

THE THEORETICAL BASIS OF TRADE ENTERPRISES DEVELOPMENT, BASED ON THE INNOVATION PERSONNEL POTENTIAL

Natalia Vashenko*

1. Introduction

The development of trade enterprises is characterized by increase of their turnover and profits in Ukraine, today it is happening due to the growth of such external factors as population purchasing power and the inflation level. Meanwhile, the internal potential can be constant. So, the statistic turnover and profits increasing in such conditions are characterized not by intensive but extensive development way; this fact complicates the problem of forming and using of existing trade enterprises potential and does not motivate personnel for rational use of resources.

Therefore, the scientific point of view considers that the positive increase dynamics of Ukrainian trade enterprises turnover and profits should be called functioning but not the development; it is a static condition that will not allow trade enterprises to reach a high competitive level. Under such conditions, there are such economic problems as trade enterprises resource saving, balancing costs in the cost structure and commodity prices, that leads to their rapid growth. Most of those problems are connected with retail but wholesale is rebuilding the price policy in accordance with the demand and the ability to maximize a turnover due to the consumers' purchasing power and inflation, despite the internal factors of intensive development.

2. Recent research analysis and publications

Ukrainian scientific schools are discussing the processes of trade enterprises development. Among the existing discussions should be noted such as the Donetsk National University of Economics and Trade named after Tugan-Baranovsky (DonNUET), Kyiv National University of Trade and Economics (KNEUT), Poltava University of Economics and Trade, Lviv Institute of Economy and Tourism, Vinnitsa Trade and Economic Institute and others. The theoretical basis of the scientific schools formation was founded by K. Marx, A. Smith, M. Tugan-Baranovsky. An important contribution to solving the problems of trade enterprise development was made by such economic scientists as V. V. Apopiy, I. O. Blank, S. V. Vasilchack, A. M. Vinohradka, O. D. Vovchack, E. V. Vinogradova, J. A. Goncharuk, V. S. Zagorskij, V. I. Ivanytskyi, I. I. Karakoz, L. A. Ligonenko, A. A. Mazaraki, V. S. Mazin, E. V. Mnich, G. V. Mitrofanov, S. F. Pokropyvnyj, A. A. Sadyekov, L. G. Slovinskaja, L. L. Terenova, N. M. Ushakova, A. M. Friedman, A. A. Shubin.

It should be noted that compared with foreign scientists, Ukrainian economic scientists achievements are deeper and more meaningful in the direction of improving the management development process of trade enterprises (for example – B. Berman, J. Evans) [1, p.513–600]. In particular: scientists of DonNUET (E. V. Vinogradova) grounded the theory of trade enterprise development, based on the using the modern management forms [2, p.5, 27–29]; scientists of KNEUT A. A. Mazaraki, L. A. Ligonenko and N. M. Ushakova revealed much deeper the problems of noncrisis trade enterprise management and finance planning [3, p.150–155; 4, p.321–362].

3. Unsolved aspects of the problem

At the same time, basing on the defined practical problems of the Ukraine trade enterprise development, today it is needed to be concentrated on such management principles and methods, the use of which will allow form and use the potential of intensive development, to increase the

* © Natalia Vashenko; P.h.d. in economics; Donetsk national university of economics and trade named after Tygan-Baranovsky; E-mail: <Vashenko2006@land.ru >.

efficiency based on the economical use of resources. Therefore, the aspects of the evaluation of the trade enterprises development management process need to be researched.

4. Problem statement

Thus, basing on the trade enterprises intensive development problems, it is necessary to change the paradigm of the concept of “development” in this kind of economic activity; also it is necessary to take into account internal factors. All these facts need changes in the direction of the management conception and methodology by using forms and methods, which can motivate personnel for economical using of resources in order to increase the efficiency, not only by growing turnover and profits, what is possible due to the higher goods and services prices and increasing demand and purchasing power of the population.

5. Statement of the basic material

Innovation gives to any enterprise a possibility to provide intensive development. Some scientists are in their wrong statement that an innovative development, which is presented like a process and subject of scientific researches only for industrial enterprises.

The necessity of innovative development is proved by the scientists of different scientific schools. In particular: A. O. Bukatsela (Odessa National Polytechnic University) paid special attention to the factors that motivate trade enterprises managers to innovate trade activity (increased competition, rising consumer demand and technological capacity, the necessity of increasing the enterprise prestige) [5]; M. S. Zashuk and O. O. Bakunov (DonNUET) consider that the innovative development is not only a process but it is also an innovation potential management process in trade enterprises [6, p.5–7]; M. E. Rogoza and D. C. Kuzmenko (Lviv Commerce Academy) prove the necessity to improve innovation processes in trade enterprises in order to innovative development based on the modeling [7, p.169]; I. M. Pidkaminniy and V. S. Tsipurynda (KNETU) solve the scientific problems, which study the influence effect of internal and external factors into the process of innovative development of trade enterprises [8].

The analysis of the different scientific works proves the necessity of innovative trade enterprises development. It should be mentioned that the process of innovative development needs, first of all, is a creation of the innovative potential, then this innovative potential should be realized. These two processes are very important in the system of trade enterprise innovative management.

It becomes evidently that an innovative enterprise potential is not presented like possibilities to achieve goals due to realization of innovative projects. The potential should be realized like special and capable to self-development inside human resources, these resources can be realized in very important social activity. Enterprise potential can be presented like a complex of resources that determine enterprise’s ability to produce future goods and services in order to get profits. Also the value of innovative potential is measured by the presence of scientific researches, projects, constructions, design and technological organizations and research industries, educational institutions and technological facilities – all these elements, to our mind, are external elements of the innovative potential. Taking into account all facts presented above, it becomes evident that on the level of enterprise, the innovation potential is formed and realized due to the internal personnel resources, which are able to rationally use resources (based on innovations) and to get profits and incomes. Thus, the innovative trade enterprise potential can not be formed and developed basing in innovative form without innovative personnel that is able to realize innovative decisions and projects in practice.

Therefore, we consider that today the priority in solving practical problems of trade enterprises and rebuilding the enterprise management system, should be focused on the personnel ability to realize innovations in the process of commercial activity. In this case:

- Enterprise and personnel management strategies should be adapted and have got balanced evaluation criteria;

- During the process of personnel forming and developing the priority should be given to the innovative personnel.
- The estimation and motivation personnel systems should be based on the personnel abilities to realize innovative decisions and ideas that have an economical effect and provide the innovation trade enterprise development process.

Scientific researches in the area of the personnel innovation potential's nature have been actively provided in Russia and Ukraine since the beginning of the XXI century, it is confirmed by the content of the works of such Russian scientists, as G. Y. Goldstein, V. P. Gorshenin, V. G. Zinov [9–11], and Ukrainian representatives of the scientific schools of the National Academy of State Tax Service of Ukraine (T. V. Belarus and S. O. Hutkevych) [12; 13] and the Dnepropetrovsk Institute "Strategy" (N. I. Verkhoglyadova) [14]. Industrial enterprise process, scientific and industrial complexes are the objective of the researches for all these scientists. All of them examine the personnel innovative potential like a system of innovative possibilities and capabilities, which can provide enterprise sustainable development on the basis of scientific and technological progress, and also can give an organic combination of resources, personnel skills and capabilities in innovation. We consider that there are some problems in this sphere, such as:

Firstly, the personnel innovation potential is researched only like a part of the enterprise innovation potential and, it does not show the nature of the innovative potential development management process; it should be mentioned that this process is very necessary for intensive enterprise development;

Secondly, researches in the sphere of personnel innovative potential take into account specific estimation and motivation categories in the production sphere, which can not be used for the trade enterprises.

Scientists V. G. Voronkova, B. I. Vorobjova, D. P. Boginja, O. A. Grishnova, O. V. Dodonov, O. L. Eskov research the influence of the general personnel potential into the innovative development in the sphere of scientific and production activity. But defined specific estimation and motivation categories can not be used for the trade enterprises. Another problem is that the represented information about the forming and managing the innovative process is not full. Such scientists as B. E. Bachevskij, I. V. Zablodskaja, N. S. Krasnokutskaya, I. P. Otenko don't pay attention to the great role of the personnel innovative potential in the process of forming the economic enterprise potential. In this case this kind of potential is presented as a part of the economic enterprise potential or as an intellectual personnel potential. Theoretically, such views are going to form the intellectual enterprise capital in order to increase competitiveness, because the competitiveness is the subject of study of labor economics. On the other hand, the intellectual capital is only a part of the innovative potential and it is impossible to provide an innovative enterprise development taking into account only intellectual capital.

6. Conclusions and recommendations for further development

Thus, taking into account all presented above, it can be concluded that, it is necessary to form the trade enterprise development management methodology, based on the personnel innovative potential. All this is connected with such scientific problems, which do not allow to provide the innovative enterprise development, as:

- It is impossible to solve the problem of resource keeping, to balance the costs in the cost structure and product prices because of the absence of estimation methods of the enterprise innovative potential development process;
- Today scientific researches do not consist of the scientific solutions and projects, that can be used in the management of enterprise potential development process,

based on the forming and using the innovative potential development for efficacy activity rise;

- Scientific schools don't have fundamental approaches for the trade enterprise management process, based on the using of forms and methods, that motivate personnel to economical resources use and efficacy activity rising;
- Today researches don't present management aspects of development the enterprise innovation potential;
- Existing methods of estimation and forming enterprise personnel innovative potential are not suitable for using in trade enterprises;
- Some researches and projects don't pay attention to the leading role of personnel innovative potential in the process of forming an economical enterprise potential; also the personnel innovative potential is not presented in the full extent and it does not allow to provide the enterprise innovative potential.

Thus, we grounded the following hypothesis in order to solve the generalized scientific problems: the enterprise development process depends on the efficiency management of the process of forming and realizing personnel innovative potential.

Schematically, this hypothesis has the following logic (Fig. 1).

Thus, the development of innovative trade enterprises process is provided under the realization of the following strategic stages:

- Firstly, it is necessary to adapt HR strategy to the general development enterprise strategy;
- Secondly, basing on this strategy it is necessary to form and realize personnel innovative potential;
- Thirdly, enterprise innovative potential is based on this ground;
- Fourthly, enterprise innovative potential is realized basing on the formed innovative potential;
- Fifthly, the development innovative enterprise process is provided under the condition of realizing all previously stages.

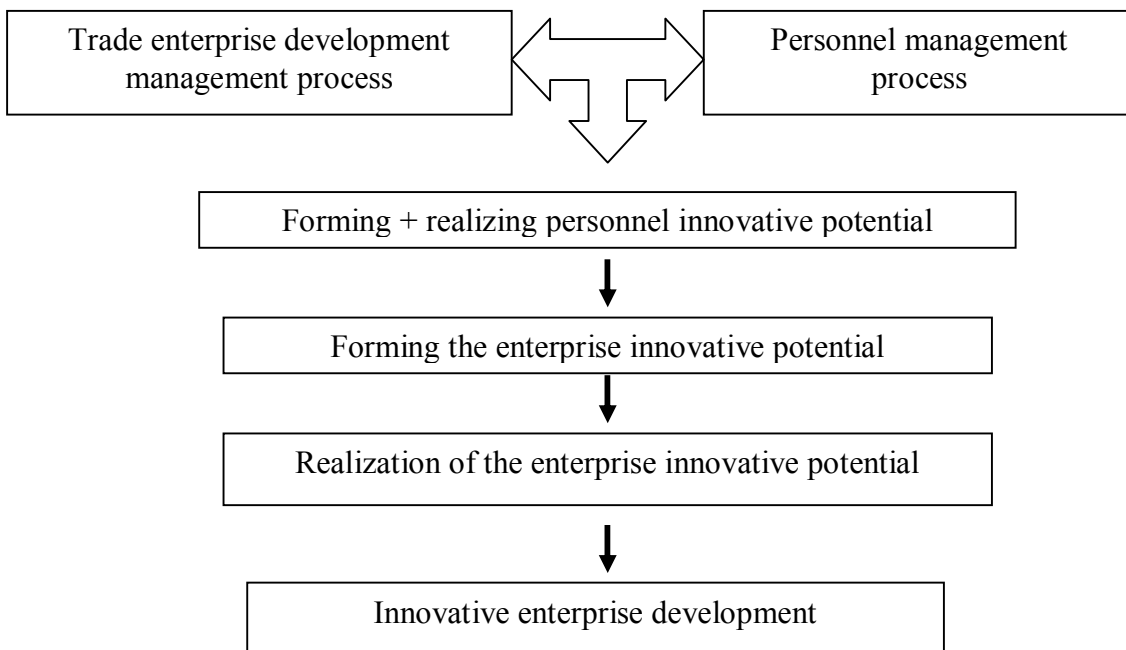


Fig. 1. The logic of the trade enterprise development process, based on the personnel innovative potential

References

1. Берман Б. Розничная торговля: стратегический подход / Б. Берман, Дж. Эванс. – М.: Вильямс, 2003. – 1184 с.
2. Виноградова О. В. Реінжиніринг торговельних підприємств: теорія та методологія: автореф. дис. на здобуття наук. ступеня д-ра екон. наук: спец. 08.06.01 «Економіка підприємства і організація виробництва» / Дон. держ. ун-т економіки і торгівлі. – Донецьк, 2006. – 37 с.
3. Мазаракі А. А. Економіка торговельного підприємства / А. А. Мазаракі, Л. О. Лігоненко, Н. М. Ушакова. – К.: Хрещатик, 1999. – 256 с.
4. Лігоненко Л. О. Антикризове управління підприємством: монографія / Л. О. Лігоненко. – К.: КНТЕУ, 2001. – 580 с.
5. Букацела А. О. Ключові аспекти управління інноваційним розвитком торговельного підприємства [Електронний ресурс] / А. О. Букацела. – Режим доступу: http://www.rusnauka.com/27_NNM_2011/Economics/10_93627.doc.htm.
6. Защук М. С. Управління інноваційним розвитком торговельного підприємства / Марина Сергіївна Защук: дис. ... канд. екон. наук: 08.00.04 «Економіка та управління підприємствами» / Дон. нац. ун-т економіки і торгівлі ім. М. Туган-Барановського. – Донецьк, 2012. – 203 с.
7. Рогоза М. Є. Моделювання механізму нарощування потенціалу розвитку підприємства / М. Є. Рогоза, О. К. Кузьменко // Проблеми економічної кібернетики: Матер. XV Всеукраїнської наук.-метод. конф., 4–8 травня 2010 р. – Луганськ; Євпаторія, 2010. – С. 168–169.
8. Підкамінний І. М. Системні фактори впливу на інноваційний розвиток підприємства [Електронний ресурс] / І. М. Підкамінний, В. С. Ціпуринда // Ефективна економіка. – Режим доступу: <http://www.economy.nauka.com.ua/index.php?operation=1&iid=480>.
9. Гольдштейн Г. Я. Стратегический инновационный менеджмент: тенденции, технологии, практика: монографія / Г. Я. Гольдштейн. – Таганрог: ТРТУ, 2002. – 179 с.
10. Горшенин В. П. Управление инновационным потенциалом персонала корпорации: монографія / В. П. Горшенин. – Челябинск: ЮУрГУ, 2006. – 287 с.
11. Зинов В. Г. Менеджмент инноваций: Кадровое обеспечение / В. Г. Зинов. – М.: Дело, 2005. – 496 с.
12. Білорус Т. В. Стратегічне управління кадровим потенціалом підприємства / Т. В. Білорус. – Ірпінь: НАДПСУ, 2007. – 174 с.
13. Верхоглядова Н. І. Управління трудовим потенціалом підприємств: монографія / Н. І. Верхоглядова, Н. А. Іваннікова, О. В. Лаврінченко. – Д.: Пороги, 2007. – 283 с.

Summary

The modern trade enterprise is a complex and commercial system, which is characterized by such features as openness, self-organization, and orderliness. In today's changing economic environment at the international market and at the level of the national Ukraine's economy, trade enterprises functioning environment is changing too. It is happening by the influence of many factors, some of them are: the level of economics conditions and inflation, population purchasing power, legislative field, financial and currency markets, the level of market competition and monopoly.

Key words: region, strategic planning, regional innovation potential; analytic hierarchy process.

UD classification: 658.6:331.102

Date of acceptance 20.09.2013