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MODERN APPROACHES TO THE CONSIDERATION OF THE CATEGORY «ENTERPRISE DEVELOPMENT» THROUGH THE CONTEXT OF GLOBALIZATION

Having analyzed many scientific papers, the diversity of approaches of Ukrainian scientists to the category of «enterprise development», the author considers it appropriate to systematize this category in the form of an essential characteristic: as a transformation into a new level; both quantitative and qualitative changes; as an improvement of the internal structural units of the enterprise. It should be noted that the concepts of «development», «increase» and «growth» can not be identified, they differ in their functional characteristics. Since companies interact directly with the external environment, taking into account trends in globalization. In this case, the very concept of «adaptation» is one of the main criteria for rapid response of the enterprise to negative environmental factors. Therefore it is necessary to consider the enterprise in the course of its development from identifying signs of a condition of the enterprise. In summary, we consider it necessary to propose a different approach to understanding the category of «enterprise development», which would take into account a significant number of factors of internal and external environments. Namely, «enterprise development» is a movement of «open system» in space and time, which in the process of movement acquires the ability to bypass obstacles and counteract negative environmental factors to improve their results and the coherence of socio-economic interests of market participants, thus transforming to a qualitatively new higher level.

Keywords: enterprise, enterprise development, transformation, qualitative changes, quantitative changes, globalization.

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СУЧАСНІ ПІДХОДИ ДО РОЗГЛЯДУ КАТЕГОРІЇ «РОЗВИТОК ПІДПРИЄМСТВА» В УМОВАХ ГЛОБАЛІЗАЦІЇ

Проаналізовано значна кількість наукових праць, різноманітність підходів українських науковців щодо категорії «розвиток підприємства». Систематизовано категорію «розвиток підприємства» у вигляді сутнісної характеристики: як трансформація у новий інший рівень; як кількісні та якісні зміни; як покращення внутрішніх структурних ланок підприємства. Доведено, що підприємства безпосередньо взаємодіють із зовнішнім середовищем, враховуючи тенденції розвитку глобалізаційних процесів. Розглянуто розвиток підприємства з боку ідентифікуючих ознак його стану.

Ключові слова: розвиток, розвиток підприємства, трансформація, якісні зміни, кількісні зміни, глобалізація.

At the turn of the XX–XXI centuries, which is characterized by increasing: 1) various influences of technological progress to achieve the goals of the enterprise, 2) the role of productivity and product quality to win the competition, 3) attention to organizational culture, various forms of democratization, 4) direct impact of globalization processes on the development strategy of the enterprise; gradually new approaches to the category of «enterprise development» are emerging or existing ones are improved.

Thus, the further development of modern approaches to the consideration of the category of «enterprise development» was received in a number of works by modern foreign authors. Thus, Mescon M.H., Albert M., Hedoury F. compare development with the culture of the enterprise. They believe that «development» is a long-term program to improve the ability to solve various problems; ability to recover, especially by improving the management of enterprise culture [1]. The disadvantage of this definition is that «development» can not be considered as a well-thought-out plan (program) of the enterprise. Because the plan fixes the goals, objectives and means in the intended state of the environment. However, the external environment is unpredictable, changeable.

Well-known American scientist R. Akoff distinguishes between the concepts of development and growth, noting that growth can accompany development or be observed without it. Unlike growth, «development» is the process of increasing an individual's capabilities and desires to meet his or her own needs and the needs of others. The author also defines it as the acquisition of potential for improvement, not real improvement [2]. The disadvantage of this definition is that development is seen as an opportunity, not a real process.

J.K. Lafta interprets «development» as an irreversible, directed, natural change of matter and consciousness; changing the state of the system to another, better, more efficient or more appropriate [3]. However, this approach contradicts the possibility of regressive or stagnant development.

M.P. Todaro [4] defines development as multidimensional process that includes the reorganization of the entire economic and social system. This definition does not reveal the nature of the reorganization of the economic and social system.

According to the Austrian economist J. Schumpeter, «development» is a special phenomenon, noticeable in practice and in consciousness, which does not occur among the phenomena inherent in the cycle or tendency to equilibrium, but acts on them only as an external force. It is a change in the trajectory along which the cycle is carried out, in contrast to the cycle itself, the shift of the state of equilibrium in contrast to the process of movement

in the direction of the state [5]. However, not every change occurs spontaneously in the economy, because it is discrete (composed of separate parts).

M. Schnitzer concluded that «development» is not only an increase in real output, but also a variety of products compared to those previously produced [6]. Undisclosed properties of development: its cyclical reproduction, lack of patterns, direction of change.

I. Ansoff (second half of the XIX century) [7] claimed that the enterprise, which does not have a clearly defined strategy of functioning, «development» has an evolutionary character, while in enterprises managed according to a strategic plan, such development is revolutionary; success accompanies those companies whose strategies are aimed at actively using their internal potential to change the external environment, rather than adapting to it.

Table 1

**Approaches to the concept of the category «enterprise development»
made by domestic scientists of the XXI century***

Essential characteristics/Authors, year
Block 1. The development of the enterprise is interpreted as a transformation into a new level
The process of transition of the country from one state of economy to another, more perfect, qualitatively new on the basis of the corresponding structural and institutional shifts (K.T. Krivenko, V.S. Savchuk, O.O. Belyaev, 2001)
The process of transformation, transition from one qualitative and quantitative state to another, changes of the highest level (O. Kuzmin, O. Melnyk, 2003)
Advancing from simple to more complex and effective (L.D. Zabrodska, 2004).
A unique process of transformation of an open system in space and time, characterized by a constant change in the goals of its existence through the formation of a new open system and its transfer to a new trajectory of development (O.V. Raevneva, 2006)
A system component that ensures the adaptation of the same system to environmental conditions, but also translating the system to a qualitatively new level (V.P. Chernenky, 2010)
Block 2. The development of the enterprise is interpreted as quantitative and qualitative changes
Balanced quantitative, structural and qualitative changes that meet the goals of the enterprise and take into account the constraints imposed by the external environment and the potential of the enterprise (R.A. Yeremeychuk, 2003)
The process of transition of the system from one state to another, accompanied by a change in its qualitative and quantitative characteristics (E.V. Shubravskaya, 2005)
Directed change in the qualitative state of the organization, its structure, composition or properties, quantitative or qualitative changes in the elements of the organization (R.O. Poberezhny, 2011)
Dynamic system of interacting subsystems, prerequisites, factors and principles that form the vector of quantitative and qualitative changes in the functioning of the enterprise, aimed at achieving priorities (V. Kifyak, 2011)
Quantitative and qualitative changes in the functioning of the system, characterized by multidimensionality, direction and inevitability, accumulate and cause the transition of the system to a qualitatively different state (Y.S. Pogorelov, 2012)
Irreversible, directed, natural process, which is a «change» in the results or states of the enterprise in time and space to quantitatively and qualitatively different from the previous one under the influence of internal and external factors (L.R. Priyma, 2012)
The process of qualitative and quantitative changes in economic activity, which allows the company to increase the effectiveness of its activities through the effective use of all available resources (O.M. Talavryia, 2015)
The set of quantitative and qualitative changes in the system, which affects the complexity of its structure, under the influence of internal and external factors, resulting in increased system viability, resource efficiency, increasing its potential, flexibility and adaptability in a changing environment, achieving competitive advantage in the long run perspective (R.V. Wenzhega, 2017)
Block 3. The development of the enterprise is interpreted as the improvement of internal structural units of the enterprise
The process of transition of the economic and production system to a new, better state by accumulating quantitative potential, changing and complicating the structure and composition, resulting in an increase in its ability to resist the destructive effects of the environment and efficiency (V.A. Zabrodsky, M.O. Kyzym, 2000)
The process, which is based on the results of scientific and technical achievements that contribute to the development of productive forces and meet the needs of society in high quality goods (N.V. Afanasyev, V.D. Rogozhin, V.I. Rudyka, 2002)
Qualitative transformations of activity due to changes in quantitative and structural characteristics of technical-technological, organizational-communication, financial-economic resources on the basis of effective use of intellectual and personnel resources, information technologies (L.D. Zabrodska, 2004)
The process of updating production or business processes, which provides a qualitatively new level of operation of the enterprise (M.N. Nechepurenko, 2006)
Orderliness, coherence, interaction to some extent differentiated or autonomous parts of the whole, due to its structure, in order to achieve a better combination of structural elements, which strengthens and increases the initial performance of the system compared to the previous stage of its operation (O.O. Yushkevich, 2011)
Component of the potential of the enterprise, ie to take into account the property, production, marketing, financial potential of the enterprise, etc. (O.P. Pashchenko, 2011)
Directly related to the renewal of material and technical base, production of innovative products, improving the skills of employees, reducing costs due to lower production costs, improving the organization of production and labor (S.P. Dunda, 2016)

Developed and summarized by the author based on [9–28]

The analysis of the interpretation of the category «enterprise development» showed that there is no universal definition of this category by foreign scientists, namely the development of the enterprise is:

- 1) a long-term program to improve the ability to solve various problems;
- 2) the process of increasing the capabilities and desire of the individual to meet their own needs;
- 3) change the state of the system to another, better;
- 3) a process that includes the reorganization of the entire economic and social system;
- 4) change of the trajectory along which the cycle is carried out;
- 5) active use of the internal potential of the enterprise to change the external environment.

In modern Ukrainian conditions of operation of enterprises there is also no single approach to the definition of the category of «enterprise development» by domestic scientists. Thus, the Ukrainian Soviet encyclopedia reveals development as a «specific process of change, the result of which is the emergence of a qualitatively new, progressive (and therefore evolutionary) from lower to higher, from simple to complex. The mechanism of formation of the new, the source and the general direction are determined by objective laws» [8].

After analyzing a significant number of scientific papers, the variety of approaches by domestic scientists to the category of «enterprise development», the author considers it appropriate to systematize this category in the form of an essential characteristic (Table 1).

The study of different approaches to the concept of the category «enterprise development» by domestic scientists, its multifaceted nature, led to the separation of its definitions into three blocks, namely:

Block 1. The development of the enterprise is interpreted as a transformation into a new level. Scientists prefer only a general approach to enterprise development (growth, decline, shift, its environment). However, questions arise: by what criteria will the company be able to self-improve, develop? What exactly are the results improving?

Block 2. The development of the enterprise is interpreted as quantitative and qualitative changes. Development cannot be considered simply as a change, because not every change of an object is its development. Development transforms the internal structure of the object, its interconnected elements, connections and dependencies. In the material world, where everything is in a constant hand and changes, we can talk about development only in relation to objects with a complex system of construction which is an enterprise. In this case, the company should be considered as an «open system» that could actively interact with the external environment, bypassing the negative aspects of external factors.

It should be emphasized that quantitative changes in the enterprise are a consequence of its qualitative functional characteristics. Qualitative changes in the functioning of the enterprise inevitably lead to quantitative changes in the performance of the enterprise.

Block 3. The development of the enterprise is interpreted as the improvement of internal structural units of the enterprise. However, the development of the enterprise should be carried out so that all changes occurring in the enterprise, in technical-technological, organizational-communication, financial and economic activities, would not only improve profitability and maintain stability, but also meet certain requirements, namely: the ability respond quickly to changes in the environment.

According to the author, «enterprise development» is a movement of «open system» in space and time, which in the process of movement acquires the ability to bypass obstacles and counteract negative environmental factors to improve their results and consistency of socio-economic interests of market participants, at the same time transforming to a qualitatively new higher level. The author's approach to understanding the category of «enterprise development» allows the company to quickly smooth out the socio-economic contradictions that are caused and localized by the processes of «open system» and fluctuations in environmental disturbances, localized by negative feedback mechanisms. A new approach to understanding the category of «enterprise development» will allow the company to:

- 1) faster to achieve business goals (increase the economic effect in the results of economic activity) in different circumstances;
- 2) consider external threats from different angles of their solution, while improving their own qualitative and quantitative results;
- 3) it is better to find ways to reduce any risks with the constant interaction of the enterprise with its environment.

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