

MECHANISM OF MANAGEMENT OF THE CONVERGENT-ORIENTED DEVELOPMENT OF TELECOMMUNICATIONS ENTERPRISES

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The article is devoted to the relevant issues of forming a mechanism for managing the convergent-oriented development of telecommunications enterprises. In the article, the substantive description of the definition of “mechanism” is considered. The most widespread category of the mechanism is considered – “economic mechanism”, which is presented as a set of organizational-administrative structures and state institutions.

The economic mechanism is defined as the systematic organization of production in relation to the distribution, exchange, and consumption of its results, taking into account management methods, legal norms, opportunities, and threats. The place of convergent-oriented development in the economic mechanism is proposed, which is offered to be considered in the plan of state regulation as a development policy. Taking into account the peculiarities of the telecommunication industry, a model for ensuring the convergent-oriented development of telecommunications enterprises is built.

It is established that in its essence the definition of “organizational and economic mechanism” is an integral part of the general concept – “economic mechanism”, which is accompanied by processes of

system management. It is established that the mechanism of management of convergent-oriented development will be treated as a complex system for organizing the production of telecommunication services, the basis of which is the process of convergence in time of the level of development of telecommunication enterprise with other enterprises through the implementation of a set of management measures, through economic levers, methods (tools) and incentives with the purpose of realization of the set strategic tasks aimed at ensuring a high level of competitiveness of the telecommunication enterprise.

The organizational and economic mechanism of management of convergent-oriented development as a complex system for organizing the production of telecommunication services, the implementation of which takes place through economic levers, methods, and incentives, is formed. We believe that the introduction of a convergent-oriented development mechanism in the activity of telecommunication enterprises will help create conditions for the expansion of the network of high-quality information and telecommunication services at all levels of the Ukrainian economy.