

Approaches to the enterprises' development: a methodological analysis

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Scientific approaches concerning the enterprises' development under modern conditions are analyzed in the paper. It is found out that innovative, economic, strategic, marketing and competitive approaches are the most common ones to be used. The expediency and limitations of their use are substantiated. It is stated that the approaches being studied possess significant advantages in use, but they usually represent only some aspects of the enterprise's development. The analysis of the scientific papers concerning interpretation of different approaches to the enterprise's development makes it possible to state that the results of innovative activity are aimed at ensuring the competitiveness of enterprises and the fullest use of the available production capacity in the process of development; innovative approach to enterprise's development should be considered through its innovative potential; formation and implementation of innovative models of the enterprise's development are related to innovative policy of the government; innovative approach to the enterprise's development should pass predetermined stages. The economic approach is based on the ideas that: enterprise's development should be carried out so that all changes that occur in the enterprise allow it to maintain and improve the profitability and stability; economic growth is a main criterion for the development to take place at the enterprise. The main concepts of the strategic approach are as follows: the

formation of the enterprise's development strategy should include such stages as analysis of the external environment and state of the enterprise potential, determination of the development aims and objectives as well as criteria for their achievement and available recourses needed; identification of risk and force majeure factors and measures to be undertaken for their neutralization; it's a system approach; its elements are the preparing of available resources to the future possibilities, obtaining of competitive advantage over competitors, development of products that will be demanded and recognized by consumers. It is stated by some scientists that the enterprise's development is ensured by the development of marketing activity. Marketing approach determines a vector of the enterprise's actions concerning consumers and competitors and is not only a mean of competition, but also an intangible asset. As to the competitive approach it is viewed by the scientists as the potential in acquiring leadership in the markets of finished products, capital markets, labor market and market of technologies and processes. Under modern conditions competitiveness is a criterion for enterprises' effective development.

It is determined that the need for the enterprise's adaptation to new functioning conditions dictated by the external environment in the process of innovative, economic or market changes is a common feature between the studied approaches.