

THE ENTERPRISES DEVELOPMENT MANAGEMENT BASED ON VALUE: PROBLEMS AND PROSPECTS

Pylypenko S.M.

Candidate of Economic Sciences, Associate Professor,
Department of Economy and Property Assessment of Enterprises,
Simon Kuznets Kharkiv National University of Economics

The current stage of the world economic development is characterized by the dynamism, the invisibility, the constant change in external conditions and the current business environment. Under these conditions, the problem of enterprise management effective increasing has actualized. The concept of enterprise development with a focus on the value creation and assets valuation became widely used. The enterprise value is the confidence indicator, which properly evaluates the effectiveness of operations and reflects the perspectives of enterprise development. The enterprise development value based management takes into account the impact of environmental factors and provides an opportunity to predict the results of enterprise development. This is what determines the usefulness of value-oriented management of the enterprise development in the contemporary economy.

The enterprise development management based on the value contains the following areas: studying the process of value creation, asset value estimation, and value management. Such an approach is fully consistent with contemporary trends in economics and management. Moreover, this approach is consistent with the basic provisions of strategic management. The article contains the list of valuation methods for

management of enterprise development. This list includes: method of market value added (MVA), method of economic value added (EVA), method shareholder value added (SVA), method of cash value added (CVA) and cash flow return on investment (CFROI). The scopes of use, features calculation, advantages and disadvantages for each of these methods are determined.

The result of the article consists the conclusion for the necessity of for a comprehensive valuation based on a combination of several indicators. This idea will help to increase information value of the obtained results in the company's development management.

In order to improve management processes of the enterprise, the article proposed to provide integration of comprehensive valuation and the concept of a balanced scorecard, which is used as the primary management tool for the enterprise development. By using the BSC system, the enterprise objectives and strategy are transformed into specific tasks. This approach allows us to ensure the coordination of all enterprise departments. Introducing of submitted methodological approach into the practice will allow identifying and resolving potential problems in the enterprise cash flow management.