

METHODICAL PRINCIPLES OF EFFECTIVENESS DETERMINATION OF MANAGEMENT'S ORGANIZATIONAL STRUCTURE IN TELECOMMUNICATION COMPANIES ACCORDING TO THE LIFECYCLE STAGE

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The article is devoted to the topical questions of the creation of the efficient management's organization structure (MOS) at the telecommunication company (TC). For this purpose there was created a methodical approach to the effectiveness assessment of the MOS on the basis of recurrence development and the complex effectiveness indicator; its dependence on a life cycle stage of TC was defined.

Determination of future structure effectiveness is a main goal of enhancement of organizational structure of small and medium TC (SMTTC). Effectiveness of a management system can be determined by means of system indicators, which are directed to the efficiency determination of the constructed model of management's organization structure. Taking into account certain requirements, the analysis sequence of the effectiveness of management's organization structure is given in the work and the corresponding system of indicators is created.

On the example of three SMTTC and by means of the specified indicators effectiveness of their management's organization

structures is analyzed. Generally the complex MOS indicators are revealed as effective. But indicators, which disaggregate the complex MOS indicators, find a large number of shortcomings in the existing MOS' management structures, and their enhancement needs a prevention of transition to the life cycle (LC) recession stage and the gradual termination of activities.

Summing up the performed analysis were determined the optimum value of a complex MOS indicator $EMOS = 2$, which corresponds to 3 LC maturity stage and as it was revealed that all analyzed SNTC are from 2 to 3 LC stages and are in process of transition. It is optimum for them transition to process – functional MOS. The subsequent analysis of MOS' effectiveness and determination of MOS' found a number of transition problems, which are also connected with general Ukrainian economy crisis and need the subsequent studying.

In future subsequent researches it is necessary to account crisis signs in SMTTC stated above and to transform the MOS in a ratio with certain LC of these SMTTC and to form the relevant anti-crisis activities.