

## **TECHNOLOGY OF USING A MODEL OF ECONOMIC BEHAVIOUR OF BUSINESS ENTITY**

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The article is devoted to the study and analysis of economic behaviour of economic entities in the conditions of periodicity and impermanence of temporal classes of economic dynamics. The global challenge of economics as a science combines modelling, analysis of economic system and the desire to imagine a general picture of the economic state of the environment based on single indicators. Quantitative representation of the dynamics of economic behaviour is peculiar. Cyclicity can occur not only in the time behaviour separately from the economic process, but in the evolution of the relationship of economic indicators.

For effective management leaders need to know the stage of development for the purpose of developing the right strategies and avoiding crises. That is why there is a need to build a model of economic behaviour that could determine the stage of development of entity on the basis of various aspects of activities.

The purpose of the article is modelling and practical realization of economic behaviour experimental system on the example of

a tourism company. In order to achieve it there is a need to solve the following tasks: develop a model of economic behaviour of the enterprise for determining the stage of its development; perform practical experimental realization based on methods of economic-mathematical modelling and computer technologies.

As far as economic processes are characterized by fuzziness and presence of not only quantitative but also qualitative indicators that is why for determining the stage of entity it is proposed to use fuzzy sets theory based dynamic properties of economic processes. Quantitative and qualitative characteristics of the enterprise has been taken into account by the authors, as a result of the analysis of economic behaviour and determination of life cycle is performed more reliably and covers various aspects of the business. Software product, which performs normalization of activities, calculates membership function, includes the base of production rules, defines marketing and financial state of the entity and the stage of development, has been developed.