

ного розвитку підприємства видно, наскільки дане питання недооцінене науковцями і наскільки воно є актуальним в сучасних ринкових умовах господарювання. Адже саме від ефективності управління соціальним розвитком підприємства залежить і його позитивний імідж, і зацікавленість інвесторів та рівень прибутковості. В умовах фінансово-економічної кризи більшість підприємств нівелюють значення соціального розвитку підприємства та почитають скорочувати витрати саме в цьому напрямку, що призводить до ще більшої кризи та посилення незадоволення працівниками умов праці, а іноді і взагалі до банкрутства підприємства.

Тому слід визначити, що людський капітал та соціальний розвиток є найвищою цінністю для будь-якого підприємства, а отже, потребує ефективного управління та комплексного підходу до його розвитку.

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THEORETICAL PRINCIPLES OF MANAGEMENT OF THE COMMERCIAL ACTIVITY OF THE ENTERPRISE

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Commercial activity as a process is related to the results of activity of the enterprise, its potential, and competitiveness. That is why the management of commercial activity must occupy a leading position in the whole management system of the enterprise because it creates the appropriate conditions for the growth of its value. The

term “management of commercial activity of enterprise” can be considered as the impact of the management entity to the current plans for the formation, distribution, and redistribution of all kinds of available resources to continuously improve enterprise efficiency at the micro and macro levels.

The purpose of this work is to analyze the effectiveness of the theoretical principles of management of commercial activities of the enterprise.

It should be noted that management of commercial activity covers various spheres of activity. These spheres may be industrial, financial, innovation, social, environmental, and so on. In an analysis of the economic literature, it is determined that most scientists are focused on two main spheres of the management of commercial activity [1, 2]:

- 1) socio-economic management;
- 2) management of the efficiency of economic activity.

The defining essence of the first direction of the management of the commercial activities of enterprises – socio-economic management is to provide the expected overall effect. In this case, the impact of industrial and economic activities is analysed. The methods of management of commercial activity are considered as a set of ways and means, by which the managing entity (enterprise) may affect the object for a particular purpose. They also describe a complete act of influence on any object management (commercial activity). The main methods of economic management are financial incentives for staff; economic calculation; balance method; method of financing; price controls; lending.

Managing of commercial activity is a process aimed at ensuring the sustainable and continuous improvement of enterprise efficiency. The main ways of increasing efficiency include accelerating scientific and technological progress, the implementation of technical reconstruction of production; improving the structure, forms of organization and production management; improved utilization of assets; increased productivity; reducing production costs; increasing profits; improving organizational and technical level of enterprises and economic work at all levels of management [1, p. 27].

L. V. Frolova and O. O. Niitenko see disadvantages in the formation of the theoretical basis of the instruments of managerial influence on commercial activity. They substantiate the “need to improve the theoretical and methodological tools for the management of commercial activity of the enterprise” [2, p. 264].

Undeniably, economic analysis can be considered as an important tool for managing commercial activity since it serves to solve its economic problems. At the same time, it cannot ensure the adoption of quality managerial decisions in relation to other (non-economic) aspects of commercial activity. Therefore, it is expedient to use other management tools in relation to the commercial activity.

Modern scientific scholars are characterized by the underdevelopment of views on the management of commercial activity since only isolates its two main areas: a socio-economic management and performance management of economic activities, which are varied by methods and ways of management. Thus, the company cannot conduct a qualitative assessment of factors affecting the level of commercial activity and, therefore, make quality management decisions. The issues arising from the inadequacies of the theoretical principles of management of the commercial activities of enterprise have required further research in this direction.

Thus, «business activity» is one of the main impacts, which allows the assessment of its financial condition, helps identify strengths and weaknesses for strategy development, characterizes the use of capacity, and determines the position on the market, its competitive position. Management of business activity of enterprises should be comprehensively substantiated and studied in regard to directions of certain actions and conditions of their implementation, considering the features of the business development of modern enterprises.

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КЛАСТЕРИ ЯК ФОРМА ІННОВАЦІЙНОГО РОЗВИТКУ ЕКОНОМІКИ: МІЖНАРОДНИЙ ДОСВІД

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У період опанування інноваційного шляху розвитку в економіці будь-якої країни постає питання про вибір найбільш доціль-