

MODERN ENTERPRISE MANAGEMENT

Hrashchenko Iryna, Ph.D.

Zheng Yangwei, He Qingfeng, students

Kyiv National University of Technologies and Design

As the world economy with the experience, the process of modernization, the enterprise management is becoming more and more important. The more progress, the management also appear more important. Modern economics still includes non-regulated intra- and inter-sectorial mechanisms for joint economic activity.

Today we have a problem at virtually all levels, in all aspects of management. At the level of specific individuals is a motivation problem. People en masse do not want to work. Work has always been primarily a necessary measure, but its presence is usually seen as a blessing, people are trying to work and work valued. Money motivates slightly and temporarily, other benefits - even weaker. And the indignation of the leaders here can not change anything. That is the reality.

There are significant lag qualification managers that control firm as an organization. Efficient functioning of the economy of the subject based on the strategic development of its system-resources in conjunction with heterogeneous external organizations on a systematic level remains undeveloped [1].

In this regard, the development of techniques and practices of development of management organization and its resource base in cooperation with business entities of the environment are essential for improving the theory of socio-economic systems and business. In the presence of such system, resource management firm becomes able to plan and successfully implement the investment process. Development of methods of strategic planning and performance management of the firm's resources, as well as managing their interaction, are intended to create an organization in which the realized economic relations diverse business entities. Subject of the research is Strategic effectiveness evaluation and its role in the modern enterprise management [1].

Materials and Methods Measuring the effectiveness of strategic planning is based on a comparative analysis of economic activities of the organization with the objectives. Evaluating the impact of the strategy is seen as a feedback mechanism to adjust the strategy. Evaluation of the strategy can be of private or integral character: assessment developed specific policy options to determine their suitability, feasibility, acceptability, and consistency to the organization; comparison of the results with the implementation of the strategy objectives.

It seems clear that the effectiveness of strategic planning can be seen in broad and narrow senses. In the narrow sense, the effectiveness of strategic planning (as a time-limited process) is the ratio of the result (developed by the company's strategy in terms of its completeness, consistency, consistency, compliance situation, timeliness, etc.) to the resource costs associated with the development strategy.

In broad sense, the impact of strategic planning is understood as the effective

implementation of the developed strategy. The second approach is more than justified, as "formal presence" strategy (strategic plan) does not mean the successful development of the organization, so the process of strategic planning makes sense only in the case of the practical implementation of the developed strategy. In this regard, this article is devoted to methodological and methodical approaches to the assessment of the effectiveness of the organization's strategy. Evaluation of the effectiveness of the strategy can be carried out on three levels [1].

Thus, the rate of effectiveness of strategic organizational changes SEOC will always have a unique value, depending on the strategic potential of organizational changes, the specific effects of environmental factors, unique set of the factors of internal environment, the leader's personality changes - all adjusted for evaluating the effectiveness of a particular point in the future [2].

The proposed formula for calculating this indicator is specially designed for strategic management. The final result of evaluating the effectiveness of organizational change is a comprehensive assessment of various areas of marketing and other activities in terms of their operational and strategic effectiveness, adjusted for the company's strategic position in the market.

In the context of the modernization of production and management, the organizational management structures are unable to change in response to changes in the environment. Management of the organization, which is a relatively closed system, is necessary during the moments of fixing its new stage of development. This approach is particularly significant for the control on the lower levels of the hierarchy of the organization. Ideal technical and technological basis of functioning of the organization ensures the possibility for entrepreneurial activity at the upper levels of its hierarchy [3].

This division management is carried out in the theoretical consciousness, while in practice they exist simultaneously. It is an emphasis on the use of a particular method, depending on the specifics of the corresponding stage of the life cycle of the organization. Therefore, evaluation of strategic effectiveness is an integral part of the modern enterprise management, as it provides the timely identification of the necessity and assessment of the perspectives of its activities.

References:

1. Strategic Effectiveness Evaluation as Integral Part of the Modern Enterprise Management //Asian Social Science; Vol. 11, No. 20; 2015–[E. resurs] Rezhym dostupa: URL: <http://dx.doi.org/10.5539/ass.v11n20p16//>
2. Evans, J. S. (2012). Strategic Flexibility for High Technology Manoeuvres: A Conceptual Framework. *The Journal of Management Studies*, 28(1), 69-89. –[E. resurs] Rezhym dostupa: <http://dx.doi.org/10.1111/j.1467-6486.1991.tb00271.x/>
3. Aaker, D. A., & Mascarenhas, B. (2014). The Need for Strategic Flexibility. *The Journal of Business Strategy*, 5(2), 74-83. – [E. resurs] Rezhym dostupa: <http://dx.doi.org/10.1108/eb039060/>
4. Yue, C., & Teng, Z. (2014). Study of Shuanghe Medical Corporation Human Resource Performance Management System. *International Journal of Business and Social Science*, 5(9), 300-310.