

THE ENTERPRISE RESTRUCTURING MECHANISM BUILDING: CONTENT AND MAIN ELEMENTS

Kirchata I.M.

Candidate of Economic Sciences, Associate Professor,
Kharkiv National Automobile and Highway University

Shershenyuk O.M.

Candidate of Economic Sciences, Associate Professor,
Kharkiv National Automobile and Highway University

Zemskaya O.

Student,
Kharkiv National Automobile and Highway University

In modern conditions business executives must make systemic changes in order to adapt to new business conditions continually, and in this case restructuring is precisely a tool for preventing and avoiding many problems: reducing production volumes, decreasing profits and unsatisfactory profitability, cost growth and outdated technologies etc.

The substantiation and implementation of enterprise restructuring process, in particular its strategic benchmark, involves the development and observance of the optimal composition of the appropriate measures basing on an analysis of its current state and the existing level of competitive opportunities.

The enterprise restructuring purpose is to adapt it to market conditions and increase competitiveness by selecting the most effective use model of resource, technical, technological, organizational, commercial, economic, financial, tax and other opportunities.

Based on the main approaches to the interpretation of the "restructuring mechanism" category, the main components of it are summarized: object, subject, goals, subjects, objectives, principles, types, methods, stages, means of provision / implementation.

The restructuring mechanism should be considered as a set of organizational, eco-

nomic, socio-psychological and regulatory components ensuring the coherence, interaction and interconnection of the functioning of all elements of the industrial-economic system in the restructuring process in order to achieve improving goals of the enterprise work.

Taking into account the diversity of approaches to the system formation of the enterprise restructuring goals the main aims are always: financial stability improvement, the improving indicators of economic efficiency, increasing the enterprise competitiveness, increasing investment attractiveness, improving the management system, increasing the business value etc.

The basis of building a management system and ensuring the competitiveness enterprise should be a mechanism that takes into account, on the one hand, the effectiveness of using the enterprise competitive potential and the identification of its reserves, and on the other – the company position in the market and the environment impact.

Improvement of management system and methodological support for developing, substantiating and implementing of restructuring mechanism will allow enterprises to quickly adapt to external environment changes and operate effectively in market conditions as an effective tool.