

ENTERPRISES ECONOMICS AND MANAGEMENT

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ADAPTIVE DEVELOPMENT OF THE ENTERPRISE

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Abstract: *The article examines the category of "strategy", "adaptation" and its relationship with enterprise development. The essence of strategic planning is determined. The relevance and importance of planning in the activities of enterprises is also determined. The study revealed a variety of and fundamental differences of opinion of scientists on the understanding of the concept "Adaptive development", because many scientists are not unanimous in defining it concept. The most common is the claim that adaptive development is the emergence of new or improvement of existing properties of the positive content, the value of which for the organization is related to the action of direct and indirect influences of the external environment on the activities of the enterprise. A modern enterprise in conditions of international competition should be inherent in leadership and high professionalism.*

Key words: *development, planning, enterprises, strategy, adaptation, strategic planning*

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Introduction

The economic conditions in which enterprises operate are constantly changing in recent years, which makes serious demands on the system of strategic business management, leads to the formation of new goals, mechanisms, tools not only in current activities but also in the long run. The main prerequisites for the success of the company and risk factors are now not only internal but also external factors, and success is associated with how well the company fits into the ever-changing, dynamic environment and adapts to new trends.

Enterprises are directly involved in the creation of fixed assets, have a significant impact on the economy as a whole, research on the ability of such enterprises to adapt to changes in their operating environment are especially relevant in today's economy of Ukraine. The aim of the work is to study and plan the theoretical foundations and analyze the adaptive development of enterprises in

modern conditions. The subject of research is a set of theoretical, methodological and practical tools for enterprise development. The object of research is the enterprises of Ukraine.

Literature review

A. Subbotin, I. Kalaikov, L. Rastrigin, J. Tsypkin, V. Skurikhin, Y. Sukhoverkha, E. Pettigrew, R. Vipp, P. Yarzabovsky, E. Lofqvist, I. Stenzaker, T. Landina, M. Budnik, B. Efendiev, T. Pilat, T. Grinko and other researchers.

When conducting research on the development of the enterprise, first of all, it is advisable to define its essence as an economic indicator. Issues related to the definition and study of adaptive development of the enterprise are given considerable attention in the works of leading scientists [1-4].

Results

It should be noted that the process of development of any systems, including economic ones, presupposes that economic entities have the property of adaptation, which is manifested in the generally accepted form as an adaptation to the external environment and to the existing conditions. The emergence and survival of organizations is possible only if the conditions of their internal and external environment [5]. Development, the transition of enterprises to a higher degree in the economic system due to the need for adaptation. Thus, development and adaptation are inseparable processes.

The study revealed the diversity and fundamental differences of opinion of scientists on the understanding of the concept of "adaptive development", as many scientists are not unanimous in the definition of this concept.

For a comprehensive study of the theoretical aspects of adaptive development, it is advisable to explore areas of adaptive development of enterprises [7].

The main ones are:

- 1) Organizational and managerial;
- 2) Economic;
- 3) Technical and technological;
- 5) Unconventional.

Within the framework of the subject of work it is expedient to pay special attention to the technical and technological direction, which includes modernization, development and implementation of programs of technical and technological renewal of production, introduction of new innovative materials and technologies of their processing.

An important role in planning requires high-quality provision of all necessary resources: human, financial, energy, information, technology. [3].

External factors of influence include:

- economic, political, social and epidemiological situation in the country;
- inflation rate;
- demand for products, works and services;
- income level of the population; [9].

Each of the above factors directly affects both the formation of trends in enterprises and the process of their adaptation to modern business conditions.

Considering external factors, it should be noted that all industries are very sensitive to economic, political, social and, as it turned out, epidemiological changes in the country.

The strategic goals of this reform are:

- reducing the number of inspections, regulatory procedures and reasons for contact between business and government;
- creation of an effective regulatory environment;
- creating a favorable environment for doing business.

The presented reform envisages reduction of the number of permitting documents in the field of economic activity subject to licensing, abolition of regulatory acts that complicate business activities, reduction of the number of state supervision (control) bodies, as well as provision of electronic services to citizens and businesses. is especially relevant in connection with the deterioration of the epidemiological situation in the country and the introduction of quarantine restrictions [9].

Recently, issues related to the introduction of energy-efficient technologies and equipment in all sectors of the economy have become increasingly important. These include:

- introduction of new and improvement of existing energy-saving technologies and equipment;
- reduction of energy costs;
- improving product quality, reducing raw material costs.

There are two types of key goals and results of the enterprise: financial and strategic.

Conclusion

At the enterprises of Ukraine strategic planning is almost not carried out and therefore specialists and managers domestic enterprises, including trade ones, do not have experience, knowledge and do not know the advantages of strategic planning. One of the reasons is that the methods of strategic planning used in foreign practice are not adapted to the domestic market, and as a result, the results of their use are not always satisfactory.

Another reason is the inconsistency of planning methods and tools used, which, in turn, is due to a lack of understanding of the importance of existing relationships between tools and methods of strategic planning. Many practitioners, focusing on some popular methods and tools, overlook strategic planning as a whole [10].

Strategic planning is planning from the future to the present based on global ideas and goals of the enterprise. Strategy is not a function of time, but a function of the set goal of development, a specific, spatially oriented direction of development. It is based, on the one hand, on the goals and objectives set during the development of the strategy, and on the other - on the forecasts in various areas of development. It should always be remembered that the application of strategic planning creates the most important advantages in the functioning of the enterprise: it prepares the enterprise for changes in the external environment; connects its resources with changes in the external environment; clarifies the problems that arise; coordinates the work of its various structural units; improves control at the enterprise.

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