

IMPROVEMENT OF ENTERPRISE MANAGEMENT IN MODERN MARKET CONDITIONS OF ECONOMY

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Abstract: *The article discusses and proposes the main ways to improve the enterprise management system at the present stage. Definitely the key directions for implementing these paths.*

Key words: *organizational structure; management system; systematic approach to personnel management; production resource management; planning system.*

Today, for the successful entry of domestic enterprises into the world market, it is necessary to use modern technologies related not only to the process of production management, but also to the management of the activity of the enterprise. The application of the latest approaches, principles, methods, tools in the management of the enterprise to ensure its successful functioning in a competitive market environment is a major component of the success of the enterprise both in the domestic market and in the external.

Considering the features of enterprise management, first of all, it is necessary to determine the content of this category. According to L. Dyachenko, enterprise management is an economic category, which represents a special form of economic relations that affect a process, object or system in order to maintain its stability or to move it to another state according to the set goals. Modern enterprise management is an effective system that is able to quickly adapt the company to changes in its business environment. In such a system, profit should not be regarded as the main purpose of the enterprise, but solely as a result of the effective functioning of a properly built management system [1].

The main opportunities for improving the management system should be sought not in the attempts to modernize the existing system and not in the use of improving innovations, but in the introduction of innovations and innovative approaches to managing the activity of the enterprise.

Improving enterprise management is possible through such an aspect of its operations as cost management. Manage enterprise costs as follows:

- to distinguish basic concepts and procedures, cost management systems;
- identify existing problems of formation and control of costs at the enterprise;
- to formulate models of cost management taking into account the peculiarities of industry and enterprise;
- to create and improve the information system;
- adapt the workflow to the selected information system;
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Another way to improve management can be to use a systems approach. A systematic approach to personnel management, which involves taking into account the interrelationships of individual aspects of personnel management and is expressed in the development of the ultimate goals, defining ways to achieve them, creating an appropriate management mechanism that provides comprehensive planning, organization and promotion of the HR system. As in modern conditions, the main element of the whole management system is the personnel, who can be both an object and a subject of management [2].

Improvement of the organizational structure of the enterprise means, first of all, the need to establish the optimal number and structure of the management apparatus of the enterprise, as well as the number of employees of production departments and units in accordance with the current rules, regulations and real needs of the enterprise, taking into account current market conditions.

It is also expedient to improve the system of planning, accounting and control over the main indicators of the enterprise activity through the introduction of an effective system of internal control, wide and comprehensive introduction of computer technology, the development of computer communication networks, the use of modern software: management technologies and information technologies. First of all, it concerns the system of organization of financial management, budgeting, management of financial flows and expenses.

Strategic planning makes significant adjustments to management methods, defining a plan for the future. This management concept emphasizes market conditions, as a management criterion. In our opinion, the use of strategic management system in the enterprise can lead to the following results:

- building system capacity to achieve the goals of the organization. This potential consists of: financial, raw materials and human resources within the organization; manufactured products (services) required by the market; formed positive image of the organization;

- defining the structure of the organization and its internal changes that provide sensitivity to changes in the environment and appropriate adaptation. The way to improve the management of production resources and inventories means the rational use of all types of material resources, the use of energy-saving technologies, the regulation of the use of inventories in accordance with progressive standards [3].

One of the areas of improvement of the management system is an object-oriented approach with a complete cycle of management in determining the organizational structure, new rights and responsibilities of employees, as well as the degree of responsibility for their positions of managers and specialists of different levels. Target object-functional structure of the management apparatus will allow competent, complex, compact and timely implementation of management processes, as it is required in a market economy). Objectives of management are resources: material, labor, financial, fixed assets, finished goods and other assets.

Measures to improve the enterprise management will significantly reduce the management apparatus by improving its organizational structure, determine the responsibility of employees, the organizational and production structure.

Therefore, for the more efficient functioning of domestic enterprises, the following factors should be taken into account when building a management system: the production process should be flexible enough to allow a rapid change in the range of products; to take into account the serious competition both in the domestic and the foreign market of products and to improve the quality of the products provided; to take into account the requirements for the quality of customer service and the time of execution of contracts, which regularly increase the requirements for the conditions of packaging, transportation, as well as more favorable bases of delivery; take into account changing demand patterns.

But there are a number of obstacles that impede their implementation into business entities, such as:

- The difficulty of receiving highly qualified assistance and advice, and the high cost of such services;
- Lack of financial capacity to build quality managerial potential;
- Low level of financial market development and personnel training;
- High level of bureaucratic procedures.

Therefore, in order to improve and create and operate a modern enterprise or organization management system, it is necessary to: apply modern management tools and methods within the chosen management concept, focus on the development goals and order of improving the integrated enterprise management system and its components to ensure effective decisions, as well as organizational, staffing and technical solutions; to improve the organizational structure of the enterprise, the enterprise management information system; to use the world experience, as well as to find ways of cooperation domestically with foreign partners to ensure the necessary level of quality of development of the management system at the enterprise.

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