

SYNERGETIC BASES OF THE INDUSTRIAL ENTERPRISES ENVIRONMENTALLY ORIENTED DEVELOPMENT

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In view of reality of social development, we can argue about its degeneration. Therefore, the society for its own activities makes it impossible to develop in the future. Of course, extremely important task in these conditions is to change the paradigm and methodology of social development. The main objective should be to achieve a planned coherent socio-natural development.

The paradigm of scientific thinking has been changing under current conditions of post nonclassical stage of development. Synergetic has become a tool for understanding by humanity of its activities results in the new scientific worldview. Therefore, in our opinion, it is appropriate to introduce the methodological principles of environmentally oriented development of industrial enterprises based on synergetic.

The processes of globalization contribute to the international co-ordination and integration of environmental. Strategic initiatives have been implementing at global level conceptually. Thus, in 1992 at the United Nations Organization conference the Concept of Sustainable Development have been adopted that is an enlarged reproduction of the environment, limiting needs, dialectical development of all sectors of society considering the fundamentals of reproduction. At the level of national legislation, there are target instructions on sustainable development. However, there is the actual problem of the implementation of conceptual positions in mechanism of state functioning. We should note that the foundation of this problem is the mentality and the current development paradigm, the foundation of which is to meet growing needs, personalization demand and differentiation supply and expanded reproduction of social production. In the social consciousness, the primacy of material has been entrenched deeply. Thus, source of all these problems is the spiritual crisis of society. Society has not been realizing scientific and technological potential in full, because they do not take into account the fundamentals of development. So, technological progress tends to its own degeneration.

That is why the urgent task is to create an updated development concept of industrial enterprises, because industrial enterprises are the material basis of social relations. Industrial enterprises have to become the primary component of the mechanism of sustainable development of the state. Modern concepts of enterprises development do not consider environmental factors at the conceptual level. Today it is recognized that the primary purpose of business is profit. Although today, the concept of social and environmental responsibility already being implemented in many enterprises, and thus are competitive. However, such initiatives are fragmented in the context of the full development of society.

The development must be based on the systematic basis. System development of the enterprise means the implementation of its positive feedbacks with the natural, economic, social, technical, technological and other components of the global economic system. Ecological and economic transformation is the starting point, initiated impulse to design such nature of enterprise that would have system-wide orientation for sustainable development in the long run.

Thus, taking into account the synergetic principles of environmentally oriented development in the process of industrial enterprises management will form qualitatively new basis of development and, therefore, – a new management model development.