MAIN ASPECTS OF ENTREPRENEURIAL ADAPTATION IN THE CONDITIONS OF SOCIO-ECONOMIC DEVELOPMENT OF THE COUNTRY

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Today, in a transformational economy, the Government’s priority is the necessity to transfer the relationship of utilities with the business environment of the region in the plane of interaction and partnership with the development of contractual relations, implementation of joint commercial projects with a likely change of management and ownership.

However the effectiveness of future managerial and economic compliance requires certain changes in the organizational and intellectual composition of the enterprise, which are the content of entrepreneurial (business) adaptation (EAD). Thus, the state of production, technical and intellectual potential of the enterprise is formed with a focus on adaptation (resistance) to changes in external factors.

Thus, a logical-structural connection is formed between the factors influencing all types and areas of production and economic potential of the enterprise. Accordingly, the necessary (appropriate) nature of the measures of adaptive management of the enterprise is determined, which develops under the influence of the proposed setting and takes an investment-attractive form, favorable for further development of models of public-private relations.

The impact of negative factors on the production and economic potential, on the one hand, and features of the resources life cycle (constituting the relevant sphere of potential), which naturally go through phases of moral and physical aging and loss of their inherent quality, on the other hand, lead to degradation or stop the...
enterprise development. Therefore, the purpose of entrepreneurial adaptation can be considered as a means of forming a mechanism in the management system capable of preventing or restraining the development of negative trends in the production and economic complex, more precisely in the areas of its resource potential.

The introduction of entrepreneurial adaptation in the management system is associated with its integration into the organizational structure of the enterprise and coordination with the main management functions: control of the performance and resource potential, as well as information exchange, operational data processing, analytical thinking, planning and management decisions.

Obtaining and processing of operational information to solve the problems of EAD is carried out using the subsystem "Monitoring of production and economic potential resources", which is an integral methodological part of the EAD.

Thus, it should be noted that the methods used in carrying out analytical operations are typical and include the following system methods and procedures [1-2]:

- abstraction and concretization;
- analysis and synthesis;
- induction and deduction;
- formalization and concretization;
- composition and decomposition;
- structuring and restructuring;
- layout;
- reengineering;
- algorithmization;
- modeling and experiment;
- software management and regulation;
- recognition and identification;
- clustering and classification;
- expert evaluation and testing;
- verification.

References:


