

СЕКЦІЯ 1.

ОРГАНІЗАЦІЙНО-ЕКОНОМІЧНІ ЗАСАДИ МЕНЕДЖМЕНТУ СУЧАСНИХ ТЕХНОЛОГІЙ

MECHANISM TO INCREASE THE STRATEGIC ACTIVITY OF THE ENTERPRISE: COMPONENTS AND FEATURES

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"Motivational mechanism" economic encyclopedia interprets as a set of external and internal conditions that interest the team in carrying out certain economic activities to meet the needs and interests, the components of which are goals, strategy, organizational structure, management functions and management technology [2].

Any motivational mechanism provides the transformation of a set of factors, principles, incentives, motives, value orientations, expectations, behavioral reactions from a linear discrete state into a closed, constantly repeating process. In structural terms, the motivational mechanism includes financial and economic methods and levers, a certain structure of responsible employees, norms and rules of incentives, the frequency of evaluation of activities, etc [3].

P. Doyle and B. Carloff argue that any mechanism in the enterprise should be developed based on the strategic priorities of the enterprise [44]. Therefore, the main feature of the formation of the motivational mechanism is that it is developed at each company separately, taking into account the characteristics and specifics of the enterprise and in contrast to the motivation system, which reflects all possible factors influencing the employee, the motivational mechanism reflects only those factors motivate specific employees in specific enterprises

Examining the motivational mechanism of strategic management of enterprises, it is important to emphasize that it is aimed at motivating the strategic activity of the enterprise and the strategic activity of the employee. We can distinguish four main projections that can characterize a strategically active enterprise and each of them should be directed to strategic management: human resources, finance, logistics and marketing.

The financial projection should indicate that the share of equity in total capital is growing in enterprises. The liquidity ratio should be close to regulatory values and have a tendency to increase. The share of long-term debt of the enterprise should gradually decrease, and the growth rate of net profit should exceed the growth rate of costs. Sales volumes at enterprises should also increase.

Material and technical projection should indicate positive trends with fixed assets of enterprises: the share of fixed assets should be greater than the share of working capital, respectively, the share of fixed assets should increase; the wear rate should decrease, while the renewal rate should increase. Both the degree of equipment upgrades and the degree of capacity utilization should increase.

The marketing projection should provide for an increase in market share in enterprises, updating the range, planned targeted research and constant monitoring of the internal and external environment, the use of modern programs such as SAP, IRP, etc. for research and data analysis; consumer demand must be studied and the enterprise must react to this demand.

From the personnel projection, the performance indicators of the staff deserve special attention, because their dynamics testifies to the effectiveness or ineffectiveness of those motivational measures used by the management of the enterprise.

Thus, in order to increase strategic activity at the enterprise, the process of motivating staff activity should be necessary and a priority, for which the motivation system at the enterprise is responsible.

References:

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