

УДК

Н.Ващенко,
к.е.н., доцент

Донецький національний університет
економіки і торгівлі імені Михайла Туган-
Барановського, м. Донецьк, Україна,
e-mail vashenko2006@land.ru

МЕТОДОЛОГІЧНІ ПРОБЛЕМИ КОНСТРУКЦІ ПОНЯТТЯ «РОЗВИТОК ПІДПРИЄМСТВА»

Н.Ващенко,
к.э.н., доцент

Донецкий национальный университет
экономики и торговли имени Михаила Туган-
Барановского, г. Донецк, Украина,
e-mail vashenko2006@land.ru

МЕТОДОЛОГИЧЕСКИЕ ПРОБЛЕМЫ КОНСТРУКЦИИ ПОНЯТИЯ «РАЗВИТИЕ ПРЕДПРИЯТИЯ»

N.Vashchenko. Candidate
of Economics, Associate
Professor

Donetsk National University of Economics and
Trade named after Mykhaylo Tugan-Baranovsky,
Donetsk, Ukraine, e-mail^vashenko2006@land.ru

METHODOLOGICAL PROBLEMS OF DESIGN THE CONCEPT "DEVELOPMENT OF ENTERPRISE"

Abstract

Purpose. The study aims to systematize the views of scholars on the interpretation of the essence of a design concept of "development of enterprise" and its clarification.

Methods. The study used methods of analysis, synthesis, generalization, content analysis.

Results. Generalization of the scientific approaches is conducted near a concept «development of enterprise» in compliance the paradigm "Conservation through development", highlighted methodological problems to justify this concept, a concept of "development" is specified and, on these bases, the basic principles of the construction of "development of enterprise" are offered and his ground is given.

Scientific novelty. Received further development of scientific approaches to the study of "development of enterprise", which, unlike existing interpretations, all resulted scientific approaches are taken into account near a concept «development».

The practical significance. Understanding the nature of "development of enterprise" and the definition of its key aspects is the theoretical basis for improving the functioning of enterprises in a transitional economy.

Keywords: *enterprise, capacity, development, the driving forces of the development, system.*

The main text.

Raising of the problem. Ukraine's transitions to market-based forms of economic regulation and elimination of the state of the planned management business entities (companies) have changed the natural conditions of their functioning. In these circumstances, under the influence of a changing competitive environment in the domestic and foreign markets, the operation of any enterprise depends on its ability to survive with achievement of sustainable economic activity - on the one hand, and on the other - to strengthen competitive position in the market - the ability to improve their activities. This process of self-improvement is not so much to adjust and adapt to changes in the competitive environment - the external environment of the enterprise, but in anticipation of actions of competitors and the ability to resist the negative impact of macro factors that needs to have some potential, strength and ability to implement proactive measures. Under these circumstances, and given the fact that modern enterprise can be regarded as an open economic system, which in turn is a subsystem of the industry, the national economy and the global space, changing the approach to the perception of the process of enterprise development, and the transition from his perception as "Save, then development" to perceive "Conservation through development". It is based on the paradigm of "conservation through development" may provide long-term operation of the business in a competitive environment in the conditions of market.

Analysis of recent research and publications. The issue of enterprise development is the subject of research of modern scientists and economists. Trying to solve a certain problem leads many of them to justify the concept of "development of enterprise" under different angles of understanding. In some justifications modern academic economists term "development of enterprise" for the most part related to the changes in the system that are aimed at improving its economic condition.

Based on the generalization of the concept of "development of enterprise", there are four approaches to scientific understanding of it:

- perception as a process of quantitative and qualitative changes in the system itself "enterprise" through improved constituent subsystems out of consideration the external environment of the enterprise, which is typical thoughts Chumak L.F. [1] and Afanasyev M.V.[2];

- perception of process of enterprise development as a qualitative change in the economic condition considering the external environment, but which do not have a systematic character, which is reflected in the study to Dunda S.P. [3];

- comprehensive accounting the system approach, economic status with all the constituent elements of the system and the external competitive environment in the justification the process of the enterprise, that characteristically for the points of view of Pogorelova U.S.[4] and Raevneva O.V. [5]. We believe that the study of Ukrainian scientists and economists in the largest extent correspond to the modern paradigm of the enterprise "Conservation through development."

Problem. Analyzing scientific approaches of modern scientists-economists, it is possible to come to the main conclusion: in default of the unique perception of process, there are methodological inaccuracies in relation to the ground of concept «development of enterprise», which requires more detailed consideration of the

nature of the enterprise as a system and economic categories. Thus, the aim of the article is to systematize the views of scholars regarding the interpretation of the essence of a design concept of "development of enterprise" and its clarification.

Exposition of basic material of research. Exploring perspectives of modern academic economists can conclude that the difference in the interpretation of the concept of "development", but most of them associate it with changes and are as of the transition from one stage to another. In particular: Chumak L.F., with reference to the Encyclopedia of Philosophy Konstantinova F.V., considers development as a philosophical category, which expressing the process of movement, change of integrated systems and higher type of movement, changes of matter and consciousness, the transition from one qualitative state to another, from old to new [1]; Stechenko D.M. and Grigorovich A.V. give two definitions of the concept of development, each of which lies the need for change - a process which is characterized by both qualitative and quantitative changes from simpler to more complex – first of all, and second - the process of any kind of changes of various forms of matter [6]; Raevneva O.V. in the researches under development perceives the process of forming of new dissipative structure, expressed in the high-quality change of composition, structure and method (models) of functioning of the system, which appears in lysis or to the crisis form and directed on achievement of changeable global objectives[5].

There are the exceptional points of view made by other scientists-economists who at the grant of concept «development» expressly do not determine a necessity to change the object of study. Thus, for example, in studies Pogorelova U.S. [4] with reference to Mocherniy S.V. under development refers to a principle according to which the essence of the phenomenon is part of what is necessary in a system; Todaro M.P. under development understands a multidimensional process which includes reorganization of all economic and social system [7]; in the pages of his publication of other scholars (Afanasyev M.V., Rogozhin V.D. and Rudik V.I.) satisfy of that under development, it follows to perceive a process, which is based on the results of scientific and technical achievement which promotes development of production forces and meet the needs of society in goods of higher quality [2]; in researches of other scientists under development the process of improvement of those or other elements of public relations is understood or materially material constituents of society, whether socio-economic and financial systems on the whole, the transition to an entirely new quality characteristics [8].

In these examples, the interpretation of the term "development" by academic economists means first of all - the process, and secondly – amendments, relating to the research object (system, matter, business, object or activity, productive forces of society). However, this process reflects the movement of researched object from lower to higher, from old to new, from one qualitative state to another (higher), from simple to complex and more progressive. As for the object of study in the economic system, by which we mean business, determined the driving force of this process that promotes change, namely inherent mechanisms of self-organization of scientific and technological advances [2].

Proceeding from these studies is the notion of "development» can be noted that not all scientists, economists, providing characteristic concept of "development of enterprise", defined the driving force that provides the change in the level of the enterprise. In particular, the characteristics of "development of enterprise" is the driving force defined only in the following studies: Chumak L.F. [1] as an improvement of equipment, technologies and work organization that will improve the quality products and services, the state of the equipment, experience and knowledge workers, availability of resources which forming a new enterprise property, on what pays attention Afanasyev M.V. [2,p.27]; investments, scientific and technical development, innovations, personnel, which promote future potential of enterprise registers in researches of specialists of consulting firm, which are engaged in business analytics of activity and development of enterprises [9]. Consequently, on these bases it is possible to select the following scientific problem: in the most resulted researches at the ground of concept «development of enterprise» scientists-economists are not determine motive force which will assist development and allows to incarnate exactly those changes, on what scientists specify. We believe that the cause of this scientific problem lies in the reconstruction of the concept of "development of enterprise" at grid points of view regarding the understanding of the development - as a process.

Conducted a content analysis of the concept "development" on the basis of maintenance of dictionaries and encyclopedias allows to set a methodological base on which its interpretation is rebuilt by modern scientists-economists. First of all, it is philosophical, biological, educational, historical, psychological and logical approaches to the definition.

However, among the large number of definitions of "development" based on the above approaches can be recorded and one that belongs to the economic, namely: - "Development - a process aimed at changing material and cultural objects in order to improve them" and also - "development - irreversible, directed, regular change of material and ideal objects" [10].

It is obvious that the interpretation of scholars of "development" they are based on different approaches from different scientific schools. For views of economists, who rebuilt the design concept of "development" as a change in the system (Chumak L.F., Afanasyev M.V.), a characteristic of this concept is the basis for philosophical research approach; Dunda S.P., who in building design concept of "development of enterprise" special attention paid to the qualitative transformation of the enterprise on the basis of improving its economic performance, taking into account the external environment, basically comes from the basic concept of "development" for mixed (biological and educational) research approaches.

Considerably much more combination of scientific approaches, which rebuilt the design concept of "development of enterprise" by modern scholars, there are those among them who are considering self development based on the above-mentioned three characteristics simultaneously: in determining Pogorelov U.S. - philosophical, biological, historical, psychological, and economic logic; in determination of Raevnevoy O.V.— philosophical, biological, historical and logical.

So it is obvious that modern scientists and economists, no matter from which point of view of their characteristics is given the term "development of enterprise", using different scientific approaches (methodological basis) to understand the concept of "development". Thus, for all six scientists who reveal the concept of "development of enterprise" with all three characteristics simultaneously (the need for changes in the system, aiming at improving the quality changes of economic conditions and, next to it, taking into account the external environment (or competitive environment) - that is, for those in greatest degree approach to perception paradigm "Conservation through the development" inherent methodological basis is to use the concept of "development" based on a combination of philosophical, biological and logical scientific approach.

But not all of these scientists determine the driving force of development - as a process that was beyond recognized as one of the major scientific issues. Emphasis is placed on justification, the term "development of enterprise" and scientists who have not fully define it in terms of compliance paradigm "Conservation through Development", but despite this, allocate a driving force for change in the enterprise to ensure its development: Chumak L.F. [1], who at the ground of concept «development of enterprise» gives advantage to philosophical scientific approach and economic (during the selection of motive force); Afanasyev M.V. [2,p.27], who along with these, during the selection of motive force of changes in quality of experience and knowledge's of employees, uses pedagogical and psychological approach; specialists of consulting firm, which are engaged in business analytic activity and development of enterprises [9] which, in default of philosophical approach, based on consideration of the enterprise as a system for the allocation of the driving forces of change in the use of psychological and economic research approaches.

Conclusions from this study. Thus, through summaries of scientific opinions to justify the concepts of "development" and "development of enterprise", and dedicated scientific problems can be divided into three basic design principles of "development of enterprise":

- the justification of "development of enterprise" should be used methodological basis of the concept of "development", which contains in it all the above defined scientific approaches;
- development of enterprise is a process that is associated with changes in it, which, in turn, occur due to the influence of the driving forces in the subsystem;
- to justify the term "development of enterprise" should be viewed as a system that operates in a competitive environment influenced by factors of external environment, and is a subsystem of sectoral, national and global economy.

Subject to reasonable principles might form the methodological basis of the design concept of "development of enterprise", which, unlike existing interpretations, taking into account all of the scientific approaches to the concept of "development". Therefore, we have provided the following definition of "development of enterprise":

- "It is a process of qualitative change in a complex system of "enterprise" which is associated with improvement of tangible and intangible subsystems, where the driving force is the potential which is generated on the basis of personnel education, capable perform useful innovation, the use of which allows for a transition to a higher

state of the system, its more sophisticated and complex level, in terms of openness to the environment will increase the competitiveness. "

We believe that this definition of "development of enterprise" in the highest degree meets the modern paradigm of "Conservation through development." However, promising research on specifying this definition is more profound disclosure of the nature "potential" - as an economic category, and a leading role of personnel in forming the potential of the enterprise to its development.

References.

1. Чумак Л.Ф. Сучасні тенденції розвитку підприємств / Л.Ф. Чумак [Електронний ресурс]: Режим доступу <http://www.vestnikdnu.com.ua/archive/201264/chumak.html>
2. Афанасьев Н.В. Управление развитием предприятия : монография / Н.В. Афанасьев, В.Д. Рогожин, В.И. Рудыка. – Харьков: Изд. Дом "ИНЖЭК", 2003. – 184 с.
3. Дунда С.П. Теоретичні підходи до визначення поняття "розвиток підприємства" [Електронний ресурс]: Режим доступу http://www.nbu.gov.ua/portal/soc_gum/ppci/2011_32/Dunda.pdf.
4. Погорелов Ю.С. Развитие предприятия: понятия та виды / Ю.С. Погорелов [Електронний ресурс]: Режим доступу http://www.nbu.gov.ua/Articles/Kultnar/knp88/knp88_75-81.pdf
5. Раєвнева О.В. Управління розвитком підприємства: методологія, механізми, моделі: монографія / О.В. Раєвнева. – Харків, 2006. – 496 с.
6. Менеджмент. Словник-довідник: Навч. посіб. для студ. ВНЗ / Стеченко Д.М., Григорович А.В., Дука А.П. – Хмельницький: Вид-во «Поділля», 2004. – 587 с.
7. Тодаро М.П. Экономическое развитие: Пер. с англ. – М.:ЮНИТИ, 1997. – 671 с.
8. Економічний розвиток у світовому контексті [Електронний ресурс]: Режим доступу <http://myrefs.org.ua/index.php>
9. Обеспечение устойчивого развития предприятий [Електронний ресурс]: Режим доступу <http://expert.gost.ru/ME/DOC/OURP.pdf>
10. Матеріал з Вікіпедії — вільної енциклопедії [Електронний ресурс]: Режим доступу <http://uk.wikipedia.org/wiki>

Реферат

Цель. Целью исследования является систематизация взглядов ученых относительно трактовки сущности конструкции понятие «развитие предприятия» и его уточнения.

Методика. В процессе исследования использованы методы анализа , синтеза , обобщения , контент-анализа.

Результаты. Проведено обобщение научных подходов понятия «развитие предприятия» на соответствие парадигме «Сохранение через развитие», выделены методологические проблемы по обоснованию этого понятия, уточнено понятие «развитие» и, на этой основе, предложены базовые принципы конструкции понятия «развитие предприятия» и предоставлено его обоснование.

Научная новизна. Получили дальнейшее развитие научные подходы к обоснованию понятия «развитие предприятия», в котором, в отличие от

существующих трактовок, учтены все приведенные научные подходы к понятию «развитие».

Практическая значимость. Понимание сущности понятия «развитие предприятия» и определение его ключевых аспектов является теоретическим основанием для повышения эффективности функционирования предприятия в трансформационных условиях хозяйствования.

Ключевые слова : *предприятие , потенциал , развитие , движущие силы развития , система .*