

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

the criterion for evaluating the effectiveness of decisions made is a further increase in the value of the business.

Under these conditions, the formation of an enterprise management mechanism adequate to these changes is of particular importance. Here comes the strategic management of the enterprise, which is able to ensure long-term sustainable development and value growth. Modern strategic management has a number of features that need to be identified, investigated and taken into account in the formation of enterprise value management tools. These characteristic features of strategic management are to some extent affected by a number of researchers, but so far there is no coherent unified theory of strategic management of enterprise value.

The change in the management paradigm has raised many questions and problems related to the theoretical understanding of the economic essence of the concept of "enterprise value" and the problem of its quantitative certainty. Despite the fact that in recent years a large number of interesting and original works have been published on determining the value of an enterprise, it is necessary to note their insufficient methodological and methodological study. Publications are mainly devoted to various methods for determining the value of various "types of value" of the enterprise and the analysis of indicators that characterize them. However, the complexity and laboriousness of the proposed methods, the limited possibilities of traditional analysis of cost indicators come into conflict with the need for real-time tracking of the cost of an enterprise. In this regard, the scientific substantiation of the methodological foundations of the concept of strategic management of the value of an enterprise based on the study of the ordinal approach to its management and measurement is a priority task, the solution of which should contribute to improving the efficiency of enterprises. It should be noted that the problems of creating a workable mechanism for increasing value have not yet been properly resolved, such as ensuring internal interconnection and interdependence of the most important elements of strategic management - the potential for long-term growth in value, key strategies, competitive advantages, as well as the ability to ensure continuous monitoring of value in the process of their implementation in order to identify the dynamics of its change and make the necessary management decisions. In addition, such an important element of the strategic management of

enterprise value as risk requires further research. Until now, there are no effective models and methods for quantitative assessment of the risks of an enterprise's activities, brought to convenient practical use.

Therefore, exploring the problem of cost management from the point of view of the hierarchy of the formation of key strategies for the growth of the value of an enterprise, the strategy for increasing the intellectual potential is one of the priorities. Long-term and stable cash flows are impossible without intensifying the processes of developing and offering new products and technologies to the market. The strategy for the growth of intellectual potential should be seen as a set of actions taken to create new benefits and, accordingly, new value for both the consumer and the producer, and the formation of long-term competitive advantages on this basis.

## **QUALIMETRY RISK ASSESSMENT OF TECHNICAL SYSTEMS FUNCTIONING**

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In today's world, risk assessment of any project, system or object is a primary task, both at the planning stage and at the implementation stage. This applies to any system, whether it is closed, open, or partially closed; macro- or microsystem; technical, environmental, economic or other. The task of risk assessment includes both the identification of potential risks and their management, which is possible only in the case of their qualitative assessment. At the same time, a component of risk assessment is not only an assessment of the probability of the occurrence of this or that adverse event, but also an assessment of the possibility of adaptation and restoration of the system with minimal losses in the shortest possible time. Therefore, the question arises regarding the application and development of modern approaches to comprehensive risk assessment of the functioning of systems for objects of various purposes.

Conceptual aspects of risk management are highlighted in many works of scientists, both in Ukraine and abroad. So, for example, in the publication [1] it is substantiated that the principles of risk management are defined in different areas using different approaches that are not correlated with each other. Therefore, there is a need