

ACTUAL ISSUES OF MANAGEMENT OF ENTERPRISES OF HIGH-TECH SECTOR OF UKRAINE

Dzhur O.Y.

PhD, Associate Professor, Assistant Professor at Department
of Management and Tourism Business,
Oles Honchar Dnipropetrovsk National University

Didenko M.V.

Bachelor,
Oles Honchar Dnipropetrovsk National University

The article is devoted to the research of tendencies of the market of high-tech products, reasons of low productivity and efficiency of Ukrainian high-tech enterprise from the point of view of their management at the micro-level and macro-level. There identified the problems of economic, financial, technological sphere and the educational sphere of Ukraine that influence on the development of high-tech sector. There were considered and formulated the components of the macrosystem that are necessary for efficient functioning of high-tech enterprises.

For a clearer understanding of the formation of high-tech production was used the system approach. Disclosed the approaches of different scientists to the definition of

model of enterprise management. Developed tend of modern high-tech enterprise for growth and providing of added value on base of developed technologies and human capital that enables them to find, maintain and create competitive advantage. Proposed structural components of the management of high-tech enterprises based on the recommendations of authoritative international organizations and well-known scientific schools of management. Proposed a scheme of ensuring of the competitiveness of high-tech enterprises based on the requirements to the management system of enterprise and a complex of special measures to improve the process of management of high-tech enterprises and its result.