

ГУРІНА

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THE STRATEGIC POTENTIAL OF AN ENTERPRISES AS A SPECIAL
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Національний авіаційний
університетСТРАТЕГІЧНИЙ ПОТЕНЦІАЛ ПІДПРИЄМСТВ ЯК ОСОБЛИВА
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Introduction. Important and extremely relevant for the Ukrainian economy is the use of recommendations in combination with the creation of a favorable investment climate in the country through the formation of competitive markets, observance and fulfillment of all conditions and obligations assumed by itself in accordance with signed, ratified international agreements, updating of approaches to formation export potential of the industries of the country's economy. The result should be an increase in the level of economic security, the introduction of effective mechanisms of cooperation between the state and private partners, and, ultimately, raising the socio-economic level of living.

Purpose. Achieving the competitiveness of Ukraine's economy in the domestic and foreign markets, ensuring sustainable growth of the national economy and full integration into the world economic space is largely conditioned by the effective realization of the current foreign economic policy of the state through the mechanism of state regulation, the formation of investment attractiveness of the economy, and the realization of the functions of public-private partnership. Factors that influence the development of the potential of enterprises are considered as technological, organizational and socio-economic conditions of production that contribute to the effective use of the strategic potential of enterprises of the aviation complex of Ukraine.

Results. Under the current conditions of integration and globalization, along with domestic sources of reconstruction and development of export potential and accelerating the development of the country's aviation complex, an important component of these processes is the ability to attract and effectively use international resources and factors of production, provided through the mechanism of foreign economic interaction. The latter creates the preconditions for further intensification of economic life and provides additional opportunities for successful promotion of the country's economy towards its innovative development and integration into the world community. Since the current state of Ukraine's development is characterized by a difficult political situation, accelerating inflation, which is the driving motive of protecting the owners of capital from political and economic risks, the preservation of positive trends in the development of export potential becomes of paramount importance among Ukraine's tasks. Consequently, the export potential of the aviation complex should occupy a special place in the structure of foreign economic priorities of Ukraine's economic development.

Conclusion. In the context of deepening the economic interaction of countries and stimulating international activity, the full and full use of export potential is defined as a significant component of the formation of the principles of effective and equal integration of the country with the world community. Therefore, the development of the aviation complex should improve the structure of investment sources, the development of sustainable and efficient financial institutions and be a priority direction of economic development.

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Вступ. Важливим і надзвичайно актуальним для економіки України є застосування рекомендацій у поєднанні зі створенням у країні сприятливого інвестиційного клімату за допомогою формування конкурентних ринків, дотримання і виконання всіх умов і зобов'язань, взятих на себе згідно із підписаними, ратифікованими міжнародними угодами, оновленням підходів до формування експортного потенціалу галузей економіки країни. Результатом має бути підвищення рівня економічної безпеки, впровадження дієвих механізмів співпраці держави та приватних партнерів, і зрештою, підняття соціально-економічного рівня життя.

Мета. Досягнення конкурентоспроможності економіки України на внутрішньому і зовнішньому ринках, забезпечення сталого росту національної економіки та повноцінна інтеграція у світовий економічний простір у значній мірі обумовлюється дієвою реалізацією сформованої зовнішньоекономічної політики держави через механізм державного регулювання, формування інвестиційної привабливості економіки, реалізацію функцій державного-приватного партнерства. Фактори, що впливають на розвиток потенціалу підприємств, розглядаються як технологічні, організаційні та соціально-економічні умови виробництва, які сприяють ефективному використанню стратегічного потенціалу підприємств авіаційного комплексу України.

Результати. У сучасних умовах інтеграційних і глобалізаційних перетворень поряд із внутрішніми джерелами відновлення і розбудови експортного потенціалу та прискорення розвитку авіаційного комплексу країни, важливою складовою цих процесів є здатність залучати та ефективно використовувати міжнародні ресурси і фактори виробництва, що забезпечуються через механізм зовнішньоекономічної взаємодії. Останній створює передумови подальшої активізації господарського життя і забезпечує додаткові можливості успішного просування економіки країни на шляху її інноваційного розвитку та інтеграції до світового співтовариства. Оскільки сучасний стан розвитку України характеризується складною політичною ситуацією, прискоренням інфляції, які є рушійними мотивами прагнення власників капіталу убезпечитись від політичних та економічних ризиків, то збереження позитивних тенденцій у сфері розвитку експортного потенціалу набуває першочергового значення серед завдань України. Отже, експортний потенціал авіаційного комплексу має посідати особливе місце у структурі зовнішньоекономічних пріоритетів розвитку економіки України.

Висновки. У контексті поглиблення економічної взаємодії країн та стимулювання міжнародної активності, повне і всебічне використання експортного потенціалу визначається як вагомий складовий елемент формування засад ефективної і рівноправної інтеграції країни до світового співтовариства. Відтак, розвиток авіаційного комплексу має поліпшити структуру інвестиційних джерел, розвиток стійких та ефективних фінансових інститутів та бути пріоритетним напрямком розвитку економіки.

Keywords: development of export potential, aviation complex, economic security

Ключові слова: розвиток експортного потенціалу, авіаційний комплекс, економічна безпека

INTRODUCTION

Achieving the competitiveness of Ukraine's economy in the domestic and foreign markets, ensuring sustainable growth of the national economy and full integration into the world economic space is largely conditioned by the effective realization of the current investment policy of the state through the mechanism of state regulation of investment activity, formation of investment attractiveness of the economy, realization of functions of state regulation of investment processes. The process of formation of an enterprise potential is generally characterized by one of the directions of its economic strategy and lies in creating, providing and organizing the system of resources and competences in order to make the result of their cooperation one of the ways to success in accomplishing the mission and meeting the targets of the enterprise performance. The strategic potential of an enterprise is characterized not only by the existing resources but also by the potential opportunities of an enterprise to increase the efficiency of their usage. As such opportunities we can identify the qualifications of employees, the existence of resources, minimizing risks at fulfilling the set tasks. Managing the process of the strategic potential formation of an enterprise in a volatile and unforeseeable environment is extremely important, as it gives a possibility to analyze the influence of extrinsic and intrinsic environment factors and to predict the existence of potential dangers and ways of their elimination. Currently an enterprise encounters more and more ambiguous risky situations which directly influence the general strategy of its performance. These factors can be outlined, defined and minimized by their risk factors while conducting external economic activities.

The factors which have an impact on the development of an enterprise are seen as such persistent changes in the productive forces, technologies, organization and the social and economic conditions of manufacturing, that boost the efficient usage of the strategic potential.

Ukraine belongs to several countries of the world which have the full cycle of aircraft creation, and takes the leading place on the world market, that has been proved not once in the both civil and military aviation. Ukraine is on the list of the most developed countries by the level of aircraft manufacturing development. Only about five or six countries have such a manufacturing industry and they implement innovative technologies in the full cycle of aircraft manufacturing. For today Ukraine may be proud of some plane models, such as AN, which now are successfully competing with the world examples. However our aeronautical engineering has some competitive advantages in comparison with its foreign analogues. The recent news about renewing the aviation equipment for the army needs testify the considerable potential of the aircraft maintenance industry as an element of the air complex of Ukraine. The aviation industry is one of the most profit-making, but at the same time one of the most capital-intensive industries of engineering technologies,

involved in the international economic affairs, and we can also point out the budget creating function of the aviation industry in general. The general potential of the aviation industry is a combination of internal possibilities and external economic markers and resources, which create the background for the sustainable development and meet the targets, strategic and tactic goals of an enterprise in the area of aviation activities. The potential of the industry is enabled not only by aircraft plants and air carriers, but also by the availability of the skilled workforce and the highly developed scientific background. We should also note that not the last role in growing the potential of aircraft plants is played by some shifts and changes in the legislation and by launching programs of the industry development. The ultra efficient usage and the combination of science and manufacturing – is a goal that will help to build the cooperation in the industry and enter the international markets with the competitive products. The potential implies the smoothly-running cooperation with overseas partners. At the modern stage of reengineering and development of the aviation industry is raised a question of refusing from the traditional partnership in manufacturing the aircrafts of an AN family, but it shall not damage the further search of partners in other countries, as the independent entry into the new markets has a certain range of complications and risks. It is no question that is just a temporary situation of uncertainty, that will change under the influence of positive shifts in the political and economic area.

PURPOSE

The aim of the article is to research the modern ways of building-up the export potential in the aviation industry, which has a significant value for the further development. Although the main reasons of slowing down the development pace of the aviation industry can be defined as the shortage of aviation inventions and the intellectual resources, as well as the absence of the active international collaboration with the strategic partnership countries.

RESULTS

Main functions of state regulation of foreign economic activity should be directed to ensuring sustainable development of the economy to achieve European standards, ensuring national security through:

- development of a strategy for socio-economic development,
- substantiation of the main goals and priorities of economic development of Ukraine;
- formation of investment attractiveness of the country's economy;
- promoting the development of the investment market on the basis of laws;
- increase of potential of the branches of the economy at the expense of public-private partnership;
- ensuring the direction of investment in the development of the production of competitive goods and services.

The main reasons of slowing down the pace of deve-

lopment of the national aviation complex are the shortage of technological innovations and intellectual resources, and also the absence of active international collaboration. There is observed the worsening of the age structure of the workforce potential of the domain that threatens its perspectives. The ways of accomplishing the potential of the industry lie in strengthening the material and technical background of national enterprises, implementing new forms of providing services on carrying passengers, building and placing in service new terminals on the base of some airports. The infrastructures, technological equipment, the methods of management on the serial aircraft manufacturing sites don't meet the modern market requirements. Consequently, with the aim of further developing the aviation potential we have to form a strategy of aircraft manufacturing taking into account the state of the external market, the existing in Ukraine scientific and technical, manufacturing and the financial potential. Business entities should implement some steps for improving the renewal of the fixed assets, scientific research funding, the cooperation with businesses that are engaged in foreign economic activities and investment promotion.

National enterprises, although being not ultra efficient and productive by the modern standards, however may become pioneers in the development of not only the investment attractiveness of the industry, but also of the scientific and research potential of the country, international affairs, grants etc. The aviation potential of Ukraine if used efficiently and developed is able to provide the steady position of the country among the leading aviation countries of the world. Ukraine will have the leading positions in the aircraft manufacturing not only on the internal, but on the world market as well, and will be able to compete with leading countries in this industry on the world stage. Ensuring sustainable development through monitoring the innovative potential of the enterprise is to organize a system of operational control and initial analysis of changes in the development of the enterprise and its innovative potential, which ensures the formation and storage of regularly systematized strategic and economic information on the current values of the indicators of financial and economic activity of the industrial enterprise, the level indicator Innovation potential of the enterprise. The problem of monitoring the innovative potential of industrial enterprises must be given considerable attention. Monitoring, as a means of obtaining statistically reliable information and drawing up short-term and long-term forecasts, is necessary for the quality management of the process of sustainable development of the enterprise.

The strategic potential of an enterprise is a special

economic category, as it reveals not only the maximum possible volumes of production with the uttermost and the most optimized resources usage, but also defines the ability of an enterprise to foresee the potential changes and threats in the external surroundings and to be ready to react in accordance with these changes.

CONCLUSION

The conducted research shows the insufficient efficacy of the state regulation and protection to the aviation industry, as this market is unsteady and low competitive. As a result, for today the Ukrainian aviation market isn't fully ready for working under the "open sky" conditions and the adapted to the European standards regulatory legal acts don't take into account the market state of aviation services in Ukraine and the needs of national companies. With the aim of improving the mechanisms of the state regulation in certification, insurance, the state control and surveillance of the security of the civil aviation a range of regulatory affairs projects has been prepared, that will enable the improvement of technical conditions of aircrafts, airfields and airports, the customer service level of business entities of ground service companies at airports, the development of air connection in Ukraine and the increase of attractiveness of the air transportation market. All these markers are essential elements of the export potential of the industry, and their consideration should be of complex nature and enable the development in all areas of cooperation. The demands of integration into the world economic area dictate the necessity of union of the technical background and technologies which are used on the market of air transportation. The majority of Ukrainian enterprises need time and the direct investment for meeting the requirements in line with European norms and standards. The formation of a favorable investment climate in Ukraine should be accompanied by simplification and ensuring of transparency and incentive possibilities of the national legislation, reduction of volumes of state interference in the economic relations of partners in the market, real fight against corruption.

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