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THEORETICAL ASPECTS OF ENTERPRISE DEVELOPMENT MANAGEMENT

The development of the enterprise is a rather complex concept, which is proposed to be understood as a long-term set of processes of quantitative and qualitative changes in the enterprise's activities, which lead to the improvement of its condition by increasing the enterprise's potential, adapting to the external environment and ensuring internal stability, which contributes to increasing the viability of the enterprise and its capacity counteract the negative effects of the external environment.

With a fairly wide variety of definitions and interpretations of the concept of management efficiency, the following basic provisions can be singled out, which most fully characterize this term: optimal comparison of the result and costs necessary to achieve it; the rationality of decisions regarding the formation and selection of strategic goals; full use of potential opportunities; ensuring the competitiveness of the enterprise; flexibility and efficiency of interaction with the external environment; ensuring internal stability and protection from the negative impact of external factors of the enterprise.

The effectiveness of development management is a generalized reflection of static and dynamic values of the effectiveness of the enterprise's functioning, planning activities for the future period, forecasting the state of the external environment and the formation of competencies in accordance with external and internal factors.

The quality of management, which is characterized by relative difficulty in assessment, also remains an integral component of the effectiveness of development management. Nevertheless, it gives an opportunity to fully understand the level of compliance of the enterprise's development with its capabilities.

On the basis of the above key provisions of the concepts of "development" and "management efficiency", it is possible to determine the main elements of the effectiveness of development management:

- the presence of quantitative and qualitative changes that lead to an improvement in the state of the enterprise, provided that the costs for their achievement are optimal;
- dynamic character, which is related to the essence of development as a long-term process;
- rational formation and implementation of strategic goals in order to improve the current state of the enterprise and create future potential opportunities;
- formation of new competences in order to increase the competitiveness of the enterprise;
- flexibility and efficiency of interaction with the external environment;
- ensuring internal stability and protection from the negative impact of external factors and their possible occurrence.

Despite the variety of development management tools, none of the existing measurement approaches provide the most accurate and correct assessment of the level of enterprise development management effectiveness. There is a need to form a new methodology for assessing the effectiveness of development management, which will include the main elements of the above approaches depending on the characteristic features of the concepts of "development" and "management effectiveness".

The work was carried out under the supervision of the associate professor of the Department of Economics and Management T. Obydiennova