

CONCEPTUAL BASES OF FORMATION OF POTENTIAL MANAGEMENT SYSTEM OF INTEGRATED STRUCTURES



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Abstract. The article is devoted to the development of methodological systems for managing the potential of integrated structures and the effective functioning of the production system. The economic essence of the potential of integrated structures is confirmed by the system of relationship with other categories – needs and economic interests, supply and demand. Scientific novelty is the theoretical justification of the management system of integrated structures as a set of tools and methods of direct influence on the interests of enterprises in constant

dynamic transformation under the influence of external and internal conditions with a focus on rational use of their resources and ensuring the necessary proportions of its economic complex.

Keywords: *integration, integrated business structures, innovation, potential, combined potential of business structures.*

Introduction

It is known that even those companies that have similar potentials often differ in the results of their activities. Under these conditions, the difference in results can be explained only by the unequal degree of accuracy of the target orientation of the system. In other words, other things being equal, the magnitude of the result will be the greater, the more successful will be the system of managing the potential of integrated structures. The special place of management in modern conditions is due to the fact that it guarantees the integration of economic processes. The formation of the potential management system of integrated structures reflects the ability of the system to streamline the processes of capacity building in accordance with the inherent internal laws of economic activity and is necessary for:

- analysis of the current situation;
- modeling the development of economic potential;
- identifying the best uses.

Literature review. The generalization of the features used in research includes the definition of management as a complex purposeful continuous socio-economic and organizational-technical process of interaction of the control system on a specific object, which is carried out by a certain technology using methods and technical means to achieve technical, economic and social indicators (Hanushchak-Efimenko, Shcherbak, 2016).

In this regard, the methodological basis for building a system for managing the potential of integrated structures, adopted in the work, is the application of a systematic approach, which allowed a comprehensive assessment of the level of resource use. Based on the analysis of the structure of the systems given in the economic literature (Gryshchenko ed., 2019), the classification of properties of system of management of potential of integrated structures with grouping on the following signs was developed:

- 1) properties that characterize the potential of integrated structures and its relationship with the external environment;
- 2) properties that characterize the methodology of operation and development of the potential of integrated structures.

Research methodology. We do not aim to fully disclose the content of the properties of the management system of the potential of integrated structures. Let us dwell on the characteristics of only those features of the system that, in our opinion, are mandatory in the development of a potential management system for integrated structures. These are, first of all, integrity, openness,

compatibility of the system, interdependence of the system and the external environment, adaptability of the system and synergy of features 1.

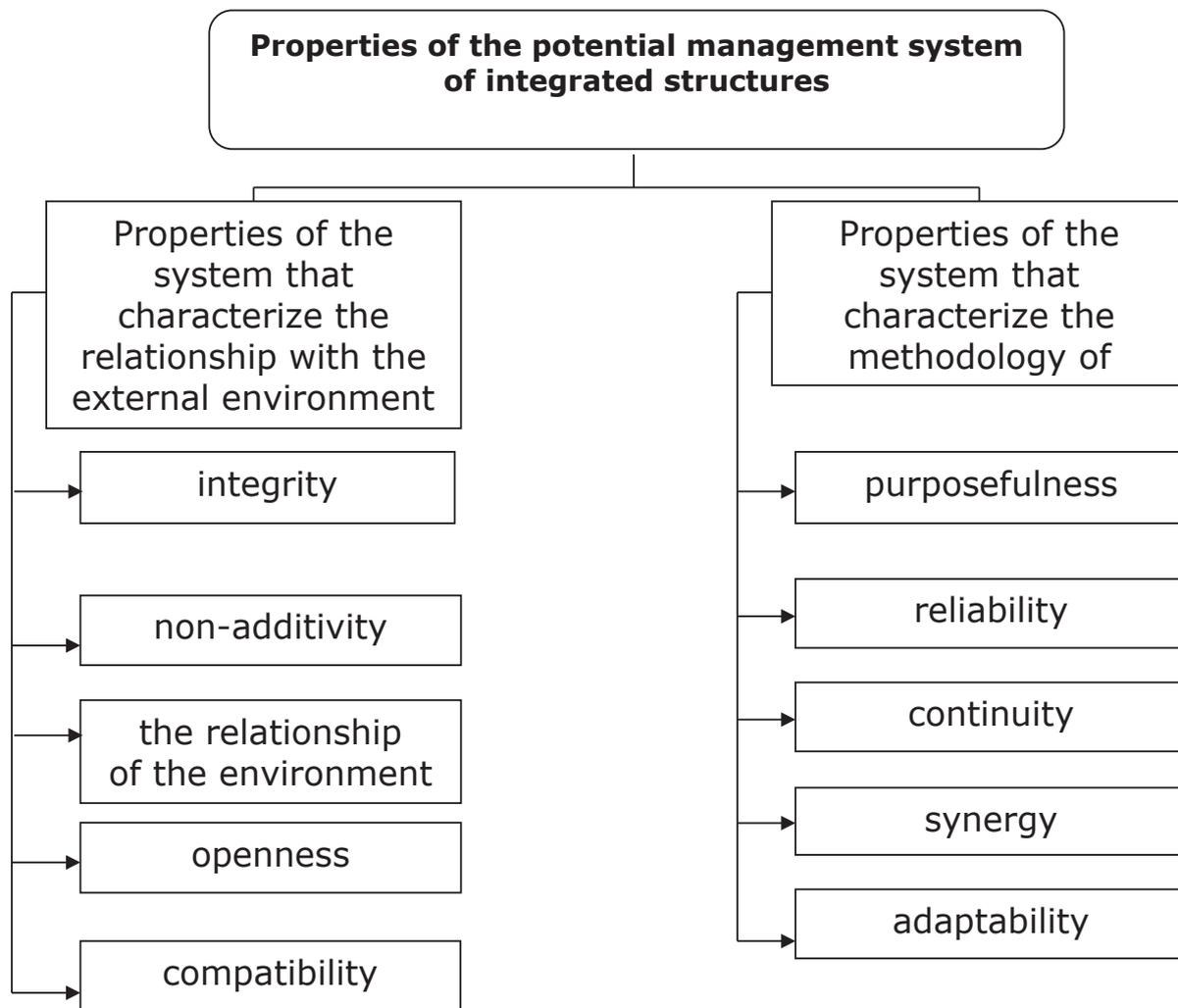


Figure 1. Properties of the potential management system of integrated structures (Gryshchenko ed., 2019).

Theoretical and methodological foundations of the management system of economic potential of integrated structures are to determine the set of laws of management, methods, functions and principles of influence on the processes of its formation and use. To reveal the content of the process of managing the potential of integrated structures, it is necessary to specify this activity, taking into account the practical tasks and management functions. The main functions include the following:

- definition of the purposes and priorities of development of potential of integrated structures in modern conditions;
- regulation of economic problems of potential management of integrated structures;
- assessment of the potential of integrated structures in terms of resource sources;
- improving the efficiency of using the potential of integrated structures, taking into account the priorities of saving the most scarce and expensive resources;
- development of a system of regulators that allow optimal use of the potential of integrated structures, which contributes to the development and strengthening of economic independence (Yermoshenko, Hanushchak-Iefimenko, 2010).

The given system is based on modeling of structure, interrelations, ways of rational use of resources and efficiency of means of regulation. Modeling of the potential management system of integrated structures reflects the possibilities for streamlining the processes of formation and use of resources in accordance with the inherent internal and external patterns of the industry.

Describing the system of potential management of integrated structures, we emphasize that the relationship between the combined enterprises and its potential is based on management methods.

According to some economists (Yermoshenko, Hanushchak-Iefimenko, 2010), among the sources of improving the efficiency of management are particularly important management methods that allow to form a management system for the interaction of various factors that determine the conditions for capacity development integrated structures that ensure the achievement of goals. Others argue that the use of economic methods makes it possible to develop a methodology for modeling control and managed systems, to study information processes, to quantify information (Ganushchak-Efimenko, Shcherbak, Nifatova, 2018).

The main purpose of managing the potential of integrated structures, as a system of interdependent levers that provide targeted, coordinated and stimulating impact on economic potential by resource sources, is to ensure its rational use.

The task of management is not only to equip people with a correct theoretical understanding of this necessary function, but to help practice develop principles and recommendations. System management will be effective only if it is

based on principles established in accordance with the law and are a reflection of the internal relationships and interdependencies of the system (Ganushchak-Efimenko, Shcherbak, Nifatova & oth., 2019).

Research results. Thus, the concept of building a management system for the potential of integrated structures in modern conditions provides:

- multilevel concept of potential, which requires mandatory indication of the aspect (national, regional, sectoral, enterprise level) in which it is considered, with the potential of one level necessarily affects the potential of another and can both inhibit and stimulate growth;
- factors influencing the development of the potential of integrated structures are diverse and are not limited to high growth rates of volume and productivity of factors of production, but include the level of investment in the industrial economy, the level of structural adjustment, etc .;
- effective management of the potential of integrated structures is directly related to all components of the national and regional economy and the environment in which it is carried out, so the lack of positive and long-term effects (results) in at least one interdependent area indicates the presence of negative trends nullify the existing positive changes;
- the adequacy of the response of integrated structures to the transformation of economic relations. The capacity management system of integrated structures should be a flexible system that will change, adapting to a market economy, ensuring the efficiency of integrated structures (Ganushchak-Efimenko, Shcherbak, Nifatova & oth., 2019).

Conclusions

Summing up, it is necessary to determine the economic essence and basic scientific approaches to the structure and content of the concept of managing the potential of integrated structures, taking into account the peculiarities of development that can form the basis of economic mechanism of strategic management of integrated structures in the long run. Based on the study, it is necessary to identify areas for further development of integrated structures that will ensure the effective use and areas of reproduction of their potential:

- further modernization and technical re-equipment of the main part of production facilities;
- increasing the technological level of production, the spread of export integrated structures through the production of high-tech products;
- increasing the level of labor potential by eliminating the unproductive use of labor resources, maintenance of surplus labor resources, hidden unemployment in various forms;
- increasing the level of production of competitive products by reducing the material consumption of products with the introduction of resource-saving, waste-free and low-waste technologies in integrated structures.

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