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MODEL OF ECONOMIC DEVELOPMENT ENTERPRISE IN THE CONTEXT OF EUROPEAN INTEGRATION

МОДЕЛЬ ЕКОНОМІЧНОГО РОЗВИТКУ ПІДПРИЄМСТВА В КОНТЕКСТІ ЄВРОІНТЕГРАЦІЇ

Urgency of the research. The necessity to improve the model of economic development is caused by intensive development of the integration processes of the world economy that gradually acquire the signs of consistency and dynamism, antagonism and asymmetry, consequences of risks and benefits of which are implemented unevenly in national and entrepreneurial surfaces.

Target setting. It makes sense to improve the model of economic development in order to enhance the ability of the enterprise to response to the European integration processes in more efficient and proper way.

Actual scientific researches and issues analysis. Theoretical and methodological recommendations according to the economic development of enterprises have been substantiated in the works of S. Aleksieiev, M. Budnik, E. Chyzhenkov, V. Dubchak, I. Hryshova, A. Kozachenko, S. Kravchenko, L. Kuzmenko, V. Stasiuk,

Uninvestigated parts of general matters defining. At the same time, the issues of economic development model improvement, that would meet the requirements of European integration processes, require great attention.

The research objective. The aim of the article is to reveal the features and join the components of economic development model in the context of European integration.

The statement of basic materials. The key idea of justification of the model of economic development is based on three main dominants: the enterprise is an open complex system, which is characterized by stochastic features; interconnection and interdependence from unstable external business environment, components, sub-blocks and the whole system; the strategy of enterprise's economic development is the assurance of sustainability, safety and ability to adapt to the challenges of European integration.

Conclusions. The effective combination of theoretical and methodological aspects of enterprise's economic development outlines the author's approach to the problem of model construction of enterprise's economic development that integrates the elements of the adaptive system, dialectical relationship of which will increase the company's ability to respond to the European integration processes in more effective and proper way through the use of the system of organizational and economic and social regulators of assurance of sustainable economic growth in the long term perspective.

Keywords: economic model; economic development; European integration; enterprise; adaptation.

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Актуальність теми дослідження. Необхідність удосконалення моделі економічного розвитку зумовлена інтенсивним розвитком інтеграційних процесів світового господарства, що поступово набувають ознак системності та динамізму, антагонізму й асиметрії, наслідки вигід і ризиків яких нерівномірно імплементуються в національній та підприємницькій площинах.

Постановка проблеми. Доцільним є удосконалення моделі економічного розвитку з метою підвищення здатності підприємства більш ефективно й адекватно реагувати на євроінтеграційні процеси.

Аналіз останніх досліджень і публікацій. Теоретико-методологічні рекомендації щодо економічного розвитку підприємств обґрунтовані в працях С. Б. Алексєєва, М. М. Будніка, І. Ю. Гришової, В. В. Дубчака, А. В. Козаченка, С. А. Кравченка, Л. М. Кузьменка, В. П. Стасюка, Є. В. Чиженькова.

Виділення недосліджених частин загальної проблеми. Разом з цим, потребують посиленої уваги питання щодо удосконалення моделі економічного розвитку, яка б відповідала вимогам євроінтеграційних процесів.

Постановка завдання. Стаття покликана розкрити особливості й структурувати складові моделі економічного розвитку в умовах євроінтеграції.

Виклад основного матеріалу. Ключова ідея обґрунтування моделі економічного розвитку ґрунтується на трьох головних домінантах: підприємство - це відкрита складна система, якій притаманні стохастичні ознаки; взаємозв'язок і взаємозалежність від зовнішнього нестабільного бізнес-оточення, складових, підблоків і в цілому всієї системи; стратегією економічного розвитку підприємства є забезпечення сталості, безпеки та здатності адаптуватися до євроінтеграційних викликів.

Висновки. Ефективне поєднання теоретико-методологічних аспектів економічного розвитку підприємства окреслюють авторський підхід щодо проблеми побудови моделі економічного розвитку підприємства, що інтегрує в собі елементи адаптивної системи, діалектичний взаємозв'язок яких підвищуватиме здатність підприємства більш ефективно й адекватно реагувати на євроінтеграційні процеси шляхом використання системи організаційно-економічних та соціальних регуляторів забезпечення сталого економічного зростання в довгостроковій перспективі.

Ключові слова: економічна модель; економічний розвиток; євроінтеграція; підприємство; адаптація.

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Urgency of the research. The necessity to improve the model of economic development is caused by the intensive development of the world economy integration processes, which started in the beginning of XXI century and gradually acquire the features of consistency and dynamism, antagonism and asymmetry. The consequences of their benefits and risks are implemented unevenly in the international, national and entrepreneurial surfaces, enhancing and deepening misbalance and inequality of economic development.

Target setting. In the context of European integration processes increase it is reasonable to improve the model of economic development in order to increase the enterprise's ability to response to institutional environment transformation processes in more effective and proper way.

Actual scientific researches and issues analysis. Theoretical and methodological aspects and practical recommendations according to the enterprises' economic development in the context of transformation processes increase in the national economics are revealed and substantiated in the scientific works of S. Aleksieiev [1], M. Budnik [2], I. Hryshova [3; 4], V. Dubchak [5], S. Kravchenko [6], V. Stasiuk [7], Ye. Chyzhenkov [8] and others.

Uninvestigated parts of general matters defining. In spite of the results, which were received by the scientists, a great attention should be paid towards the issues of economic development improvement model, which would correspond to the requirements of the European integration processes.

The research objective. The article has to reveal the peculiarities and structure the components of the economic development model in the context of the European integration.

The statement of basic materials. The constant activation of the European integration processes causes the increase of the competitive pressure on the part of foreign enterprises and world companies towards national enterprises, which generates the need to make the market positions stronger by the national enterprises, formation of new competitive advantages by means of innovative decisions making, implementation of progressive technologies, use of aggressive policy of economic development in order to adjust their economic development to conditions of the world globalization. During the last two years there has been Ukraine's collision with the greatest European integration challenges, the specificity of which lies in the breakdown of the stable development of economic and political systems and the creation of the unfavorable climate at the main for Ukraine world market segments as well. However, in spite of rather negative tendencies, most of the representatives of the academic community consider integration processes as possibilities to achieve strategic priorities of economic development, but not as risk events for the enterprises' economic development.

It is worth noticing that the issue of economic development and country's export facility expansion in the context of integration challenges increase become especially active and need intense attention in scientific research and outline of the strategic vectors of economic development of the national economics in the viewpoint of sectors as well as of separate enterprises. In its turn, it will encourage the disposal of the negative behavior of the development of Ukraine's international trade relationship as a whole.

Due to modern market conditions the improvement of the economic development model, which would correspond to the changes of the modern world economy is Ukraine's strategic priority. In such a way, one of the determinative factors in the context of the latest events of the export capacity development as a vector of the country's economic growth, which represented and will represent the strategic landmark of the fruitful collaboration with European countries, is the implementation of the trade preferences for national food companies since the end of April, 2014. They had to encourage the increase of the volume of Ukrainian export in the context of the loss of an essential part of international markets by Ukrainian exporters. In the result of such events the positive dynamics in the structure of national goods export is observed. The greatest part during 5 months of 2016 comprised agricultural and food production (41,3%), metallurgy production (22,8%) and engineering products (12,2%). At the same time the main trade partner in the goods export during this period was the European Union (39,4%) [9].

As modern practice confirms, the main positions at the world markets, as a rule, belong to developed countries (the USA, Japan, Great Britain, Germany, China, Singapore), which actually regularize the conditions of goods exchange at the international level and are not interested in the appearance of

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the new competitors. According to the results of the conducted research of the International economic forum Ukraine held the 79th position among 140 countries of the world according to the Index of global competitiveness of 2015-2016, losing three points during one year (in the previous top list it held the 76th position) (Tab. 1).

Table 1

The dynamics of Ukraine's positions change in the top list according to the Index of global competitiveness [9]

2010-2011 (out of 139 countries)	2011-2013 (out of 142 countries)	2012-2013 (out of 139 countries)	2013-2014 (out of 139 countries)	2014-2015 (out of 139 countries)	2015-2016 (out of 139 countries)
89	82	73	84	76	79

We may consider the politic events of 2013 to be the main precondition of the appearance of an unstable economic situation in the country. In the result of these events a number of absolutely new obstacles appeared in front of the national economics. Their liquidation influences negatively both on the national economic growth as a whole and every enterprise's economic development. Such situation only activates the need to increase adaptive possibilities of enterprises and the development of scientifically based approaches towards the solution of economic problems. It will be based on the consolidation of the challenges of European integration processes and strategic priorities of the development of business units.

In the previous researches [10] we have given reasons on the fact that enterprises' adjustment towards the market space changes are first of all determined by the perspective of economic capacity increase, realization of which is impossible without the renewal of the enterprise's economic mechanism on the base of increase of the communicative activity, appearance of new functions and vectors of development, creation of conditions for the complex use of marketing instruments, management of the integrated processes. Due to such conditions the issue of effective mobilization of the inner enterprise's possibilities on the base of the formation of the model of economic development in the context of European integration becomes especially actual.

In order to assure the cooperation of theoretic know-hows with modern model of economic development and realities of the world market transformations in the model of economic development, integrated elements of the adaptive system should be dominant. Their dialectic interconnection will assure the enterprise's ability to response to the transformational processes of the institutional environment more effectively and properly by means of use of the system of organizational economic and social adjustors of assurance of the stable economic growth in the long term perspective. It is worth noticing that in order to assure dynamic balance of economic development in the well-organized consistent interconnection of the enterprise with natural, technological and social economic circle, the dialectic interconnection between the elements of the adaptive system should be under the control of the consolidation laws on the base of the qualitative change of means of production organization, used technology, adaptation of the organizational structure to the business space conditions and forms of cooperation with it.

The role and the essence of the adaptive system elements and their ability of adaptive response to the changes of the European integration challenges outline the following scenario of the enterprises' economic development adaptation: scenario of the conservative policy of response; scenario of the active policy of response; scenario of the mixed policy of response.

An adaptive reaction according to the conservative policy of response is characterized by forced and local features. In other words, changes take place in the enterprise's economic development only if there is a choice.

The scenario of the active policy of response is the most adapted to the challenges of the European integration processes. It is based on the use of different models of adaptation according to the transformation processes activity and the level of their importance for the enterprise's economic development.

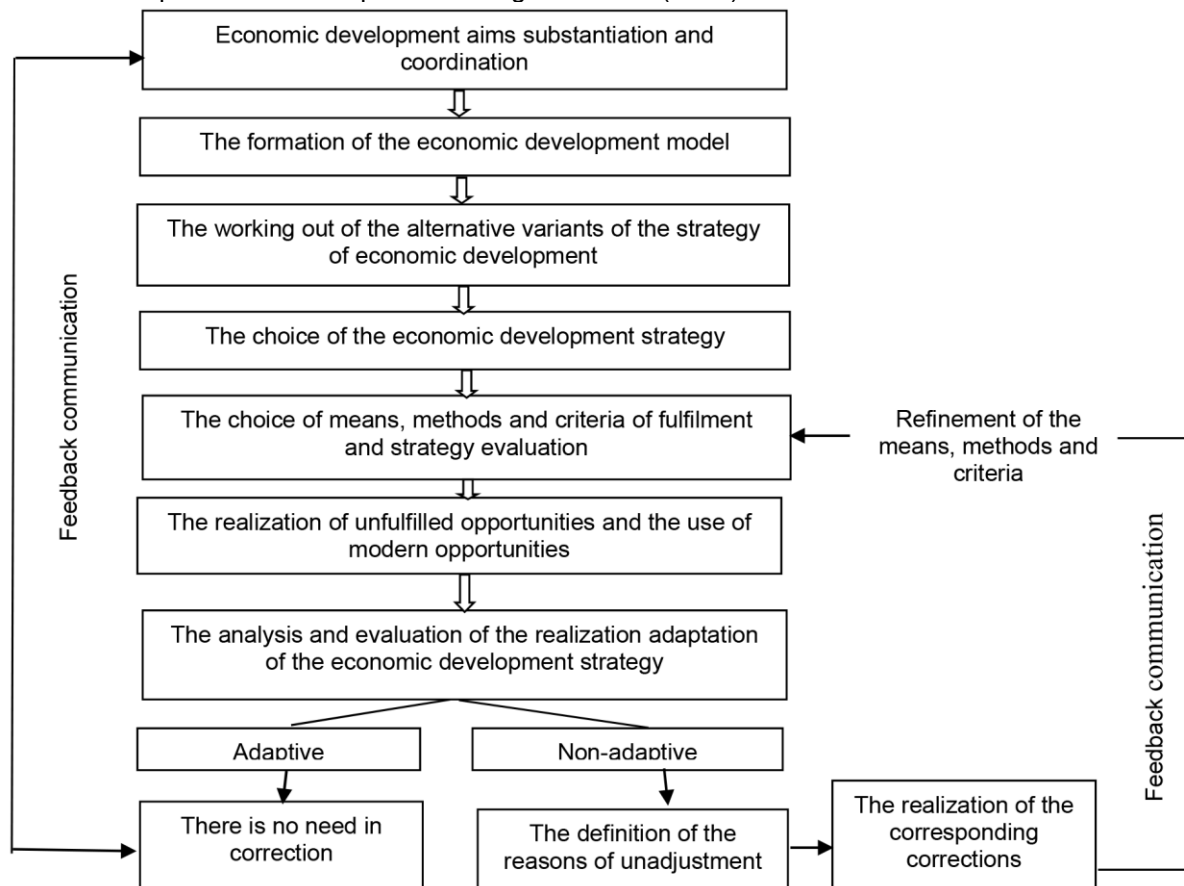
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The scenario of the mixed policy of response takes into account only general aspects of enterprise's behavior in the context of transformational changes while its adaptive response is outlined by the strength of risk uncertainties: with the low intensity of influence the use of the adaptation behavior principles has rather brief character, and with high intensity the principles of the adaptive behavior are used to a great extent in the realization of the enterprise's economic capacity.

The processes of the conservative enterprise's adaptation are naturally connected with the effect of anticipation and the processes of active adaptation are connected with the mechanism of adaptive development as the enterprise's possibility for self-organization and self-adjustment, activation of which will encourage the increase of the economic capacity in the short term period. In the long-term period it will encourage maximization of the business market cost. If the enterprise's economic development strategy is adapted to transformation processes in the market space, it is stable and the process of economic homeostasis is accessible.

The working out of the methodological aspects of the enterprises' economic development requires consideration of : the difficulty and diversity of the industrial processes; the inconstancy of the inner and outer business surrounding; the existence and interconnection of formalized and non-formalized strategic development priorities; means, methods and criteria of assessment.

It is worth noticing that in the process of the enterprise's adaptation the stages of working out and realization of the economic model of development take on particular importance. Their fulfilment should correspond to the enterprise's strategic direction (Pic.1).



Pic. 1 Stages of working out and realization of the enterprise's economic development model on the base of adjustment

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The component part of the enterprise's economic architecture is an adaptive mechanism, the structural composition of which is presented by the combination of interconnected economic, organizational, technical and technological components as well as of social and organizational methods, integrated with the principles of social responsibility, which coordinate the enterprise's economic development in the context of the activity of the risk-uncertainties of the market space.

Upon condition of the anticipated prediction of the consequences of risk events activity on the results of economic development, the enterprise activates the mechanism of the proper response to the unpredicted and inevitable changes of the activity conditions, while the resource combinations, used for this, are the basis of the adaptation process. That outlines the enterprise's ability to adjust to transformation changes of the business surrounding. However, enterprise's activity is connected with decisions making towards the choice and substantiation of economic development in the context of incomplete information assurance. That is why one of the decisive factors, which should be considered in the model of economic development, is a measure of unexpectedness and riskiness of the certain situation, which causes the factor of unexpectedness and riskiness. Their localization and minimization depends on the efficiency of the enterprise's economic safety development.

Nowadays there is a transition to the principally new model of the enterprise's economic development – adaptive, which is based on the integration processes and enterprises integration into strategic alliances on the base of global information systems use.

Considering the adaptive conception of the economic development it is reasonable to distinguish the requirements, which have to be brought forward to the process of working out of the strategy of the enterprise's economic development taking into account specificity of business surrounding development established in the country. At the same time, the key idea of the economic development model substantiation is based upon three main dominants:

- the enterprise is an open complex system, which has stochastic features;
- interconnection and interdependence from the outer non-stable business surrounding, components, sub-units and the whole system;
- the strategy of the enterprise's economic development is the assurance of the stability, safety and ability to adjust to the European integration challenges.

An effective combination of theoretical and methodological aspects of the enterprise's economic development outline the author's approach towards the problem of the enterprise's economic development model construction in the context of European integration challenges, which is based on the scientific and methodological approaches of economic development, solution of strategic and tactic issues of economic development, formation of economic mechanism in accordance with adaptiveness. The result of its realization is substantiation and coordination of scenarios of the enterprise's economic development adaptation.

The implementation of the enterprise's economic development model in the context of European integration outlines the realization of the following priorities of economic development:

- 1) the assurance of economic security by means of localization of the activity of risk-uncertainties and European integration factors;
- 2) the development of the enterprise's competitive advantages based on the increase of its abilities to adjust to possible changes of the business surrounding and European integration challenges;
- 3) the realization of strategic aims of development based on the maximization of the enterprise's abilities to use existing resource combination and key competences during adaptation effectively.

Conclusions. The proposed model of the enterprise's economic development integrates the elements of the adaptive system, dialectic interconnection of which will increase the enterprise's ability to response the European integration processes more effectively and properly by means of use of the system of organizational and economic, social regulators of the stable economic growth assurance in the long term perspective.

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