

## TERMINOLOGICAL FIELD FORMING OF DEPLOYMENT PROCESS OF ENTERPRISE'S BALANCED DEVELOPMENT

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Processes of effective and safe development's ensuring are fundamental for the enterprise in the current conditions of intensive geopolitical shifts and the socio-economic dynamism of the external environment. But activation of the adaptive and protective mechanisms, as an enterprise's reaction to a high level of instability, should not hinder its development. The need for special modes of functioning on the basis of dynamic equilibrium raises the issues of balance in the process of deployment of enterprise development as an important precondition for its progressive orientation and providing it with a steady, continuous character.

Based on the dialectical approach, the scientific significance and internal integrity of the category "balanced development" are substantiated. Important characteristics of its components, such as proportionality, consistency, ordering, regularity, irreversibility, are determined. General objective of balanced development as means of ensuring viability, continuity and safety is formulated. It is highlighted, that on the basis of the balanced principle's implementation and process approach, balanced development proceeds in the form of dynamic support of homeosta-

sis, coherent and interdependent evolution (co-evolution), and support of the necessary level of variability (homeokinesis).

It has been stressed that balanced development presupposes flow of changes, leading system from one equilibrium state to another, more ordered, organized, complex and functional. As a result of research of applied aspects of "equilibrium development" category using by modern scientists onto macro, meso and micro levels of social-economic systems' functioning, balanced relations and regularities as key development's parameters were revealed and systematized.

In order to increase efficiency and to narrow the ambiguity of the interpretation, main approaches to defining of the category "enterprise's balanced development" are formulated. In the framework of the conducted research, the perspective of the enterprise's representation as a dynamic system, with the time-variably parameters, its development – as a movement, and the balance of its development – as stable forms of such movement for the estimation and ensuring the balanced development of the enterprise is emphasized.