

STRATEGIC DIRECTIONS FOR IMPROVING MANAGEMENT OF INDUSTRY ENTERPRISES' PROFITABILITY

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The article deals with the strategic directions of effective management of the profitability of enterprises. Also it is determined that the main task of modern economic development is mastering the basics of businesses effective management, and in particular profitability, which will be a powerful lever of economic development of Ukraine as a whole.

According to scientific literature, profitability management is the process of decision management solutions in all major aspects of the formation, distribution and use of profits at the company in order to increase its effectiveness in strategic per-

spective. That is why there is a question of identifying the strategic directions of profitability management and correcting existing distortions.

This approach can currently provide to industry an increase of loyalty on the part of stakeholders and provide greater stability as opposed to the traditional market, based only on short-term interests of the owners.

This again emphasizes that profit management of the company as an economic subject, which is of great importance for the company and is designed to perform its catalytic function in activities, it is necessary to apply effective management tools.