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ON EVOLUTION OF THE STRATEGIC ENTERPRISE ADAPTATION CONCEPT

Abstract. *The paper concerns the evolution of the strategic enterprise adaptation concept using an interdisciplinary methodology. The prerequisites of it are defined and the feasibility of the concept in the practice of modern enterprises management is scientifically substantiated in the article.*

Keywords: *strategic enterprise adaptation management; interdisciplinary methodology.*

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ЕВОЛЮЦІЯ КОНЦЕПЦІЇ УПРАВЛІННЯ СТРАТЕГІЧНОЮ АДАПТАЦІЄЮ ПІДПРИЄМСТВА

Анотація. *В статті досліджено еволюцію концепції управління стратегічною адаптацією підприємства з використанням міждисциплінарної методології, визначено передумови і науково обґрунтовано доцільність впровадження концепції в практику господарювання сучасних підприємств.*

Ключові слова: *управління стратегічною адаптацією підприємства; міждисциплінарна методологія.*

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ЭВОЛЮЦИЯ КОНЦЕПЦИИ УПРАВЛЕНИЯ СТРАТЕГИЧЕСКОЙ АДАПТАЦИЕЙ ПРЕДПРИЯТИЯ

Аннотация. *В статье исследована эволюция концепции управления стратегической адаптацией предприятия с использованием междисциплинарной методологии, определены предпосылки и научно обоснована целесообразность внедрения концепции в практику хозяйствования современных предприятий.*

Ключевые слова: *управление стратегической адаптацией предприятия; междисциплинарная методология.*

Relevance of the research topic. The uniqueness of the complex socio-economic systems management issues in the transformation period is linked to the need to study and use of strategic adaptation of the enterprise management concepts, epistemological status of which is still in its infancy. Taking this into account, and given the lack of experience of business leaders in the field of pro-active management is the evaluation of practical importance of this concept is necessary in the context of the formation of scientific research and practical recommendations for the implementation of flexible adaptive management systems that enables enterprises to adapt effectively in an uncertain unstable environment.

Problem statement. The objective of the paper is to study the evolution of the strategic enterprise adaptation management concept, using an interdisciplinary methodology and the scientific rationale for applying this knowledge in the practice of modern enterprise management.

Review of recent papers and research. Enterprises adaptation management issues under conditions of social and economic institutions transformation have been the subject of numerous scientific studies and discussions in Ukraine and abroad. A considerable contribution to the development of theoretical and methodological aspects of the research area was made by such famous scientists as Dudchak, V. V. Pastukhova, O. A., Kaihorodtsev, A. A., Kozachenko, H. V., Lastaiev, T. T., Myloslavo-

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va, I. A., Khanaliiev, H. I., Chizhenkova, Ye. V., Yachmenova, V. M. [2-13]. Still, paying tribute to the theoretical and practical value of the previous scientific achievements, it is important to define the need for systematic interdisciplinary study of adaptive management evolution from the standpoint of strategic management.

Basic material presentation. The concept of "adaptation" was introduced into scientific discourse by biologists to describe different ways living organisms adapt to changing environmental conditions. Subsequently the concept has been applied in psychology and sociology in the context of socio-psychological adaptation to describe the individual's adaptation to the rules and interests of social groups. The ethnic adaptation as a process of human adaptation, or group of people to the new ethnic environment with the aim of co-existence and interaction was identified as a type of social and psychological adaptation. Thus, the biological concept of "adaptation" in the social sciences has been introduced by organic school representatives, who attempted to prove the adjacency of social and biological phenomena and noted that the process of adaptation is closely linked with the process of socialization, that is, the person entering the society and his/her involving into social networks. Later on, the concept of "adaptation" was quickly borrowed by representatives of other sciences.

So, in economic and mathematical encyclopaedia "adaptation" is defined as the ability of the system to adapt to the external environment. Law Dictionary defines "adaptation" as the process of adjustment of domestic legal standards with the international obligations of the state. A modern economic dictionary defines "adaptation" as a process of adaptation of economic systems and their individual subjects, workers to the environmental conditions, production, labour, exchange, life that is changing. "Adaptation" from the perspective of cybernetics is a process of accumulation of information in the system, aimed at achieving an optimal state. Today, the concept of "adaptation" is used in a variety of research and is increasingly used to describe the economic, technological, innovative and social systems. This concept is used not only in natural but also in technical and social sciences, which again proves its interdisciplinary nature. And the use of interdisciplinary methodology, firstly, leads to the development of "border" and / or complex areas of science, within which the research means of individual disciplines, are more effective. Secondly, interdisciplinary methodology that has the opposite tendency to differentiation and specialization of science, however, requires a generalization, systematization and coordination of individual research results. The third feature of interdisciplinary methodology is in the fact that it presupposes the transference of research means from one discipline into another, provided the similarity of the studied subject areas.

Thereby, interdisciplinary methodology represents the highest form of integration in modern economic science, through which it is possible to examine the evolution of strategic enterprise adaptation management concept and its further improvement [1].

The majority of economists while defining "adaptation" are agreeing on considering this concept as a process. For instance, Yachmenova, V. M. [2] and Chizhenkova, Ye. V. [3] consider adaptation as a process of business entities adjustment to the new, uncertain environmental conditions, which enhances the efficiency of their operation. At the same time, Chizhenkova, Ye. V., notes that rapid adaptation to an unstable and rapidly changing market environment is the most essential task of every enterprise. Yachmenova, V. M. maintaining that adaptation is not constant and varies in time and space, identifies four adaptation stages of enterprises in Ukraine:

- Adaptation within a market economy (the process of denationalization of enterprises and the establishment of private enterprise);
- Adaptation, focused on the functioning in a competitive environment (reduction / absence of public funding, an independent search for investors)
- Adaptation, focused on doing business on the "new rules of the game" (within the WTO accession, entry into the EU, etc.);
- Adaptation, focused on the globalization challenges of the environment (internationalization of the economy, changes in the priorities of partner countries, greening management informationalization and humanization of society).

Another group of authors, including Myloslavova, I. A. [4] Khanaliiev, H. I. [5] consider adaptation as a mechanism that will allow the system to operate successfully, save / change the direction and

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pace of development, regardless of external factors, defining the principles of adaptation, complexity, consistency, feasibility, environmental friendliness, social security and efficiency [5]. Dudchak, V. V. also defines adaptation as a mechanism of interaction between economic entities and socio-economic environment where the participants' expectations are coordinated. [6] At the same time, Pastukhova, O. A. [7] understands under the adaptation qualitative characteristics of the economic system, its sub-systems and individual elements that ensure its survival and modification.

O. A., Kaihorodtsev and Lastaiev, T. T. [8] consider adaptation as a process and as a sign of quality - the ability of the system to change the parameters in response to external and internal factors. The authors identify the following modes of adaptation: the parametric adaptation (jet management within the "standard deviation"); "Passive" structural adjustment (the process of "learning" control) "Active" structural adaptation (proactive management based on the prediction of future changes in the external environment).

A proactive approach to dealing with the concept of 'adaptation' is applied by Kozachenko, H. V. [9] as well. He notes that the concept is much broader and more universal, and implies changes in the activity of enterprises in order to ensure economic security. These changes are of strategic nature and are accompanied by changes in the internal systems of the enterprise, as a response to changing circumstances. The evolution of the concept of 'adaptation' using an interdisciplinary methodology is presented in Table 1.

Table 1

The evolution of the concept of 'adaptation' using an interdisciplinary methodology

Scientific Discipline	Author / source	Contribution / definition
1	2	3
Biology, Physiology, Science	Wikipedia [10]	Adaptation (Latin <i>adapto</i> - adjustment) - the process of building tools and functions of living organisms to environmental conditions (in physiology - a short-term adaptation, in biology - a long-term, during life, a form of physical adaptation - acclimatization)
Psychology, Sociology, Organic School	Wikipedia [10]	Socio-psychological adaptation is person's adaptation to the rules and the interests of social groups. It occurs through mechanisms: reflection, empathy, identification. The psychological and social adaptations are in interdependence. A related concept: ethnic adaptation is the process of adaptation of a person or a group of people to the new ethnic environment with the aim of co-existence and interaction
Philosophy, Sociology	Myloslavova, I. A. [4]	Social adaptation is a socialization mechanism, that allows a person (or a group) actively engage in various structural elements of the social environment by standardizing recurring situations, enabling a person (or a group) to operate successfully in a dynamic social environment
Jurisprudence	Legal Dictionary [11]	Adaptation is adjustment of the internal state legal norms that are applied in the new international obligations of the state.
Mathematics, Economics	Encyclopaedic Dictionary of Economics and Mathematics [12]	Adaptation is a system's ability to detect purposeful behaviour that adapts to difficult conditions
Cybernetics	Wikipedia [10]	Adaptation is a process of accumulation of information in the system, aimed at achieving an optimal state
Economics	Dictionary of Modern Economics [13]	Adaptation is a process of adjustment of economic systems and their separate subjects, workers to environmental conditions, production, labour, exchange, life that is constantly changing.

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Continuation of Table 1

1	2	3
Economics, Management	Yachmenova, V. M. [2]	Adaptation is a process of adjustment of any system to the new conditions of existence and activities
Economics, Management	Chizhenkova, Ye. V. [3]	Adaptation is a process of adjusting the parameters of economic entities to uncertain environmental conditions, that provides the increasing of long-term operation efficiency.
Economics	Kaihorodtsev, A. A., Lastaiev, T. T. [8]	Adaptation is a process of purposeful alteration of settings, structures and properties of the system in response to external and internal factors to ensure the effective functioning of the system and its elements
Economics, Management	Khanaliiev, H. I. [5]	Adaptation is a mechanism of economic and social adjustment that allows the system to keep (alter) the direction and pace of development regardless of external factors
Economics, Management	Dudchak, V. V. [6]	Adaptation is a mechanism of interaction of a business entity or group of entities with socio-economic environment where the requirements of the participants expectations are coordinated.
Economics	Pastukhova, Ye. A. [7]	Adaptation is a qualitative characteristics of the economic system, its subsystems and individual elements that ensure its survival and modification
Economics, Management	Kozachenko, A. V. [9]	Adaptation of enterprises is a universal concept and presupposes introducing changes to its activities to ensure economic security

Summarizing the approaches of modern scientists to substantive content of the notion of "adaptation of the enterprise", the meanings of this concept are outlined in Table 2 as a process, a mechanism, and as a quality sign.

Table 2

Content filling of the concept "enterprise adaptation"

Meaning	content filling / management goal
Process	purposeful alteration of settings, structures and properties in response to external and internal factors in order to adjust the direction and pace of enterprise development
	enterprise adaptation to the transformation of social and economic institutions, market, customer needs, globalization calls to improve the economic efficiency of enterprises
	development and implementation of actions aimed at changing the internal environment of the enterprise in accordance with external requirements in order to preserve the operation stability
Mechanism	effective functioning in a dynamic socio-economic environment, which enables unlocking full human and entrepreneurial potential, to implement innovative business breakthrough, to make the company viable and effective
	enterprise adaptation to an open market conditions, informatization and humanization of society through the implementation of people-oriented corporate governance and ethical behaviour of the commercial, partnership and social dialogue, preservation and restoration of environment, responsible integration into the international markets and transmission of the state's traditional functions to private enterprises.
Quality sign	the company's ability to identify viable purposeful behaviour in a competitive market and in a timely manner to carry out appropriate changes to correct the activity of the enterprise
	Enterprise's attribute to maintain / change the direction in accordance with the current requirements of the times
	enterprise's flexible reaction to a change in the environment in real time
	the ability to use its full potential in the new operating conditions and to harmonize the company's interests with the strategic priorities of the territory of the business location

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Conclusion. Adaptive enterprise response can be split into two types: passive adaptation when an entity changes its behaviour under the environment requirements, and active adaptation, when an entity changes the internal and external environment of management, so that it's behaviour at present and in the future will be more effective. As the environment alterations can be slow and prolonged, or rapid, but short-lived, or local scale, the company must be able to flexibly react to them. The enterprises adaptation to changes in environmental conditions is characterized by a valence, the degree of which depends on the adaptive capacity. Low valence characterizes the ability of the valence to overcome only limited factor changes. And in accordance with the modern paradigm of enterprise strategic management the enterprise must constantly adapt to external changes, that is, to follow the principle of dynamic balance and preservation in the process of interaction with the environment values of significant indicators in the given constraints, it is a prerequisite for its effective functioning and further development. This can be achieved through the introduction to modern enterprises management practices the strategic adaptation management concept, which is a major business challenge in terms of socio-economic and political crisis in Ukraine, which also has coincided with the general negative processes on a global scale.

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