ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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DIAGNOSTICS OF ADAPTIVE PROCESSES

Diagnostic of the adaptive processes are grounded and actualized from a perspective of the necessity the development of adaptation of enterprise operation economic mechanism to the competitive conditions. It is proved that the system for diagnostic of the adaptive processes is an integral part of the mechanism of enterprise survival under the crisis conditions. Relation of the methods of diagnostic of adaptive processes in their realization with the specialist activity has been established. It is determined that methods of diagnostic of adaptive processes don't have uniform specific classification in the economy of adaptation. Attention is drawn to the application of methods for adaptive planning, modeling, forecasting and managing the risk of agricultural production. It is grounded that improving adaptive processes of economic mechanism of enterprise functioning to the crisis conditions the most significant are the features of distributing "balance" method, the concept of "product platform" , theory of capital dynamics, models for adaptation of operational leverage, methodological approach "Sharp rule", signature situational modeling.

Keywords: adaptation, adaptive processes, diagnostics, methods, economic mechanism, the enterprise market.

Diagnosis of adaptive processes is carried out to identify the problems of adaptation of the economic mechanism of functioning of the enterprises and the establishment of specific practically realized socio-economic measures to address them. Properly constructed diagnostic system

determines the effectiveness of adaptive processes of adaptation the economic mechanism of functioning of the agricultural enterprises to institutional instability. The need of realization operative diagnostics adaptive state enterprise actualized situations of economic mechanism of functioning of the global financial crisis, the need for an accelerated pace of regulatory activity and the strategic adjustment, first of all, management systems and marketing. Subsystems planning, modelling, forecasting and risk management are an integral part of the production of the diagnostic system of the adaptive state of the enterprise.

Studying the problems of adaptation of the functioning of enterprises in the environment, scientists, economists use a variety of methodological and methodical approaches (O. P. Borisenko [1, c. 7–139], A. Y. Vares, A. V. Ovechko [2, c. 48–56], S. B. Vinogradsky [3, c. 12–18], A. Golubev and H. Dekker [4, c. 3–4], N. G. Guz, I. V. Fedosov [5, c. 57–63], N. V. Kuzubov [6, c. 11–142], V. Moskovkin, A. Zhuravka [7, c. 27–33], S. Mocherny [8, c. 17–34], A. A. Nathan [9, c. 7–124], V. L. Petrenko, V. Denisov [10, c. 5–32], S. K. Ramazanov [11, c. 65–71], E. I. Rogowski [12, c. 14–293], L. Sergeeva [13, c. 36–39], V. P. Stasiuk [14, c. 17–189] and others). In a study of the mechanism of adaptation of enterprises to the environment are implemented methods of economic dynamics, adaptive planning, models of structural adjustment, the model of adaptive coordination, neural networks in adaptive systems, methods of strategic analysis for adaptive management, a model species adaptation model viable system, cascading approach to the mechanism of adaptation management solutions and many others. However, despite the diversity of approaches and methods implemented, an independent, specially created and recognized integrative system of adaptive processes of diagnostic methods in studies of the mechanism of adaptation yet.

Development of the economic mechanism of adaptation of agricultural businesses to market conditions in Ukraine is the most important challenge of ensuring food security. The level of development of the economic mechanism of adaptation of agricultural businesses to compete adjusted for diagnostic evaluation of adaptive processes. But the main diagnostic methods of adaptive processes as part of the survival mechanism of agricultural enterprises are not systematized, specific actions are not experts synthesized and conceptually consistent.

The purpose of writing this article — to identify the main diagnostic methods of adaptive processes, set the aspect ratio of diagnostic methods of adaptive processes in the implementation of the actions of their specialists. Helped to achieve the goal of scientific methods: the methods of empirical studies (measurement, comparison, observation), the methods of theoretical research (analysis and synthesis).

The results of the synthesis and development of diagnostic methods of adaptation processes of the economic mechanism of functioning of the agricultural enterprises to conditions of competition in Ukraine make it possible to ascertain the ratio of diagnostic methods of adaptive processes in their implementation with the following activities specialists:

1) assessed and analyzed by the system: modular design; Adaptive marketing circuits active and passive adaptation; Reproduction of BPA;

distribution and redistribution of resources; forecast scenarios AP–A and AP–B; Process Control bifurcation fluctuations anticipation mechanisms, twinning and screening processes; indexing inventory; providing information, economic and information security; Response on a change in the operational environment; adaptive search solutions (cascade selection procedure rules in decision-making); timing, structuring, privatization and specialization, the restructuring of European integration; increasing the adaptive qualities of the enterprise; manoeuvrings tariff policy; financial recovery; behavioural, parametric, structural and targeted adaptation; Strategic monitoring, etc;

2) analyzes in order to optimize the system: cost and cost of production; financial stability, stability, solvency, profitability and competitiveness of the enterprise; production-economic processes; Strategy manoeuvring; the sensitivity of the business-situations; threshold levels of the production process; structural-parametric indicators of the organization, management and marketing company; adaptive mechanism of transformation of producers as a business entity, etc;

3) developed and implemented a business-card of the enterprise; management and investment business-plans; business scenarios-situations; new methodological tools of diagnosis; Projects to respond effectively to internal and external changes in the environment; energy- and resource-saving technologies, waste-free technology and secondary production; ways to improve yields; ways to improve economic structures; functional resource-adaptive approaches, etc .;

4) are activated using methods: heuristic; Experimental (notes forming); adaptive planning structure and placement of crops; strategic analysis; expensive-price analysis; SWOT-analysis; SPAGE-analysis; STEP-analysis; system simulation of adaptive management; indicative and strategic planning; functionally-oriented, structure-functional and structural-parametric analysis; analysis of operational leverage; adaptive prediction algorithm; multifunctional information monitoring; inflation-devaluation forecasting; situational analysis of the local response to the disturbance operating environment; Economic-mathematical (linear programming, deterministic programming, correlation-regression modelling, optimization modelling, descriptive modelling, cybernetic simulation); and nonlinear system dynamics, and others.

General features an adaptive diagnostic systems integrate state study of dynamic and situational parameters. Provided internal and external operating environment of the enterprise, taking into account probability-temporal and spatial architectonics, level of entropy and synthetic factors. The most common tasks diagnostic economic situations are forecasting the results of investment (innovation) design; identification and assessment of unused capacity operation of the business (the characteristics of adaptive capacity), increasing capital reserves and violations of the economic cycle; situational and strategic analysis of adaptive state; improvement of the business plan taking into account the correction strategy of manoeuvrings and other resources.

Some researchers do not bind subsystem diagnostics implemented with the establishment of adaptation-diagnosis, while for implementing other conceptual installation subsystem goal formation in management.

Data envelopment analysis enterprise refracts a hypothetical criteria for expert and stochastic space response. In engineering calculations implemented most flexible ways and methods that correlate with external and internal degrees of analytic hierarchy. External flexibility, in essence, a relative ratio to adapt, because linked to the ability of manoeuvrings strategies, tactics, operations and objectives of the operation of the business environment. Internal flexibility is directly related to adaptation to the impacts of (outside) the conditions of market economy and with the operational objectives of the operation and adjustment strategies of adaptive behaviours as an agent of the company, with the assessment of market conditions, the realization of the potential survival in the environment.

Strategic diagnostics peculiar assessment and analysis of the operational system diagnostics; a set of specific situations in the operation of the business environment; cyclical economic relations and interactions; not formalized factors; general laws of functioning; Generalized synthesis.

Operational, strategic, documentary, expert, the express train-diagnostics, basic diagnostics of bankruptcy and financial-economic are the most established and recognized areas of economic diagnostics. Diagnosis is «the process of recognition and definition of negative (critical) phenomena in the enterprise based on local changes marked set of dependencies, and particularly notable phenomena of current business activity» [15, p. 6].

The diagnostic results of the adaptive state of the most objective factors in the activation of the etiological diagnosis (by 83–89%) in the integrative integrity with other methods and factor systems. But researchers in modelling systems the ratio factor of adaptability to the algebraic sum has not been studied thoroughly (adaptability and not directly compared with the stages of diagnosis). Since these financial state is estimated standard fixed coefficients, then the system status diagnostic adaptive coefficient calculation has weighty significance. Internal and external diagnosis varies depending on the purpose of tracking operation, and etiological and symptomatic-based on the nature of the study. Ratio analysis (R-analysis), factor, horizontal (time), comparative (spatial), trend and vertical (structural) types of analysis used in the subsystem of the main approaches of traditional reading of financial statements.

The basic principles of adaptive diagnostic states are scientific validity and consistency, objectivity and timeliness, integrity, accuracy and specificity, potency and efficacy. In this regard need to be improved and leading a group of tools used in the diagnosis of the state of the adaptive (heuristic, economic-logical, special, economic-mathematical). One of the basic parameters of the survival of the enterprise environment is a setting of financial stability (dynamic and static), most clearly reveals the equilibrium state of the enterprise.

Researchers G. O. Shvidanenko and O. I. Oleksyuk stressed that the financial stability of the enterprise — «a state of its financial resources, their distribution and use, providing enterprise development based on revenue growth and preservation of capital and solvency and creditworthiness for the acceptable level of risk» [15, p. 13]. The forms of financial stability are outside (the presence of financial power, protecting the enterprise from external stimuli), internal (the presence of the necessary

capacity for centralized management), the potential (availability of financial capacity to actively respond to changes in the operational environment).

The system diagnostics adaptive state agricultural enterprises ranked according to the final results of functioning of selected coping strategies (taking into account the individual characteristics), power and speed of reaction to the institutional environment factors. This is confirmed by the peculiarities of using the balance sheet method in the system of strategic management «structure — strategy — operation». Features of the enterprise as an economic agent market interactions determine the parameters and duration of the strategic reactions. Static study, supported by informative material for a specific period (per year), not only miss the effects of trends, but do not reveal the actual causal link. And yet-it is still prevalent static methods in analytical calculations of experts. For example, the study of the works presented in the Strategic Management Journal, states the fact of the active application (nearly 75 % of developments) regression methods (Manova, Anova, discriminates analysis, linear regression calculations). Around 90 % of researchers variation implement methods that do not reveal the presence of geteroskedostichnosti. Failure to assess the impact on geteroskedostichnost distortion findings and exacerbates the wrong selection of analytical parameters of the statistical dependence in the independent variables in the simulation.

Using modelling tools in the study of the strategic options of adaptive behaviours of the agricultural enterprise monitors a negative correlation between the level of the international industry competition (import penetration in the industry, the advertising industry saturation, labour and capital-intensive industry) and the diversification strategy of the agricultural enterprise (capacity market niche companies, the volume of market share enterprise). The indices of entropy Jacquemin and Berry's measured diversification businesses. However, the implementation of common method Lsdv (least squares dummy variables) does not represent the primary sources of information on the leading coefficients of variation (dummy variables for this is simply not intended). But factors labour and capital rather invariant over time. In view of these features can be fixed (for each agricultural enterprise individually) changes in import penetration ratio, and thus the dependence of the monitor economic characteristics of the enterprise and diversification strategy of adaptive behaviours.

Increased use of economic-mathematical methods in the diagnosis of the state of the adaptive increases optimality and efficiency in making effective management decisions to ensure a competitive advantage. Instead, descriptive, predictive and normative models the researchers used the model Du Pont (fixed existence and nature of the relationship between the return on invested capital, net income, asset and leverage, profit margins on equity is detected by the multiplier of the share capital) and a system of economic indicators Zvei (preserves conceptual installation Du Pont, whereby the structure is evaluated, analyzed the level of liquidity and profitability).

The basic equation Du Pont argues that the preservation of assets and an increase in borrowings built up not only the net profit of UAH 1 own funds, but also the size of the possible loss of own resources, and the

risk of the appearance of problems in market conditions. In the context of the «golden fiscal rule» sensitivity factor acts as a lever.

Indicators of Zvei disclose such features:

1) after deductions minimum balance short-term borrowing is financing current assets («liquidity rule»);

2) non-current assets are financed by shareholders' equity (the classic «golden banking rule»);

3) non-current assets and the lowest average balance of current assets is financed by equity capital and long-term borrowed capital (modified «golden banking rule»).

Researchers G. O. Shvidanenko and O. I. Oleksyuk noticed that «the ratio of capital campaigns and leveraged debt structure and negatively affect production flexibility and potential adaptation ... worsening financial capabilities of the company» [15, p. 28].

On the cost of capital affect the level of risk capital investment, a source of financing and the probable return on other investments. Therefore, the leading impetus of the implementation of risk capital for the project is the highest prospective rate of return. The maximum risk (present in the assets of an entity), the attractiveness to investors of the expected amount of income («golden rule of investing»).

In Japan, Mexico, the US and France in the diagnosis of operational management is especially popular implementation methodology «general analysis» (a method of identifying the value of the products (services) in relation to its characteristics and needs of consumers). The methodology of «general analysis» integrated methods of forecasting the costs of suppliers and demand for products, which allows the company to optimize revenues (or sales of products) and product range. Accounting for the concept of «product platform» develops system management decision-making to ensure competitive advantage in the market, production-resource and product levels. Among the advantages of product planning organization stand out features: reducing the costs of production and marketing; increasing returns on investment in the development of the manufacturing process; reduce operating costs; increasing the capital-and others. The cost of production reflects the functional dependence of the cost of adaptation. For consumers, the value of production (services) is crucial. On the other hand, the value of products is extremely important for consumers and the price system. Adapting prices to the values of consumers, expanding the potential customer pricing. In this regard, researchers R. Dolan and Mr. Simon stated that «... the policy of» one price «inherent serious shortcomings, as it is difficult to obtain by the potential profits generated by its products and services. Adapting prices can significantly increase profits. There are many creative approaches to price adjustment. However, its effective holding is possible only on the basis of deep understanding the factors that determine the perceived value of customers» [16, c. 154].

Priority directions of agrarian policy of Ukraine are independent adaptive planning and forecasting. Activation of sub adaptive planning and forecasting is adequate not only to find ways to increase the yield of grain, but also improve the process of adaptation the economic mechanism of functioning of the agricultural enterprises. For example, forecasting

capital dynamic (commodity-money economy) taking into account the characteristics of the fractal theory of dynamical systems reveals the functional dependence of perfect competition among enterprises functioning. Undeveloped as adaptive theory capital dynamics complicates the process of reforming the economy. One indication of the professional level of forecasting is the ability of analysts to forecast accuracy. In a number of economically developed countries (United Kingdom, Japan, Switzerland, USA, Germany, the Netherlands, Canada) causal foundations of accurate prediction of analysts revealed thoroughly enough. In particular, it found that an open economic system (such as the UK, Canada, USA) is directly linked to the correctness and accuracy of analysts' forecasts. The implementation of metrics Phillbrick, Ricks monitors the probable error in the forecasts. Researcher S. A. Erokhin in studying aspects of structural transformation stressed that «the ability to anticipate the future, are probably not the only adaptive mechanism that virgins a person to conquer the planet …» [17, p. 124].

Among the diagnostic methods of adaptive processes of economic-mathematical modelling is the most effective. Features of operation of the business in the medium investigated different types of models. The econometric modelling, models K. A. Bagrinovsky — N. E. Egorova, N. I. Buzov — G. L. Bromberg — G. B. Kleiner, N. G. Kolarov, V. A. Zhitkova — E. R. Donors and others in the process of evolutionary adaptation that companies disclosed the time series. Implementation of system dynamics methods supplemented by taking into account the positions J. Forrester. The optimization modeling known achievements G. V. Bezpahotnogo, M. E. Braslavtsa, Y. Vasilenko A. M. Gataulina, R. G. Kravchenko, O. P. Krastiтa, E. N. Winged, I. I. Lukinova, V. V. Miloserdova, A. M. Onishchenko, A. K. Strogisa, V. F. Sukhorukov, V. A. Tochilina, M. M. Tuneeva, V. Y. Uzun and others. Model enterprise market adaptation in the diagnosis of the most adaptive processes actualized.

Simulation of market adaptation:

1) is used for other purposes (adjusting business strategy when the market situation and the absence of full information about the changes);

2) focused on the change in the level of income of the enterprise (from the position of V. L. Petrenko and V. N. Timokhina [18, p. 4−15] model of a market model of the dynamics of adaptation = income). We consider it necessary to modify the usage model of market adaptation. Modification of the use of the model in this case means:

1) the inclusion of functional dependence in modelling the processes of adaptation of the economic mechanism of functioning of agricultural enterprises;

2) construction of a normative assessment scale for the interpretation of the model parameters in a tiered hierarchy of adaptation (high, medium, low) enterprises in the social market economy;

3) a graphical representation of performance modelling framework developed by the rating scale.

Effective use of the mechanism of the concentration of different methodological approaches for simulation. For example, in the simulation of the impact of technical naked agricultural commodity supply integrated

approaches such as Sfa (analysis of the likelihood of limiting possible) and Dea (analysis of external data).

Unlocking the potential of adaptive planning in the most efficient operational management. Leading Adaptive Planning at the micro level are as follows:

1) adaptation and development of functional structures of the agricultural enterprise, mechanisms to survive in the environment;

2) the development of new (for independent Ukraine) organizational-functional structures of agricultural production;

3) improving the functioning and adaptive forms of existing coping mechanisms.

Adaptive Planning is activated in the active phase of the adaptation of the agricultural enterprise. Domestic researchers active phase of adaptation relate to the construction of the optimal trajectory (depending on the effects of the environment), the transition from one state enterprise (not adapted) to another (adapted). Therefore, the task of adaptive planning is essentially a problem of minimizing the deviations between planned and actual indicators of operational leverage.

The features of the model adaptation of operational leverage (and dynamic behaviour) are the following:

1) Installation of effective adaptation as operating leverage;

2) structuring model based on species adaptation (passive and active);

3) problem lag reflecting the factorial system (variable and fixed costs, the price of one product; sales of agricultural products);

4) the integrity of the objective function (profit maximization and optimization of cash flows).

Adaptive management of risk in the domestic economy linked with experts optimization system risk (analysis of fluctuations in crop yields, zone factors-industry risk, volume and structure of sowing areas of agricultural production). The subsystem management decision-making system of financial management is effective implementation of the concept of integrated systems of financial risk management under abnormal market environment. The methodological approach is based on «Sharpe rule», consider the possibility of making the correct choice among a series of alternative. A general S. Hodges [19, p. 69–87] is designed for situations of abnormal risk distribution and therefore is applicable in the adaptation of the economic mechanism of functioning of the agricultural enterprises to market conditions in Ukraine.

The subsystem diagnostics adaptive management implementation methodology signature situational modelling helps to optimize management decision to ensure competitive advantage, correcting the operational management strategies, flexible and adequate reaction control subsystem on the disturbed conditions of market economy. Moving from one state enterprise (not adapted) to another (adapted) stimulated resulting handle forecasting and matrix-encoded. The potential of neural networks is expanding the operation interval — guaranteed control and eliminate the (almost) the state of uncertainty. On this occasion, the researcher S. G. Chekina [20, p. 8–13] stated that the type of neural network Radial Basis Functions as a universal approximate that defines 5 major periods of adaptation.

Conclusions and prospects for further research. Thus, in connection with the foregoing, the following conclusions.

1. The diagnosis of adaptive processes is an integral part of the survival mechanism of enterprises in a crisis. It was found that the diagnostic methods of adaptive processes unified taxonomy special adaptations in the economy do not yet have.

2. Actualize the methods of adaptive planning, modelling, forecasting and risk management of agricultural production. It highlighted the importance of ratio analysis and the basic principles of diagnosis of the state of the adaptive enterprise.

3. In the search for ways to improve the process of adaptation of the economic mechanism of functioning of enterprises to competition, the special importance are especially implementation of the «balance sheet» method, the concept of «product platform» theory capital dynamics, model adaptation operating leverage, the methodological approach «Sharpe rule», the signature of the situational modelling.

Prospects for further research in this area related to the development and improvement of a unified system of integrative methods of diagnosis of adaptive processes of the economic mechanism of functioning of enterprises.

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Кравченко С. А. Діагностика адаптивних процесів

Методи діагностики адаптивних процесів обґрунтовані й актуалізовані з позиції необхідності розвитку адаптації економічного механізму функціонування підприємств до умов конкуренції. Доведено, що система діагностики адаптивних процесів є складовою частиною механізму виживання підприємств в умовах кризи. Встановлено співвідношення методів діагностики адаптивних процесів при їх реалізації з діями фахівців. Виявлено, що методи діагностики адаптивних процесів єдиної спеціальної класифікації в економіці адаптацій поки не мають. Увага звертається на використання методів адаптивного планування, моделювання, прогнозування та управління ризиком сільськогосподарського виробництва. Обґрунтовано, що при вдосконаленні процесів адаптації економічного механізму функціонування підприємств до умов кризи особливу значимість мають особливості реалізації “балансового” методу, концепції “продуктової платформи”, теорії динаміки капіталу, моделі адаптації операційного левериджу, методологічного підходу “Шарп-правило”, сигнатурного ситуаційного моделювання.

Ключові слова: адаптація, адаптивні процеси, діагностика, методи, економічний механізм, підприємство, ринок.

Кравченко С. А. Диагностика адаптивных процессов

Методы диагностики адаптивных процессов обоснованы и актуализированы с позиции необходимости развития адаптации экономического механизма функционирования предприятий к условиям конкуренции. Доказано, что система диагностики адаптивных процессов является составной частью механизма выживания предприятий в условиях кризиса. Установлено соотношение методов диагностики адаптивных процессов при их реализации с действиями специалистов. Выявлено, что методы диагностики адаптивных процессов единой специальной классификации в экономике адаптаций пока не имеют. Внимание обращается на использование методов адаптивного планирования, моделирования, прогнозирования и управления риском сельскохозяйственного производства. Обосновано, что при совершенствовании процессов адаптации экономического механизма функционирования предприятий к условиям кризиса особую значимость имеют особенности реализации “балансового” метода, концепции “продуктовой платформы”, теории динамики капитала, модели адаптации операционного левериджа, методологического подхода “Sharpe rule”, сигнатурного ситуационного моделирования.

Ключевые слова: адаптация, адаптивные процессы, диагностика, методы, экономический механизм, предприятие, рынок.