

## MODERN SCIENTIFIC APPROACHES TO ENTERPRISE DEVELOPMENT IMPERATIVES

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Inadequate coverage of issues devoted to a comprehensive analysis and comparison of existing scientific approaches to the imperatives of the development of national enterprises led to the necessity of writing article, its relevance, the definition of the purpose and logic of presentation rules.

In the context of the evolution of the existing theories, the author considered a number of alternative paradigms that play a progressive role in the formation of the imperatives of enterprise development.

In order to systematize the approaches, the author has identified five main conceptual directions of development of the theory of organization:

– Neoclassical, which is based on the assumption that behavior is predictable and development the company is determined according to the production function, the relationship between the maximum possible volume of the finished product and the corresponding value of a combination of factors of production;

– Institutional, which considers the development of the company as a function of the ratio between internal and external transaction costs;

– The resource is based on the postulate about the dominant influence of internal resources on strategic development;

– Evolutionary it based on choosing the best strategies and tactics of the company within a certain time period at different stages of its operation

– Synergetic, this focuses on the qualitative changes taking place in the industrial and economic systems by modifying the internal relations from the point of view of destabilizing external factors

As a result of the key features of the neoclassical synthesis system, institutional, evolutionary, resources and synergetic paradigms author proved that the use of a synergistic approach gives the opportunity to explore the changes in the structure based on the analysis of internal factors and external institutional environment, taking into account the dynamics of a market.