large pools of resources (labor, financial, material, etc.) are the most relevant and significant.

Agro-holdings as vertically integrated structures have obvious advantages, as they provide an opportunity to improve the security of business entities with raw materials, expand their sales opportunities, and oppose their competitors. However, the growth in the scale of agricultural holdings due to the increase in the number of their enterprises entails a number of serious problems in the sphere of management. Studies have shown that a business entity becomes multi-level, when an agribusiness is dominated by an industrial management company, and above it is a parent company of the entire agro-holding. It would seem that vertical integration should be a means of reducing transaction costs. But in fact, these costs as the involvement of new industries and enterprises in a vertically integrated structure can significantly increase, both internal, due to the management process, and external, involving the involvement of new counterparties. Only transactional costs for securing contracts with previously independent enterprises that have entered the holding are reduced, namely, they are transferred from external to domestic. In agroholdings (AH), management costs increase, communication of received investments with the results of enterprises decreases, as well as investment efficiency, payback periods increase and the probability of return of funds. Therefore, this role is played by the use of innovative intellectual technologies in the management of holdings

  In the unpredictable directions of development of the world production system, the use of intelligent information technologies is a necessary means for making strategic decisions in the following areas: development of strategies of state regulation of market segments, integration processes of the economy of Ukraine and the EU, increase of investment attractiveness of national economic entities, including AH, vertically-integrated national companies (VINCs), cluster development of territorial entities.

Currently, logistics is one of the fastest growing areas of productive activity. This process is associated not only with the growing demand for logistics services, but also with the strengthening of mutual integration of business opportunities while logistics and infrastructure development of the Territories. The most significant development of methods and algorithms of interaction of the logistics processes is due to the rapid development of information technology, which resulted in a widespread network of organizational forms of business, on-line flow of documents, the transition to electronic payment systems, virtualization logistic processes, etc. On the basis of the information infrastructure of innovation Logistics takes you to a new level of intelligent control processes, the formation of new logistics concepts «PartyLogistics».