



**PROPOSALS FOR
COOPERATION
OF STRATEGIC Department
of Economic Analysis and
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MAIN DIRECTIONS OF SCIENTIFIC RESEARCH:

- Improving the theory, methodology and organization of the financial and economic analysis in the context of the strategic development of the company;
- Formation of adaptive enterprise management systems (enterprise) in a crisis management;
- Development of theoretical and methodological foundations of the formation of the company's management accounting system

PROPOSALS FOR THE COOPERATION

Improving the theory, methodology and organization of the financial and economic analysis in the context of the strategic development of the company

Relevance. Formation of system of strategic management company is based on data from the financial and economic analysis, which allows to identify the main trends and factors of internal and external environment of companies in various sectors of the economy and the scale of operations. Modern innovative paradigm of sustainable strategic development of companies, development of new approaches to their management and organization (on the basis of strategic architectonic construction of theories, the selection of ecological niches of development, the group synergy and corporate relations, and others.), High dynamic performance and the variability of the environment, supposes identification of trends and factors that determine its behavior to identify key competencies and advantages, which provides not only survival, but also the long-term economic growth. That, in turn, implies the development of effective methods of predicting the results of the implementation of management decisions in the short and long term.

PROPOSALS FOR THE COOPERATION

Improving the theory, methodology and organization of the financial and economic analysis in the context of the strategic development of the company

The goal - to develop methodical positions and practical recommendations to improve the tools of financial and economic analysis in order to identify the companies functioning of the trends and dynamics of environmental factors to make effective management decisions and forecasting of their implementation for the strategic development of a business entity.

Scientific novelty lies in identifying and scientific substantiation of the contradictions and limitations of existing methodological approaches of financial and economic analysis and forecasting, as well as their prospects for improvement, which makes it possible to develop an effective toolkit of analytical ensuring effective management decisions and future prediction of the results of their implementation in the short and long term , in particular:

- Substantiate the prospects and directions of improvement of instruments of financial and economic analysis on the basis of the high variability of environmental factors and the development of dynamic disequilibrium which leads to the need to harmonize its structure and identify the trends of development of the market environment as an adaptive response to their influence;

Improving the theory, methodology and organization of the financial and economic analysis in the context of the strategic development of the company

Scientific novelty:

- To develop a methodological approach, which provides more accurate prediction of the influence of factors external and internal environment for key indicators of development (the basis for their selection is the application of methods, which are based on an upgraded economic value added - EVA) on the basis of application of methods of fuzzy sets;
- Extend the functionality of methodical approaches to forecasting the results of making management of finance and economic condition of the company based on the use of neural networks that will more accurately measure the impact of management decisions on the key indicators of its operation and development in the medium and long term;
- Determine the requirements for the applicable methods of economic-mathematical modeling and information technologies with the creation of software products of financial and economic analysis and forecasting companies' activities according to their production profile and the scope of activities;
- Develop procedures for the introduction of new methods of financial and economic analysis of the activities of the companies in making key management decisions.

Improving the theory, methodology and organization of the financial and economic analysis in the context of the strategic development of the company

The planned result is to develop a comprehensive toolkit trend analysis of a business entity, identifying the key factors that define it, stimulate and restrain (limit the) in the internal and external environment to make strategic decisions in the company's management system, followed by a forecast of the results of their implementation.

The practical significance is the development of theoretical and methodical positions and recommendations to improve the analytical tools substantiate and management decisions aimed at sustainable development of the companies in the long term and forecasting the results of their implementation.

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PROPOSALS FOR THE COOPERATION

Formation of adaptive enterprise management systems (enterprise) in a crisis management

Relevance. Dynamic changes in the market environment of the company operation, the situation on the markets, it requires quick adaptive reaction, which is expressed in the restructuring of its organization, a change of the production profile, business process reengineering. Given the critical state of most national economies, adaptation, first of all, necessary to ensure the survival of companies in the medium term, as the basis for the formation of post-crisis recovery strategies as the basis for long-term sustainable development. These assumptions involve reform of company management systems as a basis, in terms of the process approach, its functioning and development. Relying on modern company management concept (concept: build strategic architectonic companies, the selection of key competencies and cross-business processes, cyclical development of socio-economic systems, forming strategic alliances, mergers and acquisitions, spin-off and liquidation - as a tool to increase capitalization, etc.). the formation of adaptive control systems based on the separation of core competencies of the company, as the basis for the formation of its product profile, control and efficiency through process more closely with contractors (including competitors), which implies an increase of the reaction rate on the variability of the market situation and ensure the dynamic stability of the social -economic system as a whole.

Formation of adaptive enterprise management systems (enterprise) in a crisis management

The goal - to develop methodical positions and practical recommendations on improvement of financial and economic instruments and management techniques as the basis for the formation of adaptive (proactive) company management systems in crisis management conditions.

Planned result is the development of complex behavioral strategies proactive restructuring and reorganization of the company as a basis for the formation of adaptive control systems.

The practical significance is to develop methodical positions and recommendations on improvement of systems of adaptive management company on the basis of the formation of proactive strategies for its restructuring and reorganization in the crisis management.

Formation of adaptive enterprise management systems (enterprise) in a crisis management

Scientific novelty lies in the theoretical and methodological substantiation of formation of adaptive control systems now in crisis economic conditions, in particular:

- On the theoretical and methodological level substantiate background principles and the basic structural elements of the company's management systems in times of crisis management;
- To develop a methodological approach to the allocation of key competences through activities and business processes that is the basis of formation of structural elements of an effective adaptive control systems;
- Improve the methodical aspects of the restructuring and reorganization of companies in order to ensure its dynamic stability under cyclic changes in the model of its construction and operation associated with crisis situations in the process of development and critical changes in the parameters of environmental factors;

Formation of adaptive enterprise management systems (enterprise) in a crisis management

Scientific novelty:

- Form a comprehensive proactive adaptation strategies of company management system reform based on the identification parameters of the key factors determining the transition state of socio-economic system in the process of development and the critical values of the indicators of the impact of the external environment;
- Improve the financial and economic instruments and management technology to build adaptive enterprise management systems in order to ensure its dynamic equilibrium in the crisis management;
- Develop procedures and regulations of the business process re-engineering the company's management system in order to enhance its adaptive characteristics.

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PROPOSALS FOR THE COOPERATION

Development of theoretical and methodological foundations of the formation of the company's management accounting system

Relevance. Management accounting is an essential element of information and analytical support for management activities of the company. Due to the increasing dynamics of economic and social relations qualitative changes both in theory and in the applied orientation of management accounting. Along with the analysis of data of accomplished business transactions accounting functions are expanded due to the formation and training of predictive information on future financial results and directions of development of the company.

The goal - a scientific substantiation of the theoretical and methodological bases of formation of system of management accounting and development of practical recommendations for the implementation of the information-analytical system in order to provide management with the necessary information for the company effective planning, monitoring and management decision-making.

Development of theoretical and methodological foundations of the formation of the company's management accounting system

The planned result is to develop a set of theoretical and methodological provisions to ensure the accuracy, completeness and usefulness of the information generated in the information-analytical system of management accounting, and necessary to achieve the strategic goals of the company.

Scientific novelty is to identify and substantiate the problems and prospects of development of information support of management personnel, which allows us to develop effective management tools, in particular:

- Substantiate the prospects and directions of development of management accounting model that would reflect current organizational structure and level of economic development of companies;

identify the factors that influence the specificity of the organization of management accounting in modern conditions;

Development of theoretical and methodological foundations of the formation of the company's management accounting system

Scientific novelty:

- Extend the functionality of a balanced scorecard to provide a more accurate diagnosis of the economic results and evaluation of the environmental and social activities of the company at all levels of the accounting system;
- Develop a method of accounting of non-financial indicators of performance evaluation, aimed at implementing a strategic approach to the management of the company;
- Identify requirements for applied information technology, provides advanced accounting and analytical services capabilities and increase the level of "intelligence" system of management accounting;
- Develop procedures for the use of expertise knowledge in solving urgent problems of managerial accounting information support tactical and strategic management decisions.

The practical significance is expressed in the applied orientation of theoretical and methodological provisions of the identification and study of prospects for the development of the organization and methods of management accounting in the practice of accounting and analytical departments of the company

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