

PECULIARITIES OF ECONOMIC DEVELOPMENT MANAGEMENT IN PROJECT-ORIENTED ENTERPRISES

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Economic development of modern enterprises takes place under the influence of various factors such as globalization, digitalization, crisis trends and others. In different regions and countries various strategies of economic development are implemented. Thus, in the United States emphasis is placed on the development of the service economy, the EU is implementing a strategy for the development of the knowledge' economy and innovations [1]. At the same time, innovations are provided effectively if the enterprise implements them faster than competitors [2].

One of the effective tools for rapid innovation is the Project Management Methodology [3], and enterprises that use Project Management Methodology are called project-oriented.

At the same time, management of project-oriented enterprises has significant features compared to other enterprises. This applies primarily to the requirements for the competencies of management entities, in which Project Management is one of the objects of management.

These features, according to authors' point of view, are due to two main factors: the essence of competence's concept, as well as the need for professional competencies in Project Management for Top-managers of project-oriented enterprises.

Competences in a broad sense mean knowledge, skills, abilities, personal qualities and attitudes of a person (group, organization), as well as certain requirements for activities. The degree of competencies' compliance with certain requirements characterizes their development [4].

Requirements for the competencies of Top-managers in project-oriented enterprises must take into account professional and behavioral components [5]. Professional competencies mean knowledge, skills and abilities in Project Management, which must meet certain requirements for activities in the specialty; behavioral competencies mean knowledge and skills in management psychology and the ability to apply them in a timely and rational manner in Project Management, as well as those personal qualities and attitudes that are necessary specifically for project activities [5].

Thus, in order to ensure the stable economic development of modern project-oriented enterprises, all stakeholders of management process that are involved in the implementation of projects must have clearly defined professional and behavioral competencies in Project Management.

Keywords: project-oriented enterprises, competences.

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