

TECHNOLOGY OF MANAGEMENT OF STRUCTURAL POLICY OF ENTERPRISES IN UKRAINE AT THE PRESENT STAGE

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The objective should recognize that any nature of competitive advantage largely depends on the state of a company, its innovativeness and investment character. Purposeful innovation and investment processes in the industrial sector of the economy are often accompanied by multi-scale destructive changes caused by both external and internal factors; therefore, effective management of the structural policies of the enterprises will ensure the company strategy and competitive advantage.

However, socio-economic and technological level of industrial production and construction industry in the current geopolitical situation, namely the military-political threat of Ukrainian creation of the state determines an urgent need to develop and enhance the innovation capability of the industrial sector of economy, energy

efficiency and conservation, which would strengthen competitive advantages and provide a strategy for the latter.

Without substantial reforms, the situation will continue to worsen. Therefore, the first goal of further reforms of the state in this sphere should be the creation of a favourable climate for doing business, development of small and medium enterprises, attracting investments, facilitating international trade relations and improving the efficiency of the labour market. Also reforms are needed in the provision of permissive documents in the sphere of economic activity and types of economic activity, which are subject to licensing. It is necessary to cancel the regulatory acts that significantly complicate carrying out entrepreneurial activity; the number of supervisory authorities in the carrying out of business activities also requires a revision.