

## ECOLOGICAL MANAGEMENT IN MANAGEMENT SYSTEM OF ENTERPRISE

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Presently, questions of environmental and environmental safety became the most important political questions. Traditionally in solving environmental problems, various methods of pollutants disposal that formed during the production process are used. The focus was technical and technological aspects. At the present stage of technological progress special attention is paid to the ecological requirements of production technologies. These new requirements provide transition from the elimination of the consequences to pollution control at all stages of the production life cycle. Also in these conditions management comes to the forefront and becomes a decisive economic factor. This factor defines the further effective development. In this way, in modern conditions enterprises focus more on management, politics, culture that are expressed in the style and methods of management. These changes put forward new requirements for the management of all types of businesses and the level of knowledge and competence of managers at all levels in environmental issues. It is necessary to take into account the ecological features with the management of production, development of new products, marketing operations, personnel, finances.

Nowadays ecological management allows enterprises to receive some advantages, such as cost reduction, the use of the market potential of environmentally friendly products, image of the enterprise improvement.

Review and analysis of research national and foreign authors that are dedicated to the problems of ecological management showed that a free interpretation of some concepts has

led to varying interpretations. This caused a need to distinguish the concepts of "ecological management" and "administrative environmental governance". The concepts of "administrative environmental governance" associated to public administration in the sphere of environmental and environmental safety. Relative to the enterprise is more correct to use the term "ecological management".

The integration of environmental aspects in all spheres of enterprise activity led to the need of allocation of two different approaches to management in the environmental zone: «environmental management» and «ecological management». According to the author, «environmental management» is coordinating the beginning that forms and actuates the enterprise resources and it allows the enterprise to achieve goals in sphere environmental and environmental safety. This sphere is a functional zone management system that focuses on a definite object. In this case, emissions into the atmosphere, discharges into water bodies, consumption of raw materials, energy and environmental impacts of the products produced by the enterprise become management object.

Ecological management forms and actuates the enterprise resources to achieve the economic goals. In this case, economic objectives linked to the objectives environmental and environmental safety. Thus, ecological management is a functional zone management system and the work of the entire system, including cadre, production, financial management, based on environmental management principles, environmental safety and sustainable economic development.