

FEATURES OF FORMATION THE STRATEGY OF SOCIO-ECONOMIC DEVELOPMENT AT A MODERN ENTERPRISE

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In the article the plurality of scientists' approaches to the interpretation of such categories as "economic development", "social development" and "socio-economic development" were examined. On the basis of the theoretical analyze was proved that economic development of the modern enterprise is not possible without a social component. The authors proposed their own approach to the interpretation of the concept of "socio-economic development of the enterprise" as the transformation of (existing and potential) material and intangible resources of the enterprise into a qualitatively new state, which will ensure maximum profit and implementation of social responsibility programs aimed at helping workers, society and the state. It was proved that effective management of social and economic development of any enterprise should be based on such principles as determination the possibility of realizing enterprise potential; increase of profitability and decrease of unproductive losses, product balances; expansion of the sphere of sales and creation of a stable positive image; innovative and investment activity of the enterprise; development and approval of corporate social responsibility (CSR); rapid adaptation to environmental changes. And also provide a clear forecast of

economic and social effects from the implementation of the enterprise development strategy. In the article was determined that the internal and external environment influences on the development of the enterprise both in the direction of economic efficiency as well as its social development. The factors of the external and internal environment were investigated and were proved that during the formation of the strategy of social and economic development the manager must take into account the degree of influence of each factor. The authors developed a logical model of socio-economic development. On the basis of the model and taking into account certain principles was proposed an algorithm for forming a strategy of the socio-economic development of a modern enterprise. It was found that at Ukrainian enterprises managers don't consider it necessary to develop a strategy since its development requires time, knowledge and special skills. However, entrepreneurs who understand the importance of planning and want to enter European markets develop and implement strategic planning that helps them adapt to changes in the external and internal environment, reduce the negative impact of risks and threats, and take leadership in the market.