

Ponomarenko T.V.

Candidate of Economic Sciences,
Senior Lecturer at Department of Economics and Management
Academician Yuriy Bugay International Scientific and Technical University

CURRENT PROBLEMS RESEARCH OF ECONOMIC SUSTAINABILITY OF THE ENTERPRISE: METHODOLOGIES OF RATING, PROGNOSTICATION AND SOFTWARE

The relevance problem of research, how ensure the economic stability of the enterprise, caused by stiff modern competition in some sectors of the economy and new global trends, dynamic environment, which is characterized by a high level of turbulence, unpredictability and information asymmetry, and the lack of generally accepted concepts on this subject. For the successful operation of the business should focus on new adapted principles and methods of organization. To ensure the economic viability in modern conditions necessary to solve quite a large number of economic problems, managerial, technical, technological and, interestingly, a scientific character.

So, substantial transformation of the market environment bring an objective need to review traditional approaches to ensure the permanent development of undertakings and cause, as mentioned above, changing dominant build of the economic and management paradigm with a focus on sustainability formation of business entities. Global Transformations form the scientific interest in further investigation of the phenomenon of economic stability and determination methods of security.

Global Transformations form the scientific interest in further investigation of the phenomenon of economic stability and determination methods of security. Increasing economic stability of industrial and economic systems, as the main managers of the national economy, is crucial to the national economy of Ukraine.

The analysis of the theoretical framework shows, which in this area was done many interesting works, unleashed a series of theoretical and practical problems of different levels. But time changes confident requirements for building business processes, so there is a clear need to continue to explore the phenomenon of economic stability and create methodological basis of the process to ensure it primarily on the business budget-economic sectors of Ukraine.

The main purpose of this article is to highlight the author's view to determining the objectives of the research methodology of assessing the level of economic stability of existing industrial and economic systems – holdings and enterprises to build tools to make decisions aimed at ensuring its increase.

In line with continued research to improve the methodology of solving the problem of providing economic stability of wind farms, solving methodological problems of evaluating its level in enterprises and forming tools to ensure this condition in their functioning, the author performed work in the following areas:

analysed existing approaches to the definition of "economic sustainability" wind farm, examined and analysed existing methods for solving the problem of providing economic sustainability WPP and identify their shortcomings;

based on the foregoing, attempted to offer a conceptual framework, methodology and means of evaluation of economic viability wind farms that take into account those disadvantages which, in terms of the author, took place in the preliminary design;

proposed definition of process models and ensuring economic stability WPP;

implemented a pilot project for implementation in the enterprise management system authoring methodology evaluation of economic viability and ensuring its significant increase.

Currently existing "gaps" in research methodology economic stability WPP (holdings companies) impede solving the problem of providing, lead to high probabilities of insufficiently substantiated economic and management decisions, which in turn adversely affects the operation of wind farms results in long periods of time and lead to a high probability of bankruptcy, fatal irregularities in the operation, reduces efficiency.

Therefore, very important issue is improving the methodology the problem of ensuring the economic viability of WPP, the basics of solution which is devoted to this article.

REFERENCES:

1. Vasylenko A. V. Menedzhment ustoichyvoho rozvytytia predpriaty: monohrafiya / A. V. Vasylenko. – K.: Tsentri uchebnoi lyteratury, 2005. – 648 s.
2. Mizhnarodni ekonomichni vidnosyny: Navch. posib. / Pid red. V.V. Kozyk, L.A. Pankova, N.B. Danylenko.K.: Znannia, 2013. – 469 s.
3. Kozyk V. Problemy funktsionuvannia rehionalnoi innovatsiinoi infrastruktury (na prykladi Lvivskoi oblasti) / V. Kozyk,

- M. Zhurakovska // *Halytskyi ekonomichnyi visnyk*. – 2010. – # 1. – S. 19-25.
4. Buslenko N. P. *Modelyrovanye slozhnykh system* / N. P. Buslenko. – M.: Nauka, 1968. – 356 s.
5. Udovichenko M. O. *Upravlinnia ekonomichnoiu stiikistiu ahrarnykh pidpriemstv: avtoref. na zdob. nauk. stupenia kand. ekonom. nauk* / M. O. Udovichenko. – Poltava. – 2012. – 15 s.
6. Udovichenko M. O. *Ekonomichna stiikist ahrarnykh pidpriemstv: faktory, vydy, model pobudovy* / M. O. Udovichenko // *Visnyk Poltavskoi derzhavnoi ahrarnoi akademii*. – 2012. – # 2. – S. 185–189.
7. Savytska H. V. *Ekonomichnyi analiz diialnosti pidpriemstva: Navch. posib.* / H. V. Savytska – K.: Znannia, 2007. – 668 s.
8. Kyzym N. A. *Rehyonalnoe upravlenye. Metodolohiya y modelyrovanye: Monohrafiya* / N. A. Kyzym, V. A. Zabrodskiy, N. Donchenko. – Kharkov: Osnova, 1997. – 92 s.
9. Kyzym N. A. *Krupnomasshtabnye Ekonomiko-proyzvodstvennye systemy: orhanyzatsiya y khoziaistvovanye: Monohrafiya* / N. A. Kyzym. – Kharkov: Byznes Ynform, 1999. – 227 s.
10. Tsiamriuk Yu. S. *Zmist ekonomichnoi stiikosti pidpriemstva ta metody yii analizu* / Yu. S. Tsiamriuk // [Elektronnyi resurs] Rezhym dostupu: <http://suiai.edu.ua/projects/icmiu-iep/download/conference-2009-section-2-1-tsyamryuk_yus-report.doc>.
11. Alekseienco L. M. *Instytutsionalni zasady stabilizatsii ekonomichnoi systemy Ukrainy v umovakh finansovoi kryzy* / L. M. Alekseienco, M. D. Alekseienco // *Nauka i ekonomika*. – 2009. – # 3. – T. I. – S. 304 – 309.
12. Polishchuk O. V., *Udoskonalennia mekhanizmu rehu-liuvannia faktorynhovykh posluh v Ukraini* / O. V. Polishchuk, V. I. Yehorova // *Stratehiia rozvytku Ukrainy (ekonomika, sotsi-olohiia, pravo)*. – 2015. – # 2. – S. 80 – 88.
13. Ivanov V. L. *Upravlinnia ekonomichnoiu stiikistiu promyslovykh pidpriemstv (na prykladi pidpriemstv mashynobudivnoho kompleksu)* / V. L. Ivanov (Skhidnoukr. nats. un-t im. V. Dalia). – Luhansk, 2005. – 266 s.
14. Bauman Z. *Svoboda* / Z. Bauman / Per. s anhl. H. Dashevskoho, predysl. Yu. Levady. – M.: Novoe yzdatelstvo, 2006. – 132 s.
15. Kovan S. E. *«Fynansovaia ustoichyvost predpriyatia y eë otsenka dlia preduprezhdeniya eho bankrotstva»* / S. E. Kovan, E. P. Kochetkov // *Ekonomicheskyy analiz: teoriya y praktika* – 2009h. – # 15.
16. Shevchuk N. *Kapital pidpriemstva: formuvannia ta efektyvnist funktsionuvannia* / N. Shevchuk // *Rynok tsinnykh paperiv Ukrainy*. – 2004. – # 5 – 6. – S. 39-43.
17. Bukhvalov A. V. *V poyskakh «zamykanyia» firmy: novye podkhody k analizu stratehi. Retsenziya na knyhu: Kleiner H. B. Stratehiya predpriyatia. M.: Delo, 2008* / A. V. Bukhvalov, V. S. Katkalo // *Rossiyskiy zhurnal menedzhmenta*. – 2009. – T. 7. – # 2. – S. 139-146.
18. Donaldson T. *The Stakeholder Theory of the Corporation: Concepts, Evidence And Implications* / T. Donaldson, L. Preston // *The Academy of Management Review* [Text]. – 1995. – # 1. – P. 65–91.
19. Freeman R. E. *Can Stakeholder Theorists Seize the Moment?* / R. E. Freeman // *The Journal of Corporate Citizenship* [Text]. – 2009. – # 36. – P. 21–24.
20. Jurgens S. *Stakeholder Theory and Practice in Europe and North America: The Key to Success Lies in a Marketing Approach* / S. Jurgens, P. Berthon, L. Papania [and so on] // *Industrial Marketing Management* [Text]. – 2010. – # 39. – P. 769–775.
21. Johansson P. *Implementing stakeholder management: a case study at a micro-enterprise* / P. Johansson // *Measuring Business Excellence* [Text]. – 2008. – # 3. – P. 33–43.
22. Zadek S. *The path to corporate responsibility* / S. Zadek // *Harvard Business Review* [Text]. – 2004. – # 11. – P. 125–132.