

partners, and employees. The attitude towards the personnel of the organizations also underwent changes, since the economic reforms had a social orientation. It is obvious that the management of human resources has become more complicated in the conditions of a market economy. It is a component of the management of any organization along with the management of material and financial resources. However, due to its inherent specificity, personnel management is a special type of management activity. Personnel management requires a creative approach, individualization and consideration of the long-term perspective when making all decisions.

In the conditions of a market economy, the personnel management system is an important component that determines the successful functioning of any organization. One of the axioms of management states: any problem of the enterprise is a problem of human resources management. At the same time, approaches to personnel management may vary depending on the size, organizational and legal forms, types of organizations, etc. For example, for large companies it is appropriate to use universal methods proven in the West, while the approach to personnel management at a small enterprise requires mandatory consideration of Ukrainian specifics .

The problem of effective personnel management is particularly acute for Ukrainian enterprises, as in a highly competitive environment they have to find new opportunities to increase their potential. The need to survive in market conditions requires a constant search for advantages that can become factors of competitiveness at the current stage. In this situation, a scientifically based, creative approach to personnel management can ensure an increase in the efficiency of the functioning of Ukrainian enterprises.

THEORETICAL ASPECTS OF THE PROBLEMS OF COMPETITIVENESS OF ENTERPRISES

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Increasing the competitiveness of enterprises in modern conditions is a central problem, the solution of which plays a key role in achieving sustainable economic growth, ensuring the social, economic, technological security of the country, and, in general, the well-being of the nation. The tasks of increasing competitiveness are of

particular importance in connection with the processes of globalization. Competitiveness integrally characterizes the position of the country in the world market. At the same time, the field of competition for Ukrainian producers has expanded significantly: domestic enterprises have to compete with foreign companies not only in the external, but also in the domestic market.

As practice shows, many enterprises are not ready to actively compete, identify and gain competitive advantages. The main reasons for this situation are the insufficient elaboration of the theoretical and methodological foundations for building competitiveness systems, the lack of effective managerial and organizational and economic mechanisms for enterprises to respond to changes in the external and internal environment, and, of course, the shortcomings of their institutional support.

At the same time, at the level of industrial enterprises, competitiveness issues are often not even raised in management systems, since in a large number of cases these systems are aimed at achieving financial and production results. All this testifies to the expediency, both from a scientific and practical point of view, of developing a theory and methodology for assessing the competitiveness of an enterprise, developing theoretical and methodological foundations for building systems to ensure its increase based on appropriate methods and mechanisms.

Increasing the competitiveness of Ukrainian enterprises, and, therefore, the entire Ukrainian economy today is associated with innovation. It is already clear and beyond doubt that it is not possible to reach the level of global competitiveness without innovation. This choice fully corresponds both to the vector of development of theories of competitive advantages, which, as the analysis showed, is aimed at the growth of the intellectual component in establishing a stable competitive advantage, and to the principles of industrial development in the near future, laid down in the programs of the country's leadership. The transition of the Ukrainian economy to innovative development requires the solution of at least two complex, complex and interrelated tasks. Firstly, the creation of conditions for the formation of the innovative potential of the enterprise, and secondly, the conditions for its implementation. And if the solution of the first task is more dependent on the internal environment of the enterprise, then the solution of the second one is due to the development of external institutional support,

primarily in the field of the knowledge economy. In this context, the development of theoretical and methodological aspects of the problem of increasing the competitiveness of an industrial enterprise based on the formation and implementation of an innovative development model acquires important independent significance.

At the same time, despite the very serious achievements in theoretical research and methodological development of these problems, a number of issues of both a conceptual and methodological nature still have not been resolved. There is a fairly wide spread in the conceptual apparatus of the problem of enterprise competitiveness.

Despite the large number of works on its assessment, both the methodology and methodological approaches to solving this problem need to be developed. There is no concept of making a proactive management decision on changes in the environment, aimed at gaining competitive advantages; the task of increasing the competitiveness of an enterprise by implementing an innovative development model that takes into account the state of both intra-company institutions and institutions of the knowledge economy requires a solution. It is necessary to develop methods for managing the innovative development of an enterprise in conjunction with the methods of managing the knowledge economy. All this determines the need and importance of additional research in this direction.

THE RELEVANCE OF THE ISSUE OF ENTERPRISE VALUE MANAGEMENT

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In the context of the globalization of the economy, the value of an enterprise becomes the main criterion for assessing the effectiveness of an enterprise from the point of view of owners, managers and potential investors. The concept of cost management is based on maximizing the market value of the company's capital. Owners are more and more interested not in dividends as such, but in the value of the share of property that they own and, mainly, trends, the possibilities of its sustainable long-term growth. World practice shows that the most competitive are those enterprises in which