Sergienko Olena, PhD in Economics, Associate professor, Associate professor of the Higher Mathematics Department, Kharkiv Educational and Scientific Institute of the State Higher Education Istitution «Banking University»,

Tatar Maryna, PhD in Economics, Associate professor of the Finance Department, National Aerospase University «Kharkiv Aviation Institute»

ORGANIZATIONAL AND MANAGEMENT POTENTIAL FORMATION OF MACHINE BUILDING ENTERPRISES COMPETITIVENESS

The intensification of machine building enterprises as one of the basic sectors of the Ukrainian industry and its adaptation to market conditions due to the transformation of the economic situation and crisis development should provide with the update production base increasing their overall management potential.

In conditions of high environment dynamism and increasing of competition between Ukrainian enterprises and pressure from foreign competitors raises the question of allocation competitiveness as one of the main criteria of enterprises efficiency. However, not only unfavorable environment negatively affect the operation of the machine building enterprises but also lack of proper developed mechanism of management potential formation and using, aimed at overcoming such effects.

Management potential should be viewed as the skills and abilities of managers at all levels of management for formation, organization, implementation the proper conditions for functioning and development of enterprise socio-economic system. The improving of enterprise competitiveness management system is ensured by development and implementation of optimization models of enterprises competitiveness increasing in the conditions of unsteady external and internal environment. The models of enterprise competitiveness management scenario are presented in such form:

$$Upr = \{ R, \ P, \ I, \ K \},$$

where R – set of the enterprise available resources (development potential);

P – set of the external environment factors;

S – set of admissible strategies of enterprises competitive development;

K – the set of criteria of development goals achievement.

The general task of optimal management scenario of competitiveness management is:

$$\int_0^T M_X[F(R_s, P_i)]dt + M_X[(\bar{I}_{iT} - I_{iT})] \to \min$$

$$R_S \le f(\{I_{k\_it}\});$$
$$P_i \le f(\{F_{it}, E_{it}\});$$
$$S \in MS;$$

$M_X[F(R_s, P_i)]$ – integrated total resources for the implementation of an appropriate strategy in terms of external and internal environment factors;

$M_X[(\bar{I}_{iT} - I_{iT})]$ – total deviation of integral index of competitiveness from optimum criterion values of local components.

The system of competitiveness management scenario is represented as a set of interrelated mechanisms by which we mean a way of using a certain set of methodology, tools and information tools for solving problems. The system of competitiveness management scenario consists of the following three modules.

Module 1 Comlex diagnostics of competitiveness, organizational and management potential. The implementation of this module is provided by the implementation of these steps.

1.1. Formation of a reasonable range of indicators – indicators of complex assessment of competitiveness and potential.

1.2. Formation of state classes of enterprises competitiveness.

13. Integrated assessment of competitiveness for the local components and the total indicator.

1.4. Setting ranges for selected integrated indicators.

1.5. Assessment of the impact of organizational and management potential on the competitiveness indicators.

1.6. Assessing the impact of potentials on competitiveness components.

1.7. Forecasting future states and recognition enterprises competitiveness states.

Module 2 Evaluation and analysis of threats of internal and external environment (threats of potential and competitiveness).

2.1. Forming the most complete list of threats.

2.2. Ranking and selection of dominant threats.

2.3. Predicting the effects of prevailing threats.

Module 3. Development and implementation scenarios of situations in terms of threats.

3.1. Determination of the main factors influencing the development of the situation.

3.2. Research strength of the relationship between factors by causal chains examining.

3.3. Building a simulation model.

3.4. Formulation and implementation of action scenarios threats.

3.5. Scenario analysis and development of recommendations for the prevention of crisis situations.

So, the approach on the basis of dynamics system method is proposed for assessment and analysis of the set of processes in systems of enterprises competitiveness management scenario. This approach makes possible to understand the logic of the system under influence of many interdependent and interrelated factors.

Literature:

1. Амосов О. Ю. Формування потенціалу підприємства: організаційний та управлінський аспект // Бізнес Інформ. – 2012. – №12. – С. 337–340.

2. Плюта В. Сравнительный многомерный анализ в экономических исследованиях: методы таксономии и факторного анализа / В. Плюта ; пер. с пол. В. В. Иванова ; науч. ред. В. М. Жуковской. — М. : Статистика, 1980. — 151 с.

3. Прокопишин Л. М. Механізм формування та використання управлінського

потенціалу на підприємствах машинобудування / Л.М.Прокопишин// Актуальні проблеми економіки. – 2009. - № 7 (97) – С. 138-145.

4. Сергієнко О. А. Просторово-динамічна оцінка та аналіз індикаторів конкурентоспроможності підприємств / О. А. Сергієнко, М. С. Татар // Бізнес Інформ. — 2012. — № 4. — С. 41–46.

5. Сергієнко О. А. Модель оцінки ефективності реалізації конкурентних стратегій в умовах впливу валютних курсів / О. А. Сергієнко, М. С. Татар // Економіка розвитку. Науковий журнал. Харків. Вид. ХНЕУ ім. С. Кузнеця, 2013. -№4(68). – С. 37–43.

6. Філиппова С.В. Оцінювання та аналіз конкурентоспроможності промислових підприємств як основні функції управління процесом її організаційно-економічного забезпечення / С. В. Філиппова, С. О.Черкасова // Вісник ЖДТУ. – 2010. – № 3(53). – С. 110-115.