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DEVELOPMENT OF THEORETICAL AND METHODOLOGICAL APPROACHES CONCERNING IMPLEMENTATION OF ECONOMIC DIAGNOSTICS OF THE ENTERPRISE

During last years, economic diagnostics of the enterprise stays in the spotlight of not only scientists and academics and researchers but also practitioners, entrepreneurs and the state. Indeed, the lack of justification of its application in activity and management of enterprises has led to the loss of response speed to the numerous problems arising in the system of functioning and development of enterprises. As the result – decrease in efficiency of economic activity in enterprises with different ownership and activity scope.

Critical analysis of the scientists' approaches to determine the essence of notion "economic diagnostics" based on detected flaws in the interpretation of its content allowed to consider it as a complex of diagnostic procedures of analytical focus aimed at identifying existing and potential problems in the system of functioning and development of the enterprise in order to prepare the necessary information to develop and make effective management decisions.

It is established that at the present stage of the notion development of "economic diagnostics" practically identifies with the notion "comprehensive economic diagnostics", implementation of which allows evaluating all aspects of business processes, but is a very labour intensive process, carried out in stages.

The mechanism of forming and implementing comprehensive economic diagnostics of the enterprise that will ensure implementing tasks of management through a comprehensive and complex approach to the research of the enterprise state, it is meant to be one of the important aspects of ensuring the reach of tactical and strategic goals of the activity. Its main subsystems ought to include: "Forming a comprehensive economic diagnostics of the enterprise", "Analysis", "Approval of comprehensive economic diagnostics of the enterprise", "Implementation of comprehensive economic diagnostics of the enterprise", "Choice", "Result" and "Control of the results of comprehensive economic diagnostics of the enterprise".

Proper theoretical and methodical principles justification of implementing a comprehensive economic

diagnostics of the enterprise serves as the basis for forming the information base to develop and make management decisions based on the results obtained during its conduction in the enterprise.

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