

ASPECTS OF SYSTEMATICITY IN MANAGING THE ECONOMIC STABILITY OF MANUFACTURING ENTERPRISES IN THE CONTEXT OF TRANSFORMATION PROCESSES IN THE ECONOMY

АСПЕКТИ СИСТЕМНОСТІ В УПРАВЛІННІ ЕКОНОМІЧНОЮ СТІЙКІСТЮ ВИРОБНИЧИХ ПІДПРИЄМСТВ В УМОВАХ ТРАНСФОРМАЦІЙНИХ ПРОЦЕСІВ В ЕКОНОМІЦІ

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The article discusses the sustainability of activities of enterprises of food industry. At the present stage of the development of national production, sustainability of activities of enterprises of food industry becomes the key object of management. Primarily, it is connected with with important modern changes in the functioning of manufacturing enterprises in a market environment. Thus, integration and globalization processes are intensifying in the economy. In this connection, stochastic disturbances of the external economic environment and financial shocks with negative financial consequences are increasingly observed. The source of negative financial consequences is the risk of unpredictable costs associated with rising of market prices for resources, future increase in floating interest rates on given to the enterprise loans and decrease in the deposit rate on funds stored in banks, the risks associated with purchasing power of money (currency, inflation, deflation).

Key words: financial and economic sustainability, economic efficiency of activity, effective strategic development, synergistic stability, globalization processes.

В статті розглядається стійкість діяльності підприємств харчової промисловості. На сучасному етапі розвитку вітчизняного виробництва ключовим об'єктом управління стає стійкість діяльності підприємств харчової промисловості. Перш за все, це пов'язано з важливими сучасними змінами у функціонуванні виробничих підприємств у ринковому середовищі. В економіці посилюються інтеграційні та глобалізаційні процеси. У зв'язку з цим все частіше спостерігаються стохастичні порушення зовнішнього економічного середовища та фінансові потрясіння з негативними фінансовими наслідками. Джерелом негативних фінансових наслідків є ризик непередбачуваних витрат, пов'язаних із зростанням ринкових цін на ресурси, подальшим підвищенням плаваючих процентних ставок за наданими підприємствам позиками та зниженням ставки депозиту на кошти, що зберігаються в банках, ризиками, пов'язаними з купівельною спроможністю грошей. Слід зазначити, що стабільність діяльності, фінансова стійкість та загальна ефективність діяльності є основою для ефективного розвитку підприємства. Стабільність – це здатність системи зберігати свою структуру, функціональність та функціональну діяльність. Стабільність є основою для формування необхідної стійкості системи для ефективної діяльності та розвитку. На зовнішню стабільність підприємства впливають такі ключові параметри: фактори виробництва, споживчий попит на товари, цінова політика постачальників, умови фінансового ринку (валюта, кредит, фондовий ринок), стан суміжних галузей промисловості, тощо. У процесі управління формуванням стабільності діяльності підприємств необхідно диференційовано враховувати внутрішню, зовнішню та синергетичну стабільність як результат використання сучасних методологічних баз для управління прогнозуванням діяльності підприємств. Зовнішня та внутрішня стабільність, що формуються у взаємозалежності, створюють більш потужну синергетичну стабільність.

мышленности. На современном этапе развития отечественного производства устойчивость деятельности предприятий пищевой промышленности становится ключевым объектом управления. В первую очередь это связано с важными современными изменениями в функционировании производственных предприятий в условиях рынка. Процессы интеграции и глобализации в экономике усиливаются. В связи с этим все чаще наблюдаются стохастические нарушения внешнеэкономической среды и финансовые потрясения с негативными финансовыми последствиями. Источником негативных финансовых последствий является риск непредсказуемых затрат, связанных с повышением рыночных цен на ресурсы, будущим увеличением плавающих процентных ставок по выданным корпоративным кредитам и снижением ставки по депозитам на средства, хранящиеся в банках, рисками, связанными с покупательной способностью денег.

Ключевые слова: финансово-экономическая устойчивость, эффективность деятельности, эффективное стратегическое развитие, синергетическая стабильность, глобализационные процессы.

У статті розглянуто стійкість діяльності підприємств харчової промисловості. На сучасному етапі розвитку вітчизняного виробництва ключовим об'єктом управління стає стійкість діяльності підприємств харчової промисловості. Перш за все, це пов'язано з важливими сучасними змінами у функціонуванні виробничих підприємств у ринковому середовищі. В економіці посилюються інтеграційні та глобалізаційні процеси. У зв'язку з цим все частіше спостерігаються стохастичні порушення зовнішнього економічного середовища та фінансові потрясіння з негативними фінансовими наслідками. Джерелом негативних фінансових наслідків є ризик непередбачуваних витрат, пов'язаних із зростанням ринкових цін на ресурси, подальшим підвищенням плаваючих процентних ставок за наданими підприємствам позиками та зниженням ставки депозиту на кошти, що зберігаються в банках, ризиками, пов'язаними з купівельною спроможністю грошей. Слід зазначити, що стабільність діяльності, фінансова стійкість та загальна ефективність діяльності є основою для ефективного розвитку підприємства. Стабільність – це здатність системи зберігати свою структуру, функціональність та функціональну діяльність. Стабільність є основою для формування необхідної стійкості системи для ефективної діяльності та розвитку. На зовнішню стабільність підприємства впливають такі ключові параметри: фактори виробництва, споживчий попит на товари, цінова політика постачальників, умови фінансового ринку (валюта, кредит, фондовий ринок), стан суміжних галузей промисловості, тощо. У процесі управління формуванням стабільності діяльності підприємств необхідно диференційовано враховувати внутрішню, зовнішню та синергетичну стабільність як результат використання сучасних методологічних баз для управління прогнозуванням діяльності підприємств. Зовнішня та внутрішня стабільність, що формуються у взаємозалежності, створюють більш потужну синергетичну стабільність.

Ключові слова: фінансово-економічна стійкість, ефективність діяльності, ефективний стратегічний розвиток, синергетична стабільність, глобалізаційні процеси.

Problem setting. Transformation of market relations in Ukraine actualizes the problem of stability of activity and socio-economic development of primary subjects of social production – enterprises. Consequently, the interest in the theoretical and methodological substantiation of conditions, factors and mechanisms of stability and development of enterprises in the global competitive environment is growing.

Nowadays, the most acute problem is ensuring economic stability and financial sustainability of enter-

prises in the context of processes of globalization in the economy. It should be mentioned that stability of activity, financial sustainability and overall efficiency of the activity are the basis for effective development of the enterprise.

Under the influence of environmental bifurcations, enterprises of such related industries as agricultural and food industries are particularly vulnerable to the stability of activity. Therefore, the management of economic stability with its transformation into financial

sustainability, as a basic element for effective activity, and the optimal development of enterprises of related industries in the production of grocery products are characterized by exceptional relevance based on a systematic approach and modern scientific views.

For the enterprises of food industry, the severity of the problem is exacerbated due to the maximum social orientation of the activity. Food production, as we know, is generally responsible for formation of the high quality of life of the citizens of the state, which is clearly structured by the level of welfare, as follows: the poor, the middle class, and the population with a fairly high income. Improvement of their quality of life has the most important component – health. This requires rational nutrition for all consumers, many of whom must use therapeutic feeding. Thus, the study of the current problems of the therapeutic feeding notes that there are certain market shocks regarding the level of prices for food products for patients with diabetes, whose number is actively increasing and requires increased funding from the state budget for the implementation of medical and preventive measures.

Therefore, even taking into account partial argumentation given, it is legitimate to consider that a modern food processing enterprise is a complex open system. It's main characteristics are the parameters of the internal elements of the system, the connections between them, as well as the connections between the system and the variant external environment. These connections are called parameters of state.

Analysis of recent research and publications.

The works of such foreign and domestic scientists as O. Akoff, A. Marshall, G. Haken, G. Kleiner, S. Kapitsa, O. Baranovsky, A. Chukhno, M. Fedotova, V. Vasilenko, A. Galchinsky, N. Lubchenko, Y. Lysenko, L. Melnyk,

O. Shubovska and others are devoted to the research of a complex of questions on the functioning of economic systems, their stability and development.

Despite the huge amount of scientific works connected to this issue, remain relevant and require further study the issues of the stability of a manufacturing enterprise, as a sustainable system, in the context of a close relationship with integration and globalization processes in the economy.

For enterprises of food production, there are many problematic issues of the stability of activity and effective strategic development in the context of globalization processes. In addition, the industry's problems are accompanied by external shocks related to high standards of food requirements to ensure the internal food market and external competitiveness.

Goal setting. The purpose of the study is to develop scientific and methodological approaches to managing the formation of enterprise stability in a changing external economic environment, where globalization processes and processes related to the maximum social orientation of food industry enterprises are activated.

Presentation basic material. The processes of globalization of economic and technological development highlight the international competition not only between separate manufacturers, but also between countries. That is why practical problems of economic growth, development and stability, mechanisms of stabilization of activity of enterprises in realization of their strategic intentions, taking into account the acceptable level of risks and within the capabilities of the enterprise, become especially important. These problems are a relatively new area of research, the review of which shows that there is a lack of clear justification in the categorical and conceptual apparatus and the disclosure of economic concepts: «sustainable development», «stability and sustainability of activity», «transformation of stability and sustainability» in high effectiveness of activity to national economic entities.

Taking into account the severity of the problem of development of national production in a socially-oriented variant and global dimension, such a predominant statement of scientists [1; 2; 6] is sufficiently substantiated: there is a special need for research on the stability of enterprises and economic development in the sectoral perspective. In this regard, in our opinion, between the industries of national economy the priorities belong to the national food production.

Now, especially important should be the scientific bases of the formation of stability of activity of the enterprises of food production, the products of which not only will fill the «consumer basket» of rational and medical nutrition of the citizens of Ukraine in the future, but will also withstand international competition. The research proves that stability is based on a set of unstable equilibrium between system-forming and system-changing processes, if we consider that a system is a set of elements (subsystems), united in a single whole by processes of interaction (material-information exchange) for realization of a common function [3; 4; 5].

Important properties of systems, which are effectively developing, are their openness, steadiness, stability and stability. Thus, openness plays a key role in the activity of enterprise. The external environment itself performs functions without which the enterprise cannot exist. The current state of openness covers the enterprise's entry into the global external environment.

The stationary state of a system is its dynamic equilibrium, which creates the potential of self-organization in the system.

Stability is the ability of a system to retain its structure, functionality and functional activity. Stability is the basis for the formation of the necessary sustainability of the system for effective activity and development – a stable progressive or stable non-declining development.

The modification of this approach for socially oriented branches of food production makes it possible to distinguish, from the traditional point of view of

Ukrainian science and practice, such types of stability as internal and external [2; 6]. They are a consequence of the stable functioning of the enterprise in a competitive and dynamic market environment with moderate economic disturbances. Internal stability of activity of the enterprise is a complex systematic object with defined components. The key components are productive, financial-economic, innovation and investment components, human, labor and information potentials. The functioning of each of the components requires for itself a systematic and holistic management support, adequate status of the relevant stage of economic development of the enterprise.

External stability of an enterprise in a variable market environment is influenced by such key parameters: factors of production, consumer demand for goods, material suppliers' pricing policy, financial market conditions (currency, credit, stock market), the state of related industries, etc.

However, the current global market environment, characterized by intense financial flows and pulsating large-scale economic risks, makes it difficult to shape its external and generalized stability for each manufacturing enterprise.

Globalization processes in modern entrepreneurship are characterized by a huge increase in world trade and in other international exchange processes in the context of an increasingly open integrated world economy that does not recognize borders. It is not only about traditional foreign trade of goods and services, but also about foreign exchange flows, capital movements, exchange of technology, information and ideas.

The levels of the market environment in which a manufacturing enterprise operates are changing. Thus, it is possible to distinguish such levels of the market environment as the national market environment, the market environment of the international market and the global market environment. It should be mentioned that the level of market environment may not correspond to the size of the target market of the enterprise. Thus, by operating on the local market, an enterprise may view the environment of its target market as international or global.

The research showed that only information-mobile industrial enterprises that use a system-situational approach, information and computer technologies have a chance to succeed.

Systematic approach to the formation of stable activity of enterprise is based on a clearly defined management objective and assumes that all subsystems are subordinated to achieving this objective. According to the basic provisions of the systematic management methodology, the study of the problem of economic stability, sustainability and effective development involves its consideration from the standpoint of multilevel and cross-cutting.

The situational approach involves the ability to use known management technologies, techniques, as

well as to make non-standard management decisions in a specific set of circumstances and their interaction. It should be noted that it is practically important to use a combination of systematic and situational approaches to the object management – economic stability.

Management of formation of stability of activity of the enterprise on the basis of external and internal impulses of economic development is expedient to carry out, in our opinion, on the basis of such logical argument: the modern industrial enterprise with its internal potential and economic coordinates – financial and economic indicators functions in the economic space characterized by multiplicity parameters, positive and negative economic impulses. Therefore, the internal and external stability of the enterprise must be interrelated and produce generalized synergistic stability of the activity.

Thus, in our opinion, in the management process of the formation of stability of activity of enterprises it is necessary to differentially consider internal, external and synergetic stability as a result of the use of modern information technologies and synergetic approach in scientific and practical researches.

The synergistic stability of an enterprise's activity as an object of management can be viewed on the basis of modern views on the role of synergetics in the development of objects and business entities. It justified the special phenomenon of the whole, when the totals appear to possess properties that cannot be deduced from the totality of their constituents, and thus the whole appears larger than its part.

In synergetic, as a science, there is its own subject of research – open type systems, the principle of existence of which is self-organization, carried out on the basis of constant and active interaction with the external environment. The functional characteristics of such systems are openness, dynamism, interaction, self-regulation and self-organization.

The in-depth content of synergism is revealed in G. Hacken's works. According to the scientist's definition, synergism is not only a joint action of many factors leading to a qualitatively new result, but also a «cooperative» interaction between the elements of the system in which they exhibit signs of collective behavior. As a result, the set of individual elements is transformed into a single coherent system.

The development of synergetic systems is accompanied by the passage of them through special states of instability, called bifurcation states. In these moments, small, sometimes accidental influences can lead to the appearance of new structures, new levels of organization of the system, which will affect already formed levels and transform them [3; 4; 6]. According to this provision of synergetics, it is legitimate to assume that the economic development of a business entity is a process of stages of adaptation and bifurcation.

The content of bifurcation is the choice of information that is important for the stable development of the subject, on the basis of which it will be further developed in a certain period. The synergistic approach also gives a new impulse to the development of any complex system, the characteristics of which are also typical for functioning enterprise in a competitive market environment.

The most important feature of synergetic systems is the predominance of systemic connections of its components over external perturbations. The basic concepts of synergetics are: system, process, competition, bifurcation, probability, self-organization, etc. They become invariants of integration and provide a natural basis for understanding the interconnection of socio-natural systems and mechanisms for their development. They are the core, act as integrators and allow, in our view, to understand deeper such concepts as economic stability, effectively completed generalized stability of economic activity, economic development, etc.

Thus, synergetic can be a methodological base for management forecasting activity in globalization and economic environment. The external and internal stabilities, which are formed in interdependencies, create more powerful synergistic stability that is able to produce high efficiency of the enterprise in the conditions of globalization processes. In our view, in the algorithm of managerial actions, regarding the formation of stability of activity of industrial enterprises the logical and important stage is the stage of its complex evaluation. Of course, indispensable indicators of stability are needed for this purpose. The management process must be prioritized to maximum use of resources and reserves of the internal environment.

Generally speaking, we believe that according to the mechanism of production enterprise functioning in a stochastic economic space, it is advisable to consider it as a cybernetic system of planned and reflective management of stability of activity, that is, management as the ability to respond to bifurcation changes of the environment.

According to the proposed approach for the achievement of a stable position as a basis for strategic development and activity, it is necessary to activate a reflective management on a scientific basis, taking into account the differentiated stochastic perturbations and financial and economic shocks of the environment system in terms of components: foreign economic, economic in appropriate to the activity of the enterprise sectoral dimension, macro- and micro-finance environment and in the sphere of relationships of the enterprise with banks and other subjects of financial services.

Logical and analytical generalization of our scientific thought, formed on the basis of systematic research of scientists, confirms that the food industry, as a subject of socially oriented business activity, as an open system in the economic space, which impul-

sively produces bifurcations (perturbations), can form synergistic stability of activity by management tools, if its internal units have the potential of important qualities, such as: consistency, interdependence, complementarity and synchronous ability to respond to changes in the environment.

It will allow to realize synergism in formation of stability of activity of the enterprise and its synergetic efficiency corresponding to the situation.

Conclusions. The results of the research and the generalizations made during its process make it possible to draw the following conclusions:

1. Formation of stability of activity of the enterprise is that basic link providing practical realization of the management complex: economic stability of activity – financial and economic sustainability – high economic efficiency of activity in the market environment with financial and economic shocks and disturbances – effective strategic development.

2. The synergistic stability of the enterprise in modern conditions is the result of a complex harmonized interconnection and interaction of the enterprise as a system, with the system – an economic space with integration and globalization processes.

3. Managing the formation of internal, external and harmonized synergistic stability of activities of enterprises of food industry requires quantitative and qualitative assessment, taking into account the maximum social orientation of the industry and commercial calculation as a method of management, which is a prospect of further scientific research in this field. A broad information support should become an important component of such assessment. Its core is a systematic accounting security based on financial, statistical and management accounting.

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