

THEORETICAL ASPECTS ORGANIZATIONS OF EXHIBITION ACTIVITY OF THE ENTERPRISE: EVOLUTION OF SCIENTIFIC APPROACHES

Kyrylko N.M.

Senior Lecturer at the Department of Management,
Kiev National University of Technology and Design

Purpose. The purpose of the article is to study the scientific approaches of the organization of the exhibition activity of the exhibiting company, and the theoretical foundations for solving problems related to its formation and development.

Methodology of research. The theoretical basis of the research is the question of the organizational support of the exhibition activity of the exhibiting company in terms of theoretical foundations and the synthesis of the conclusions of leading scholars.

In the process of the research the set of theoretical approaches to solving problems of organization and development of exhibition activity of the exhibiting company is substantiated. In the present conditions of the development of innovative activity of the enterprise, it is the exhibition sphere that becomes important. The theory and practice of enterprise-exhibitor management on the basis of exhibition activity are considered.

The analysis of theoretical views of the exhibition activity of the exhibiting company, in particular theories of innovation, marketing, investments and organization's theory, is presented.

Their direct influence on the complex approach to the management of the exhibition activity of the exhibiting company has been proved. The expediency of consideration lies in the implementation of scientific and theoretical approaches to the consequences of the realization of the tasks of the exhibition activity of the exhibiting company. It is on the basis of the management of the exhibition activity of the enterprise that the

development of theoretical views on the statements of the organization of the exhibition activity of the exhibiting company is developing.

The development of theoretical views on the statements of the organization of the exhibition activity of the exhibiting company takes place on the basis of the management of the exhibition activity of the enterprise.

In the course of the research, the complex approach to organizing the exhibition activity of the exhibiting company is proposed. The necessity of using innovative, marketing, investment and organizational approaches is determined in a complex way.

Results. The essence of theoretical views on the assertions of the research of activity of the exhibiting enterprise and the expediency of their application is substantiated.

The theoretical views on organizing the exhibition activity of the exhibiting company, which is formed within the framework of the development of the theory of organization, management theory, theory of investments and innovations, as well as the theory of marketing, are explored and systematized.

An integrated approach to the organization of exhibition activity of the exhibiting company has been developed.

We have the proposed scheme of theoretical approaches for solving the problems of organization and development of exhibition activity of the exhibiting company, which sees the relationship of the following components: management, innovation processes, marketing, communications, social, commercial, the need for factors of produc-

tion that affect the development of exhibition business.

Scientific novelty is to determine the totality of theoretical approaches to solving the problems of organization and development of exhibition activity of the exhibiting company and to develop the theoretical basis of the integrated approach to the organization of the exhibition activity of the exhibiting company. The development of recommendations on the application of an integrated approach in organizing the exhibition activity of the exhibiting com-

pany contributes to increasing the capacity of the innovation development of the exhibiting company.

Practical value. The obtained results of the research are aimed at solving the problem of organizational support for the development of innovative processes which characterize the ability to apply an integrated approach to organizing the exhibition activity of the exhibiting company, which will contribute to the economic development of the exhibiting company, which is necessary for improving its image.