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**INFLUENCE SOCIO-ECONOMIC CHANGES TO THE POTENTIAL OF THE COMPANY**

**Summary.** The article is devoted to defining the potential content of its components, the impact of socio-economic change in the process. The model of capacity assessment, taking into account social and economic changes of the company.

**Key words:** potential, socio-economic changes.

**Formulation of the problem**. Current economic conditions have a number of characteristics that must be considered in the management of the enterprise. They are caused, first of all, the very logic of the economy: the rapid changes in the environment; the growing influence of institutional factors; immaturity of the market infrastructure.

Market transformation in Ukraine, the rate of change of the competitive business environment, economic globalization, the spread of inter-sectoral integration and internationalization of modern business necessitates rapid response to business changes in the environment [1].

With the rapid changes in the competitive environment of potential as a complete system requires constant analysis of its components, their relationships and dynamics in order to target the vector of the enterprise.

**Analysis of research and publications.** In modern literature system concepts that define the meaning potential of the company is quite controversial. For example, some researchers identify potential businesses with resources, others - with features and some operate on two categories at the same time [5]. A separate group of scientists consider potential enterprise as his property.

Versatile research potential management problems repeatedly been organized both domestic and foreign scientists - OV Aref, A. Korenkovym; OD Hudzynskym; GI Kapinos, OM Radyuk; NS Krasnokutske; EV Lapin; IP Otenko; EV Popova; AS Fedoninym and others. In the works of scholars highlights fundamentally new approaches to research on the formation, management and development potential of the company. [7]

**Components unsolved problem.** Neither approach does not detect hidden (additional) effort on the possible combination of enterprise resources, and does not account for potential change in time. In modern scientific literature missing links socio-economic changes and potential of the company.

The article reveal the influence of socio-economic change in potential of modern conditions.

**The main material.** Due to the complexity of the business environment and mobility increases the number of changes that are necessary to businesses. There are increased demands for quality changes - they must be made quickly, more effectively, with fewer failures, have a broader scope and depth [4]. Thus, the problems of planning and implementation of changes takes strategic importance for any modern business. Of particular relevance of this subject is to Ukrainian reality, when a dynamic business environment businesses are forced to seek new ways to ensure the stability and the possibility of expanding economic activity [2]. Social and economic changes consist of social change, organizational change management and economic change. Each of these components will have a performance evaluation of the possibility for change and output change.

The business potential of the company in the marketplace - a much broader concept than is understood by many national experts. It is a system of production and management enterprise resource that defines the logistical ability to create the final product. Production resources include fixed assets, labor, material and financial resources for farms - land [3].

The ability of any company to adapt to changes in both external and internal factors - a guarantee not only the survival but prosperity.

Situation in any industry is constantly changing, so that the forces acting on it, forcing companies belonging to the industry (competitors, customers and suppliers) to change their actions. Driving forces - are the main reasons that lead to socioeconomic changes in competitive conditions and situation in the industry as a whole.

To those that are more common, include a number of factors that make such a strong impact that it can be called driving forces:

1 Changes in long-term trends in economic growth area. Continuous growth in demand, which persists for a long time, involves the market encourages new firms and investment firms already operating in the market. In a market that is shrinking, some companies may decide to withdraw, and those that remain - the closure of inefficient production and a reduction in output.

2 changes as consumers and ways to use the product.

Demographic change and the emergence of new uses may cause changes in the set of services provided (credit, technical assistance, repair), cause changes in the distribution network, encourage producers to expand (narrowing) range of products, change the approach to implementation and advertising.

3 Changes in social security and protection.

Indicators of social security and the availability of free time pushing the company to introduce new products that may again give impetus to the development of industry and increase the level of product differentiation in competing firms. Successful implementation of new product strengthens the position of the company, usually at the expense of competitors, committed to old products.

4 Personnel changes.

Defining the educational level of staff, age of staff and professional development indicator can change the situation within the industry, enabling the production of new or better products at lower costs and open up new prospects for the industry as a whole. Staff development is pushing the development of technologies that also affects the size of the required investment, the size of the enterprise, providing a minimum level of profitability, obtaining the benefits of vertical integration, the effect of the curve "training / experience."

5 Changes in the organization of work.

Firms that introduce new methods of work organization can enhance the interests of its employees to work towards introducing new technologies, increase differentiation and reduce labor cost per unit. All this can change the position of competing companies and force them to change strategy.

6 Changes motivational approaches.

The introduction of new pay systems it provides motivational orientation. Giving employees opportunities to participate in capital increases the responsibility and commitment of employees and their interest in the outcome of.

7 Dissemination of know-how.

With the proliferation of advanced methods of production are reduced competitive advantages of the company that owns the know-how. This distribution is due to technical magazines, advertising materials, during visits by delegations company, talks suppliers and consumers, resulting in the departure of the companies qualified professionals. Technology transfer is through the sale of licenses. Often firms acquire companies that have the necessary technology, patent or production capabilities. In recent years the "spillover" of technology across national borders has become one of the major driving forces. It led to the globalization of many industries (eg, telecommunications, automotive, tire, production of consumer electronics, computers).

8 Change in cost structure and productivity.

In areas where important economies of scale or effect curve "experience" is strong enough for firms to increase output, can overtake competitors due to lower prices. The sharp increase in the cost of production (raw materials and other resources) can also cause fighting for reliable sources of supply or find cheaper substitute products.

9 Changing social values​​, orientations and lifestyles. The emergence of new issues of concern to society, changes related to different products, a change in lifestyle a powerful source of change in the industry.

10 reduction of factors of uncertainty and risk.

New industry attract typically the most enterprising company. But if the firm pioneers succeed, the uncertainty is reduced, and conservative firms also tend to penetrate this market. Often this reputable companies with large financial resources. Their goal - to gain a foothold in an attractive growth industry [6].

Stages definition vplyvivu socio-economic changes in the potential of the company are presented in Fig. 1.

Capacity assessment can take place in stages. In the first stage justifies the structure of social and economic changes of the company. In the second stage are selected for individual indicators rozrahunkuvpylu change the overall potential of the company. Further calculations are carried out individual indicators komplaksnyh indicators and integrated impact indicator changes to enterprise's potential. Further Vaja appropriate definition of density connection between the elements and eliminate indicators multykoliniarnistyu. For this purpose, the method can be used pairwise comparisons and assessed the level of synergistic interactions between the constituent components and changes. At the last stage assesses balance elements and determine level of formation and the changes in the formation of potential business.

Strengthening position in the competition in the market depends strongly on the organization and quality management. Therefore, the rational organization and improve the system of any and all businesses should be the most important factors efficiency of social and economic development.

**Conclusion.** According to the study it can be concluded that the environment has a decisive influence on the formation and development of modern enterprise. This is particularly important socio-economic changes caused that can provide sustainable and dynamic development under different economic conditions.

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Justification patterns of social and economic changes of the enterprise

The choice of individual indicators to measure the socio-economic changes

Calculation of local indicators to measure the impact of social and economic change

Calculation of complex indicators to measure the impact of social and economic change

Calculation of integrated indicators to measure the impact of social and economic change

Estimation of communication between components of socio-economic change

Determining the relation between the elements of social and economic change

Evaluation of synergistic interactions between the constituent components and socio-economic changes

Assessment of balance elements

Determining the level of formation and the impact of socio-economic change in potential of the company

Figure. 1 The proposed algorithm for sequence determination of the effect of socio-economic change in potential of the company

However, effective management of existing and projected as potential taking into account the social and economic changes of any organization can not be promoted without using appropriate tools.

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