

FOUNDATIONS OF MANAGERIAL DECISION-MAKING REGARDING THE ENTERPRISE DEVELOPMENT

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Modern enterprises operate in a highly dynamic external environment. Therefore, to ensure their competitiveness, they must be flexible, adapt to the constant changes in their macro-, meso- and micro-environment and, if possible, be ahead of such changes. Thus, the providing of development is important for domestic enterprises, which requires an understanding of its nature, consideration of its preferential directions, developing and implementation of the most effective managerial decisions regarding the enterprise development.

In the article, a concept of “enterprise development” is investigated, four major approaches to its definition are allocated: quantitative, transformational, progressive, and adaptive.

The essential features of enterprise development are revealed and the author's definition of this concept is provided. The enterprise development is proposed to define as a dynamic system, which combines the transformational processes of different economic nature, dedication, and intensity, that cause quantitative, qualitative, and structural changes in the enterprise system under the

influence of external and internal factors, the result of which provides for the enterprise a number of advantages (increasing capability, raising enterprise flexibility, viability and adaptability, competitiveness growth, and so on) and also the mechanisms of self-organization of abovementioned processes are run.

To ensure the enterprise development it is crucial to identify the presence of conditions for its implementation in proper time, determine correctly the tasks, develop and effectively implement managerial decisions aimed at achieving its optimum level.

Ten stages of the managerial decision-making process regarding the enterprise development are identified and the main procedures for each stage are formulated.

These stages of development and implementation of managerial decisions regarding the enterprise development, which are formulated in the article, and defined procedures for each stage are designed to provide individuals, who make managerial decisions on domestic enterprises, with theoretical instruments for effective implementation of this process.