

SECTION 4. ECONOMY AND ENTERPRISE MANAGEMENT

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WITH SUSTAINABILITY FACTOR IN THE FORMATION POSITIONS AND DEVELOPMENT OF INDUSTRIAL ENTERPRISES

In the scientific article considers the essence and structure factors of the formation of vitality. Given the fundamental differences between the factors of functioning and development of viable industrial enterprises and formed the model of influence factors on the viability of industrial enterprises. Summarizes the approaches of scientists to classification of the structure factors on the viability of industrial enterprises from the position of functioning and development. Formed own approach to the classification of the structure factors in the formation of viable industrial enterprises in terms of the functioning and development based on not only financial, but also industrial, industrial-technological, economic, managerial, investment, innovation and marketing components. Listed on an indicative measure of these factors.

Summarizing the whole system of factors affecting the viability of industrial enterprises can determine – classification features: the dynamics of sustainability, factors functioning and development of the company; the place of origin: internal and external; the result of action: stimulating (factors that contribute to strengthening the competitive position and stimulate the growth of competitiveness of the enterprise); destymulyuyuchi (factors that negatively impact on the competitive position of the company and hinder the growth of competitiveness); positive and negative; complexity: simple and complex; the degree of risk, predictable random; the complexity of the internal structure: simple, complex (complete); the degree of control: regulated, unregulated, with partial regulation; Time of action: permanent and temporary (seasonal) and others. Successful operation and development of industrial enterprises should implement

proper organization of the process of production and sales, to monitor the market in order to study the competition and remain the most consumer-oriented growth and to ensure their own viability. A key to the viability of industrial production is yield, investment-innovative orientation of production, making effective and rational management decisions, effective marketing activities.

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