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ДОГАДАЙЛО Я.В., канд. екон. наук,
Харківський національний автомобільно-дорожній університет

КРИТЕРІЇ ЕКОНОМІЧНОЇ РЕЗУЛЬТАТИВНОСТІ ЗВИЧАЙНОЇ ДІЯЛЬНОСТІ ПІДПРИЄМСТВА

Анотація. Уточнено склад критеріїв економічної результативності діяльності підприємства шляхом розгляду не п'яти, а шести критеріїв: прибутковість, продуктивність, економічність, дієвість, положення на ринку та ефективність розвитку. Також запропоновано використовувати економічну результативність як показник, що відображає успіх звичайної діяльності підприємства в умовах ринку.

Ключові слова: результативність, підприємство, економічна результативність, ефективність розвитку, діяльність, успіх.

ДОГАДАЙЛО Я.В., канд. екон. наук,
Харьковский национальный автомобильно-дорожный университет

КРИТЕРИИ ЭКОНОМИЧЕСКОЙ РЕЗУЛЬТАТИВНОСТИ ОБЫКНОВЕННОЙ ДЕЯТЕЛЬНОСТИ ПРЕДПРИЯТИЯ

Аннотация. Уточнен состав критериев экономической результативности деятельности предприятия путем рассмотрения не пяти, а шести критериев: прибыльность, производительность, экономичность, действенность, положение на рынке и эффективность развития. Также предложено использовать экономическую результативность в качестве показателя, отражающего успех обыкновенной деятельности предприятия в условиях рынка.

Ключевые слова: результативность, предприятие, экономическая результативность, эффективность развития, деятельность, успех.

Ya. DOGADAYLO, Cand. Econ. Sc.,
Kharkiv National Automobile and Highway University

CRITERIA OF ECONOMIC EFFICIENCY OF REGULAR ACTIVITIES OF ENTERPRISES

Abstract. A composition of criteria of the economic efficiency of enterprises has been further developed through considering not five but six criteria: profitability, productivity, effectiveness, efficiency, market position, and development efficiency. The economic efficiency

has been proposed to be used as an indicator reflecting the success of regular activities of enterprises in market conditions.

Key words: *efficiency, enterprise, economic efficiency, efficiency of development, activities, success.*

Statement of the problem. In today's environment, many companies find themselves in a difficult position. Terms of satisfactory operation complicated overall situation of the economy. So hot issue today is the research based on the successful operation of the enterprises in terms of market.

Analysis of recent research and publications. Studies of foreign scientists [3, 5, 7, 10, 15, 16, 19, 20, 23 - 28] show that the fundamental principle of success of the company in the marketplace is setting the right goals and orientation activities to direct their achievement with the least possible cost, that is performance approach to management. Its implementation is a complex scientific problem solving is associated with the implementation of informed, flexible control field results adequately states of both external and internal environment [23, 24, 27, 28]. The company considered that succeeded when it has reached its goal [10], which includes not only the desired targets for future achievements, but certain behaviors and the resources needed for conversion purposes in life [6].

In modern economic literature, there are two views to identify categories, reflecting the success of the company in the marketplace. Some researchers [1, 8, 17] consider effectiveness of business management, others [5, 7, 10, 13, 16, 18, 19, 20, 22, 23, 25 - 28] - the performance of the firm. As a result of earlier studies [18] the author proved the feasibility of using as a category reflecting the success of firms activity in modern conditions the performance of firms activity.

The performance of firms activity is an economic category, reflecting the success of the enterprise, that is "the result of the combined operation of the system and accumulated potential of further development" [16, 18]. It is the largest multiobjective each of the criteria which, in turn, is a complex value. D. Sink [16] in his work proposed as components of performance to consider seven criterias: profitability, productivity, economy, quality, quality of work life, innovation and effectiveness, and the nature, purpose and means of determining each of the criteria described

clearly were not. In [18] was developed warehouse performance criteria by adding to it the criterion of market position and a clear definition of economic sense, purpose and means of identification of each of the eight criteria. M. Yavdak [22] suggests as criteria for evaluating the performance consider eight parameters: profitability, efficiency, product quality, market position, innovation, productivity, sustainability and quality of working life. It improves the performance criteria set by adding to it the criteria environmental, replacement criterion market situation criterion position on the market and eliminate the criterion of effectiveness, but why it is necessary to carry out the last two transformation - is not clear.

It should be noted that recently there were other approaches for dealing with performance criteria of the company, namely the Balanced Scorecard developed by Kaplan and P. R. Norton, L.S. Meyzel [5, 6, 25, 26]; performance pyramid, designed by J. McNair, R. Lynch and K. Cross [4]; Scorecard responsibility [4, 9], which was first described by F. Nichols; EP2M model proposed by K. Adams and P. Roberts [9, 14]; Rampersad K. Hubert Universal Scorecard [15] and others. Thus, it is necessary to verify that the selected performance criteria of the company [18] modern developments in the field of measurement.

The performance of the firm is a category that reflects success in the long term [5, 7, 10, 13, 16, 18, 19, 20, 22, 23, 25 - 28]; in the short term success characterizes economic performance of the company (EP) [18], which includes the economic results of the enterprise, they characterize the accuracy and level of achievement of goals by performing the necessary work on the lowest possible cost. EP of the company is characterized by five criteria: profitability, productivity, economy, effectiveness and market position. Analysis of the relationship of these criteria suggests that productivity and economy are instruments of achieving profitability in the short term, and profitability should be analyzed both in terms of competition, and the degree of fulfillment of the objectives [18]. It should be noted that there is not clear why the yield is not considered a change in the dynamic context, which is a prerequisite for the successful operation of the business in the marketplace. Thus, the criteria of economic efficiency does not allow for coverage full system process of ensuring the success of the company in the short term.

In [18] it is not clear what kind of success of the company describes the EP. According to national accounting regulations of Ukraine [11]

The company performs five types of activities: basic, regular, operating, investing and financing activities.

Remaining components of the overall problem. Existing development on criteria of performance of the company [16, 18, 22] does not take into account modern developments in the field of performance measurement: the balanced scorecard; Pyramid effectiveness; Scorecard of responsibility and so on. Criteria EP does not allow to take into account its dynamic nature, that the success of the enterprise in the short term is considered non full system. It is not clear what kind of success of the company characterizes economic performance .

Formulating the article goals. Refine composition criteria of economic performance of the company based on software specifications full system success of the company in the short term.

The main material of the study. Based on the nature of performance of the company to assess the consistency of opinions about its criteria, considered three types of approaches to the interpretation of the basic qualitative side: direct performance criteria, common objectives and key areas of their definition (Table 1). The last two were considered as qualitative or another party based on the parameters that define them as they are quantitative specification of the sides of the phenomenon. In other words, they are either credited to the relevant performance criteria, or are written down according to the economic substance of indicators characterizing them in the next row as new criteria. The result revealed that over 50% of the views coincided on the following criteria: profitability, productivity, quality of work life, innovation, economy, quality, market position, effectiveness (Table 1).

Thus, the results of the research it was found that the proposed work [18] criteria correspond to modern developments in the field of measuring performance (Balanced Scorecard [5, 6, 25, 26], performance pyramid [4], responsibility scorecard [4 9], model EP2M [9, 14] and universal Scorecard [15], so can be used in today's environment.

Under the current approach of the company EP describe the following criteria: profitability, productivity, economy, effectiveness and market position.

It should be noted that the first three are the basis for measuring the last two, depending on the base of comparison, namely, targets and data on the results of the priority competitor [18]; thus not taken into account changes in these three indicators of the dynamics.

A comparative content analysis of performance of the firm

№	Performance criterion name	Scientist																		Matching percentage, %	Rank
		P. Drucker [3]	M. Hansen [24]	P. Rogers, M. Blenk [25]	T. Peters [12]	D. Sinc [16]	G. Kokinz [7]	T. Santalaynen [19]	Samuel G. Gerto, J. Paul Peter [28]	Richard P. Rue, W. Leslie [27]	M. Myenkyns, R. Steel [25]	K. Adams P. Roberts [14]	R. Kaplan, D. Norton [5, 25, 26]	L. Meyzel [4]	R. Lynch and K. Cross [4]	D. Popov [14]	H. Rampersad [15]	F. Nickols [4]	M. Yavdak [22]		
1	Profitability	+	+	+		+	+	+	+	+	+	+	+	+	+	+	+	+	+	88,89	1
2	Productivity	+	+	+	+	+	+	+	+	+		+	+	+	+		+	+	+	88,89	1
3	Economy	+	+	+		+	+	+		+	+	+			+		+	+		72,22	2
4	Quality of products	+	+	+		+			+	+	+			+	+	+	+	+	+	72,22	2
5	Effectiveness	+	+		+	+	+	+		+	+	+					+	+		66,67	3
6	Innovation	+	+	+	+	+	+			+		+	+	+					+	61,11	4
7	Quality of work life	+				+	+		+	+	+			+		+		+		55,56	5
8	The situation in the market		+				+	+	+	+			+			+	+		+	50,00	6
9	Social Responsibility	+							+	+	+						+			27,78	7
10	Customer Satisfaction						+						+		+					16,67	8
11	Image company							+						+						11,11	9
12	Power company																	+		5,56	10
13	Environment																		+	5,56	10
Total		8	7	5	3	7	8	6	6	9	6	5	8	5	5	4	6	6	8		

Effectiveness of the research results of more than two thousand of the most successful companies in the world [24] indicate a need to consider while ensuring success in the short-term changes in profitability, efficiency and productivity, not only in terms of efficiency and performance goals in relation to competitors, but also with terms of the effectiveness of the company. Thus when efficiency refers to the study of criteria of profitability, economy and productivity dynamics. Thus, the author considers it appropriate to add the criterion of the economic performance of the company sixth criteria - effectiveness of development (Fig. 1).

The effectiveness of development is proposed to understand as the ability of firms to carry out development that meets the condition of production efficiency. Usually this is considered to be an effective organization activities, resulting in faster growth provided the final results with respect to resources and resources to cost. This criterion is advisable to determine quantitatively by comparing the actual values of economy, profitability, performance in the current year with the same criteria as in the previous year.

In addition, for clarity, understanding of the purpose of each of the six criteria of economic efficiency author considers it appropriate to split the criteria into two groups, each of which is composed of three criteria. The first group includes: profitability, productivity, economy (the latter two is a prerequisite for achieving profitability), the second - effectiveness, market position and effectiveness of development, which are calculated based on the criteria of the first group using the appropriate basis of comparison (Fig. 1). Such composition criteria EP does not contradict the general nature of performance of the company.

Profitability describes the ability to receive income over expenses that are necessary to create them. It is defined by the ratio of outcomes required for their production costs, and consumed the resources used in the production process. Productivity describes the firm ability to spend less in the production of resources in certain quantities. It is determined by the ratio of manufactured products or work performed on the resources required for its production.

Economy determines the degree of the rational use of its limited resources now, that describes the impact of cost. It is defined by a simple ratio of resources used in the reporting period to achieve specific goals and specific work to resources consumed in the previous period.

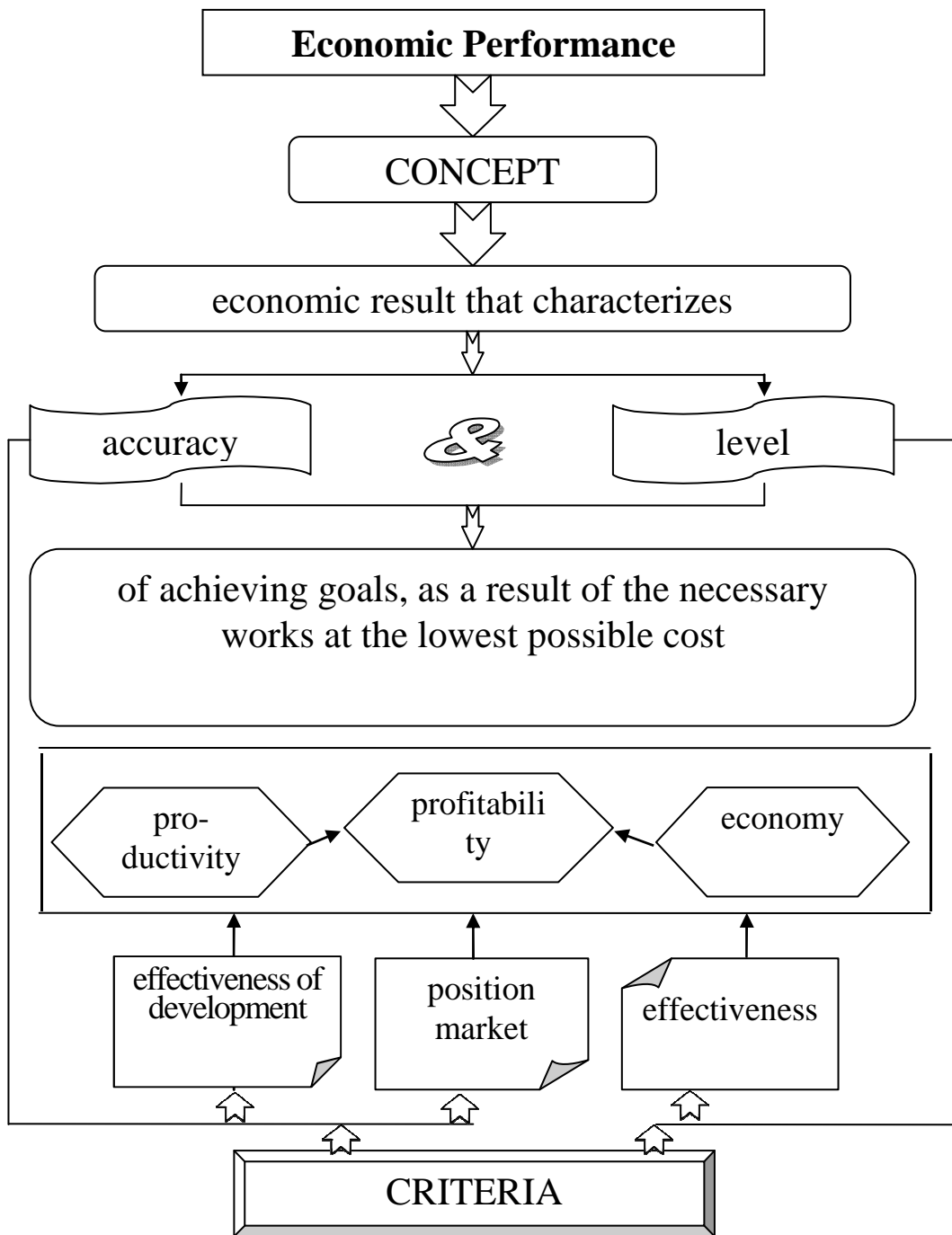


Fig. 1. Economic performance of firm's regular activity

Market position describes the ability of the firm to hold the necessary place among competitors. This criterion is quantitatively determined by comparing the economy, profitability, operational performance, analyzed with the same criteria of priority competitor [18].

Effectiveness describes the company's ability to perform objectives set for it (plans). This criterion is quantitatively determined by comparing the actual values of economy, profitability, operational performance, analyzed with the same criteria as planned.

The criteria characterizing the activities of the company on three sides: outcomes and resource expenditure dynamics in relation to the plan and to the priority of a competitor, thereby providing a comprehensive analysis of the success of the company in the marketplace.

Activity of any firm, according to national accounting standards, is divided into the following types [11]

- Main activities - operations related to the production or sale of products, which is the main purpose of creating the company and provide the bulk of its income;

- Regular activity - any main activity of the firm, as well as operations which ensure or resulting from its conduct;

- Operations - the main activity of the firm and other activities that are not investing or financing activities;

- Investment activities - purchase and sale of fixed assets and those financial investment that is not part of a cash equivalent;

- Financial activities - activities that lead to changes in the size and composition of the equity and debt capital firm.

Based on the nature of each type of business, which opened national accounting standards, the author considers that the EP reflects the success of the regular activities of the firm, as it is the foundation of short-term success of the company. EP of the company is part performance, reflecting the success of the company in the short term [18].

Conclusions. In this article was developed composition criteria EP regular activities of the firm by including additional criteria - effectiveness of development. Thus the economic performance of an firm is proposed to characterize the six criteria: profitability, productivity, efficiency, effectiveness, market position and effectiveness of development. This will provide a review of the correctness of their goals not only in relation to the priority of a competitor, but also in terms of efficiency of enterprise dynamics. Studies have confirmed the feasibility of using in modern terms as criteria for performance of the company eight components: profitability, productivity, economy, product quality, quality of work life, innovation, effectiveness and market position. Determined that the EP reflects the success of the firm in the ordinary market conditions.

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Reviewer: V. Shynkarenko, Dr. Econ. Sc., Prof., KNAHU.

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