ISSN Print 2786-5150
ISSN Online 2786-5169

UDC 332.2.021:[332.334:631]:330.34 DOI https://doi.org/10.26661/2414-0287-2025-2-66-15

PRINCIPLES OF SUSTAINABLE ECONOMIC DEVELOPMENT IN THE AGRICULTURAL LAND MARKET MANAGEMENT SYSTEM

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Key words:
sustainable economic development, land market management, agriculture, environmental security, social responsibility, land resources, food security, investment attractiveness.

Research on the principles of sustainable economic development within the framework of agricultural land market management.
The timeliness of the topic is determined, which is due to a set of modern issues, including the exacerbation of the ecological crisis, the instability of the agrarian sector, climate change, as well as the opening of the land market in Ukraine, which requires the formation of new effective regulatory mechanisms. It is substantiated that land resources are the basis of agricultural production, and their rational use is a core factor in ensuring food security, environmental preservation and sustainable economic growth. The authors propose their own definition of the land market. They have analyzed the evolution of the concept of sustainable development, in particular its interpretation in the works of Ukrainian and foreign scientists. Considerable attention is paid to the interdisciplinary approach, which involves the integration of economic, social and environmental factors into the system of land relations management and the basic principles of sustainable economic development in the system of land market management. Modern management tools are substantiated and generalized, including the implementation of digital technologies, such as geographic information systems (GIS), satellite monitoring, soil quality databases and other innovative solutions that make it possible to effectively control the condition of lands and predict the consequences of their use. International experience of sustainable land use in developed countries of the world is studied, specifically in Germany, France, Sweden, which have demonstrated a high level of effectiveness in the implementation of environmentally friendly practices in the agricultural sector. In Germany, digital cadastral systems, electronic document management and mechanisms of state support for ecological agriculture are extensively used. France has introduced the SAFER system (Sociétés d'aménagement foncier et d'établissement rural), which exercises control over the sale of agricultural land in order to prevent speculation and ensure its sustainable use. In Sweden, the increased focus is put to monitoring the condition of soils, restoration of degraded areas and integration of environmental standards into the land use planning system. These countries use a wide range of economic incentives: subsidies for farmers, tax remissions, grant programs for the implementation of innovative environmental technologies, and the development of the cooperative movement. Transparent land policy, an effective system of state supervision, public access to information on land resources, and active public participation in decision-making have become the guarantee to the stable functioning of the land market and ensuring environmental safety. Ways of adapting best practices to Ukrainian conditions are proposed based on the analysis of this experience with consideration to national characteristics, legal circumstances, the social structure of rural areas, and the current state of institutional support for land reform. Particularly, it is recommended to introduce electronic platforms for monitoring land transactions, improve mechanisms for state support for small and medium-sized farms, stimulate investments in soil restoration, expand access to cadastral information, and extend environmental education among the rural population. This approach will ensure a balanced combination of economic, social, and environmental purposes of sustainable development in the agricultural sector of Ukraine.

ISSN Print 2786-5150
ISSN Online 2786-5169

ПРИНЦИПИ СТАЛОГО РОЗВИТКУ ЕКОНОМІКИ В СИСТЕМІ УПРАВЛІННЯ РИНКОМ ЗЕМЕЛЬ СІЛЬСЬКОГОСПОДАРСЬКОГО ПРИЗНАЧЕННЯ

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Ключові слова:
сталий розвиток економіки, управління ринком земель, сільське господарство, екологічна безпека, соціальна відповідальність, земельні ресурси, продовольча безпека, інвестиційна привабливість.

Дослідження принципів сталого розвитку економіки в контексті управління ринком земель сільськогосподарського призначення.
Визначено актуальність теми, яка зумовлена сукупністю сучасних викликів, серед яких – поглиблення екологічної кризи, нестабільність аграрного сектору, зміна клімату, а також відкриття ринку землі в Україні, що вимагає формування нових ефективних механізмів регулювання.
Обгрунтовано, що земельні ресурси є базисом аграрного виробництва, а їх раціональне використання – ключовим чинником забезпечення продовольчої безпеки, збереження навколишнього середовища та сталого економічного зростання. Запропановано авторське визначення сутності ринку землі. Проаналізовано еволюцію концепції сталого розвитку, зокрема її трактування у працях українських та зарубіжних учених. Значна увага приділена міждисциплінарному підходу, який передбачає інтеграцію економічних, соціальних та екологічних чинників у систему управління земельними відносинами та ключовим принципам сталого розвитку економіки в системі управління ринку землі. Згрунтовано та узагальнено сучасні інструменти управління, включаючи впровадження цифрових технологій, таких як геоінформаційні системи (GIS), супутниковий моніторинг, бази даних про якість ґрунтів та інші інноваційні рішення, які дозволяють здійснювати ефективний контроль за станом земель та прогнозувати наслідки їх використання. Досліджено міжнародний досвід сталого землекористування в розвинених країнах світу, зокрема у Німеччині, Франції, Швеції, які продемонстрували високий рівень ефективності впровадження екологічно дружніх практик в аграрному секторі. У Німеччині активно застосовуються цифрові кадастрові системи, електронний документообіг та механізми державної підтримки екологічного землеробства. Франція запровадила систему SAFER (Sociétés d'aménagement foncier et d'établissement rural), яка здійснює контроль за продажем сільськогосподарських земель з метою запобігання спекуляціям і забезпечення їх раціонального використання. У Швеції основна увага приділяється моніторингу стану ґрунтів, відновленню деградованих територій та інтеграції екологічних стандартів у систему планування землекористування. Зазначені країни використовують широкий спектр економічних стимулів: субсидії для фермерів, податкові пільги, грантові програми на впровадження інноваційних екологічних технологій, розвиток кооперативного руху. Прозора земельна політика, ефективна система державного нагляду, публічний доступ до інформації про земельні ресурси, а також активна участь громадськості у прийнятті рішень стали запорукою стабільного функціонування ринку земель і забезпечення екологічної безпеки.
На основі аналізу вказаного досвіду запропоновано шляхи адаптації найкращих практик до українських умов із врахуванням національних особливостей, правових реалій, соціальної структури сільських територій та поточного стану інституційного забезпечення земельної реформи. Зокрема, рекомендовано запровадити електронні платформи для моніторингу угод із землею, удосконалити механізми державної підтримки малих та середніх фермерських господарств, стимулювати інвестиції у відновлення ґрунтів, розширити доступ до кадастрової інформації та посилити екологічну освіту серед сільського населення. Такий підхід дозволить забезпечити збалансоване поєднання економічних, соціальних і екологічних цілей сталого розвитку в аграрному секторі України.

ISSN Print 2786-5150
ISSN Online 2786-5169

The purpose of the study is to formulate the principles of sustainable development and substantiate the possibilities of their integration into the national system of agricultural land market management, which became the basis for improving legislation, developing state strategies, increasing the participation of local communities in management processes, increasing the transparency of land relations and introducing environmental standards of land use. This, in its turn, will contribute to a long-term balance between economic interests, social stability and environmental protection.

Problem statement

Under current conditions of socio-economic transformation and environmental challenges, the issue of effective management of the agricultural land market is becoming particularly topical. The opening of the land market in Ukraine, the exacerbation of the ecological crisis, soil degradation, climate change and social inequality in access to land resources require the formation of new approaches to the regulation of land relations. Traditional management models do not fully take into consideration the necessity to integrate economic, environmental and social aspects, which necessitates the implementation of the principles of sustainable development as a basis for the formation of a balanced and effective agricultural policy. It is also timely to study international experience in innovative land use mechanisms and the possibility of their adaptation to Ukrainian circumstances in an effort to ensure food security, preserve the environment and improve the quality of life of the rural population.

The issue of agricultural land market management is challenging for the moment and very important under the current conditions of economic and environmental crises. The use of sustainable development principles will increase the efficiency of land resource use without harming future generations and is of particular importance in the framework of opening the land market in Ukraine. In this context, it is important to consider Seventeen Sustainable Development Goals defined by the United Nations, which cover economic, social and environmental aspects, particularly, poverty reduction, ensuring food security, responsible use of natural resources, protection of ecosystems and promotion of sustainable economic growth. Their integration into land resource management policy will facilitate the formation of a balanced agricultural policy and sustainable development of rural areas.

Analysis of recent research and publications

The issue of sustainable economic development and effective land resource management remains in the focus of attention of both domestic and foreign scientists. The papers of Cherep A. V. are of significant scientific value. [1], who in its research consistently substantiates the necessity to integrate the principles of sustainable development into the system of financial and economic management, drawing attention to balancing economic, environmental and social factors. Her papers serve as a theoretical basis for further scientific research in the field of improving the institutional structure of the agricultural market, in particular under the conditions of the implementation of the agricultural land market in Ukraine.

Research by domestic scientists, including M. D. Bilyk [2], I. V. Prokop [3], I. V. Chukin [4], focuses on the analysis of the functioning of the land market, legal and economic aspects of the transfer of land titles, problems of institutional support and the need to improve land legislation. Foreign researchers, such as Alain de Janvry [5], Frank Place [6], Hans Binswanger-Mkhize [7], Klaus Deininger [8], Roy Prosterman [9], specifically from Germany, France, and Sweden, place special emphasis on the practical aspects of implementing environmentally friendly practices, the development of digital technologies (GIS, satellite monitoring), as well as the formation of public policy focused on the sustainable development of rural areas.

The timeliness of this trend is emphasized in the publications of such international organizations as OECD, FAO, World Bank, which accentuate the importance of transparency of land relations, effective management of natural resources and communities' participation in decision-making. For the purposes of these approaches, the experience of adapting global principles of sustainable development to national conditions, which is the subject matter of this article, is of special significance.

Findings. Sustainable development is defined as a holistic and continuous process of ensuring economic growth, improving the quality of life of the population, expanding opportunities for human self-realization under the condition of efficient utilization of natural resources, preserving ecological balance, biodiversity and the environment in the interests of both current and future generations. This approach involves the harmonization of economic, social and environmental goals, which is essential to the formation of a stable and responsible model of social development.

The main aspects include economic, environmental and social components, this is shown in Table 1. [10]

Table 1 – Core Aspects of Sustainable Development [developed by the authors]

Component of Sustainable Development	Key Goals	Main activities and areas
Economic	– Sustainable economic growth – Productivity improvement – Competitiveness	– Job creation – Entrepreneurship development – Infrastructure investment – Innovation and technology
Environmental	– Environmental protection – sustainable utilization of natural resources – Pollution reduction	– Energy efficient technologies – Ecosystem restoration – Emission reduction – Waste management
Social	– Social equality – Access to resources and services – Improving the quality of life	– Decent work – Education and health – Social dialogue – Community participation in decision-making

ISSN Print 2786-5150
ISSN Online 2786-5169

The economic component of sustainable development is oriented toward achieving stable and long-term economic growth based on innovation, efficient resource management and entrepreneurship. It includes the creation of a favorable business environment, support for small and medium-sized enterprises, infrastructure development, investment in human capital, and the creation of new jobs. One of the basic tasks is to increase labor productivity and introduce technologies that contribute to resource conservation. Particular importance with this background is ensuring the competitiveness of the national economy in the global market while adhering to the principles of environmental and social responsibility is of [11].

The environmental component focuses on the preservation, protection and restoration of the natural environment for current and future generations. Its main tasks are the efficient use of land, water resources, minerals, forests, as well as the reduction of harmful emissions, the fight against soil degradation and climate change. An important trend is the introduction of environmentally safe, resource-saving and energy-efficient technologies in all sectors of the economy, particularly in agriculture, industry and transport. Modern management practice requires the integration of environmental criteria into the processes of planning, production and consumption, with due regard to international standards and obligations in the field of environmental protection.

The social component of sustainable development involves achieving social equality, fair distribution of benefits, ensuring access of the population to quality health care services, education, housing, potable water and infrastructure. The basic priorities are poverty overcoming, ensuring decent employment, reducing social inequality, and protecting vulnerable groups of the population. The close involvement of citizens in decision-making is of great importance, especially in matters related to the natural resources utilization and the development of local communities. The development of human potential, supporting an inclusive society and promoting social dialogue are important prerequisites for achieving sustainable development in general. It has been established that the principles of sustainable economic development in the land market management system were formed on the basis of key international documents, global challenges and theoretical concepts that combine environmental, economic and social aspects. Having studied Seventeen Sustainable Development Goals, we have generalized and grouped them according to key features – economic, social and environmental, which is visualized in Fig. 1.

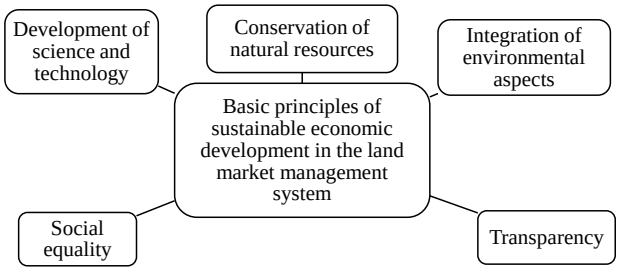

Fig. 1 – Basic principles of sustainable economic development in the land market management system [developed by the authors]

– conservation of natural resources: a key task of sustainable development is to ensure the long-term, balanced use of land, water, forest and other natural resources. This involves not only avoiding their depletion, but also introducing measures to restore and protect them. It is important to take into consideration the ecological capacity of territories in order to preserve the opportunities for life and management of future generations;

– integration of environmental aspects: environmental criteria should become an integral part of the process of making managerial and legislative decisions. In particular, when developing land utilization policy, it is necessary to assess the potential impact on the environment, biodiversity, climate stability and resilience of ecosystems. This approach makes it possible to avoid negative long-term consequences for the environment;

– social equality: achieving rightfulness in access to land resources is one of the priorities of sustainable development. This means creating conditions for equal participation of all segments of the population in land utilization, with particular attention to supporting small farmers, households and local communities. Ensuring social balance contributes to strengthening well-being, reducing inequality and conflicts in rural areas;

– transparency: openness and accessibility of information on land transactions, contracts, cadastral data and decision-making procedures are important elements of effective land management. Transparency enables to increase public trust in government institutions, reduces the risks of corruption and ensures compliance with the rights of all participants in land relations;

– development of science and technology: innovative approaches and modern scientific achievements are crucial for ensuring effective and environmentally balanced land utilization. Specifically, the widespread use of geographic information systems (GIS), remote sensing, digital modeling and analytical platforms makes it possible to accurately monitor the condition of lands, predict changes, and optimize their planning and use taking into consideration sustainable development.

We believe that the principles of sustainable development enable us to ensure a balance between economic requirements, environmental safety and social justice. In the framework of land resources, this means creating conditions for effective management, restoration of degraded areas and improving the quality of life of the population.

The land market is an important component of the economic system that ensures the redistribution of rights to use, own and dispose of land plots between business entities, the population and the state. It functions with the involvement of various institutions, including state bodies, financial institutions, private owners and tenants.

In the scientific literature, there are different approaches to interpreting the concept of “land market”. Thus, the Ukrainian economist Petrenko N. O. [4] defines the land market as “a set of economic and legal relations regarding the transfer of land titles according to market mechanisms”. I. V. Prokopa [3] considers it as a tool for forming an effective land utilization model that ensures

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the rational utilization of land resources. Meanwhile, I. V. Tadanik [15] emphasizes the functional role of the land market in stabilizing the agricultural sector and stimulating investment activity.

Taking into consideration current conditions in Ukraine, especially after the opening of the agricultural land market, it is important to form a integrated understanding of this phenomenon, which takes into consideration not only economic, but also social, legal and environmental aspects.

We consider it appropriate to define the essence of the "land market", and propose to further regard it as an institutionally regulated system of economic, legal and social relations, within which the transfer of ownership rights and land plots utilization is carried out on the basis of free competition, in an effort to ensure effective, fair and environmentally responsible system of land tenure.

After the opening of the land market in Ukraine, new regulatory mechanisms were introduced to ensure transparency, legality, and efficiency of land purchase and sale processes. However, this stage was accompanied by a number of challenges and problems that require a systemic solution [12].

Start with, the underdevelopment of financial instruments to support farmers makes it difficult for agricultural producers, especially small ones, to access financing for land purchases. The lack of flexible credit programs, land banks, or effective subsidies leads to the concentration of land in the hands of large agricultural holdings and deepens social inequality.

For another thing, the lack of data on the qualitative characteristics of land creates risks for investors and users who do not have complete information on the condition of soils, the level of fertility, the presence of pollution, or erosion processes. This reduces the efficiency of land utilization and complicates long-term planning of agricultural production.

In the third place, the lack of transparent mechanisms for monitoring transactions contributes to the shadowing of land market transactions, complicates state and public control, and generates distrust in institutions. The availability of informationless schemes, malpractices, and the lack of open access to cadastral information weakens the potential for sustainable development of land relations.

Therefore, despite positive developments, the implementation of the land market requires further institutional and technological improvements to achieve transparency, fairness, and environmental responsibility in land management. Currently, due to these problems, many agricultural lands remain unallocated or have an unregulated legal status. This complicates their circulation on the market and creates opportunities for corruption. It is worth noting that a significant share of land is concentrated in large agricultural holdings, which creates a risk of monopolization and influence on prices. Meantime, small farmers face limited access to finance and resources.

Increase in land value in some regions is supported by risks for low-income farmers to lose access to land resources. And according to statistics, more than 80% of land deals are concluded without a full assessment of the ecological condition of the soils. The availability of such gaps in the management system creates risks for long-term sustainable development.

Moreover, the process of introducing the land market is accompanied by problems of public awareness. Many farmers bump up against difficulties due to the complexity of the purchase and sale procedure, which may result in social tension in rural regions.

Having considered the current state of the land market in Ukraine and paying attention to the main problems, we face the following basic challenges, which are depicted in Fig. 2.

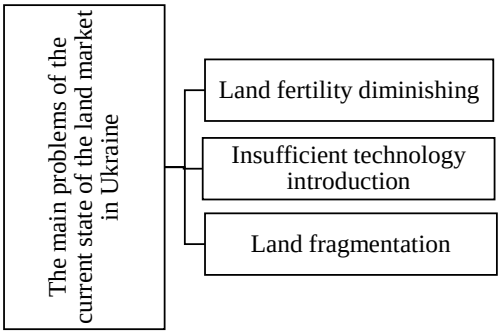

Fig. 2 – Main problems of the current state of the land market of Ukraine [developed by the authors]

– land fertility diminishing – intensive land utilization without observing crop rotation, the use of organic fertilizers and agro-ecological measures results in soil degradation. In many regions of Ukraine, up to 20% of yield is lost due to erosion, which threatens food security;

– insufficient technology introduction – the lack of modern monitoring systems, such as GIS, satellite data, remote sensing and digital cadaster, limits the possibilities of operational management and control over the soil condition;

– land fragmentation – the availability of small, scattered and plots of complex configuration complicates effective land utilization, increases logistics costs and makes it impossible to mechanize processes;

– low level of awareness of land share owners – lack of proper legal, economic and agrarian literacy among land owners creates risks of their undervalued utilization and contributes to fraud on behalf of disreputable tenants;

– imperfection of the legislative framework – numerous changes to land legislation, contradictions between laws and regulations, as well as the lack of accurate procedures complicate administration of law;

– corruption risks – bureaucratic hurdles and informal requirements when registering titles, agreeing boundaries and making changes to cadastral information create favorable conditions for malpractice;

– limited access to financing – farmers, especially small and medium-sized ones, do not have real access to profitable credit resources, which limits their involvement in the land market and the development of farms;

– nontransparency of market information – limited access to current data on prices, transaction volumes, land concentration and actual utilization leads to information asymmetry and market shadowing;

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– problems with registration of property rights – technical errors, lack of documents or incomplete registration procedures make it impossible for plots to fully participate in the market;

– regional inequality of the market development – different regions of Ukraine have significant differences in demand, prices, and activity of market participants, which results in economic imbalance and distortion of competition;

– failure to comply with the intended purpose of land – in many cases, agricultural land is used for other needs, which contradicts environmental standards and reduces the effectiveness of control;

– problems with the functioning of the State Land Cadaster – the availability of errors, duplications, missing or incorrect records creates difficulties in the process of registering titles and causes legal conflicts;

– low interest in long-term use of land – orientation towards short-term benefits on the part of tenants reduces motivation to invest in sustainable development, maintaining fertility, and modernizing production;

These challenges are directly related to the deterioration of climatic conditions, such as the increase in average temperature and drought, which significantly affect soil fertility. Excessive use of chemical fertilizers and the lack of crop rotation worsen soil quality. This causes a decrease in yield and an increase in the cost of growing crops.

It is also important to note that Ukraine faces the problem of unauthorized utilization of land, which reduces the overall level of market transparency and trust in its institutions.

The experience of EU countries shows us the importance of state support through subsidies, as well as the creation of cooperatives to reduce farmers' expenditures. For example, in Germany, electronic document management systems are effectively used to increase the transparency of transactions.

France has introduced the SAFER system, which controls land sales to ensure their efficient utilization and avoid speculative activity. Sweden uses land utilization control systems with an emphasis on the restoration of degraded areas.

In countries such as Poland and Lithuania, governments actively support farmers through subsidies for sustainable development. These programs include financing organic farming and measures to prevent land degradation.

In its turn, the Netherlands uses digital cadastral systems that allow integrating satellite data to monitor soil conditions and process land utilization applications.

Analyzing international experience in regulating the land market, we consider it necessary not to forget that EU countries also have quite a few problems in this area. However, they demonstrate a fairly significant breakthrough in innovations, reforms, and a high level of state support, which may set the pattern for Ukraine [13].

Considering the findings of the analysis of land market management and the problems associated with it, we consider it appropriate to study the integration of sustainable development principles by introducing economic instruments that will be an important step in stimulating the sustainable utilization of land resources. Such instruments include:

– tax incentives for farmers who implement environmentally sound practices, in particular organic farming;

– grants and subsidies for the implementation of innovative technologies, such as precision agriculture;

– state support for cooperatives that ensure the far-sighted use of resources [14].

A positive example is the creation of environmental investment funds that appropriate resources to projects to preserve soil and increase productivity. This approach reduces the burden on farmers and will stimulate innovations.

Far-sighted utilization of land resources under the conditions of the functioning of the land market is a fundamental condition for ensuring stable economic growth, increasing the productivity of the agricultural sector and strengthening the country's food security. It provides not only for environmentally sound land utilization, but also for the economic appropriateness and investment attractiveness of the territories. The main areas that have a direct impact on the economy include:

– restoration of degraded lands by attracting capital to reclamation projects allows returning to economic circulation significant areas that were previously unutilized or provided minimal income. This creates new opportunities for expanding agricultural production and increasing rental potential.

– prevention of soil erosion and maintenance of its fertility directly affect the economic effective output from land. The introduction of effective crop rotations, minimum tillage and agrotechnical measures allows increasing yields and reducing expenditures for soil restoration;

– replacing chemical fertilizers with organic ones may reduce the cost of agricultural production in the long term, as well as increase the competitiveness of products in the organic agricultural market, which has a higher added value;

– the use of cover crops and green manure crops helps reduce dependence on imported fertilizers, reduces expenditures for plant protection, improves soil quality and, accordingly, increases the economic efficiency of crop cultivation [15];

– investments in digital technologies and precision agriculture (in particular, GPS monitoring, GIS systems, satellite observation) provide expenditures optimization, increased cultivation accuracy, control over resource utilization and increased profitability of enterprises;

– optimization of the land utilization structure through the consolidation of small plots contributes to reducing transaction expenditures, increasing the capitalization of land assets, more effective management of production and logistics;

– water management in agricultural production enables reducing irrigation expenditures, increasing crop resistance to droughts and ensuring the stability of profits even in risky climatic conditions;

– formation of long-term land value through the implementation of land utilization quality standards

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ISSN Online 2786-5169

ensures an increase in the market value of land plots, enhances their investment attractiveness and promotes the development of mortgage lending in the agricultural sector;

– reduction of shadowing of land turnover through the implementation of transparent monitoring tools (electronic cadaster, public registers, digital platforms for concluding transactions) enables increasing budget revenues and reducing economic losses from illegal operations;

– increase of the efficiency of agricultural production through a systematic approach to system of land tenure stimulates the creation of added value, the development of agricultural exports, increasing employment in rural areas and strengthening local budgets through tax revenues.

Satellite monitoring systems used in many countries of the world make it possible to effectively assess the state of land on a real-time basis. Therefore, close cooperation with these countries, or an innovative leap that will result in the introduction of such technologies in Ukraine, may significantly improve control over the state of land resources.

Let us consider the social aspects of sustainable development, which are an integral part of successful land market management. The main directions include:

– conducting educational campaigns for the population on the importance of sustainable land utilization.

– ensuring transparency of land transactions through open electronic platforms.

– creating support programs for young farmers who seek to be engaged in ecological agriculture.

It has been established that an important element is the involvement of local communities in the processes of planning and implementing sustainable land utilization projects. This approach ensures public trust in reforms and contributes to increasing social cohesion [16].

Another important element is to stimulate public initiatives aimed at preserving natural resources and raising environmental awareness. Involvement of private companies and non-governmental organizations in joint sustainable development projects will also contribute to strengthening socio-economic stability.

Conclusions

The study has shown that the integration of economic, environmental and social approaches is a basic factor in achieving balanced and sustainable development of the land market in Ukraine. Effective land management is impossible without systematic consideration of the relationship between economic efficiency, environmental safety and social responsibility. Specifically, the implementation of modern digital technologies for monitoring and assessing the state of land (including GIS systems, satellite sensing and analytical platforms) is of paramount importance, which enables ensuring transparency, control and adaptability in land utilization processes.

Special attention should be paid to creating a favorable environment for financial support of small and medium-sized agricultural producers. Providing affordable loans, developing a land banking system, introducing crop insurance mechanisms, and other financial instruments will help reduce socio-economic inequality and increase the investment attractiveness of the agricultural sector.

The development of social responsibility in the field of land utilization is no less important – the point is the involvement of local communities in the decision-making process, openness of land policy, consideration of the interests of vulnerable groups of the population. Against this background, environmental education programs, information campaigns and the formation of a culture of responsible attitude to natural resources among the population become significant.

The study has also confirmed the importance of international cooperation aimed at exchanging experience and adapting the best global practices in the field of land market regulation. The introduction of innovative solutions, in particular precision agriculture, intelligent land utilization planning and monitoring using high-tech tools, may significantly increase the effectiveness of management decisions at the national and local levels.

Therefore, sustainable development of the land market is possible only under the condition of an integrated approach that combines economic feasibility, environmental balance and social orientation. The guidelines and recommendations proposed in the article are aimed at increasing the efficiency and transparency of land relations, preserving soil fertility, supporting farms, and expanding community involvement in policymaking. Their implementation will provide conditions for a long-term positive impact on the agricultural economy, the environment, and the well-being of Ukrainian citizens.

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