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IMPROVEMENT IN CLASSIFICATION OF FACTORS AFFECTING ENTERPRISE' ACTIVITY

The paper provides the analysis of the factors affecting enterprises' activity. General classification of impact factors has been improved and amended by the classification features. The classification of the factors by the levels of management is proposed.

Keywords: factor; classification; classificational feature; macrolevel; mesolevel; microlevel.

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ВДОСКОНАЛЕННЯ КЛАСИФІКАЦІЇ ЧИННИКІВ ВПЛИВУ НА ДІЯЛЬНІСТЬ ПІДПРИЄМСТВ

У статті проведено дослідження чинників впливу на діяльність підприємств. Вдосконалено та доповнено загальну класифікацію чинників відповідно до класифікаційних ознак. Розроблено класифікацію чинників відповідно до рівнів управління.

Ключові слова: чинник; класифікація; класифікаційна ознака; макрорівень; мезорівень; мікрорівень.

Табл. 4. Рис. 1. Літ. 10.

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СОВЕРШЕНСТВОВАНИЕ КЛАССИФИКАЦИИ ФАКТОРОВ ВЛИЯНИЯ НА ДЕЯТЕЛЬНОСТЬ ПРЕДПРИЯТИЙ

В статье проведено исследование факторов влияния на деятельность предприятий. Усовершенствована и дополнена общая классификация факторов в соответствии с классификационными признаками. Разработана классификация факторов в зависимости от уровней управления.

Ключевые слова: фактор; классификация; классификационный признак; макроуровень; мезоуровень; микроуровень.

Problem setting. Enterprises' operation in any sector of national economy is related to a wide range of factors, influencing their activity. In the first place we need to define the factors to foresee the consequences of their impact.

In modern conditions of gradual overcoming the world crisis, the enterprises' activity and the development of all sectors of national economy are complicated by many factors. That's why there is a need to reveal these destabilizing factors and make an analysis of their impact, in order to take proper actions concerning to revive the enterprise performances, and avoid the stability breach. In this respect, it is useful to research and classify all impact factors available.

Last researches and publications analysis. To begin with, a number of scientists of different research trends draw attention to the factors' analysis. Among them are

P.P. Gavrylko, A.V. Kolodiyuk, M.U. Lalakulych (2012), L.L. Kovalska and U.V. Makhomet (2011), I.I. Myronenko (2012), P.V. Puzyriova (2011), G.A. Ryzhkova (2011), M.O. Udovichenko (2012), A.O. Fatenok-Tkachuk (2010), A.E. Chernysh, T.O. Chernysh (2011), Z.E. Shershniova (2004), N.E. Yuryk (2011) and many others. At the same time, there is no single approach to the classification.

Unsolved parts of the problem. In spite of a great deal of researches on this subject matter, nowadays there is no only one approach to the factors' classification. The diagnostics of factors remains poorly examined. That is why in this article an attempt was made to classify and amend the existing factors.

The aim of the research is to improve (systematize) the factors' classification which influence the development and activity of enterprises, sectors and state in general, characteristics and management levels distribution (macro-, meso- and micro-level).

Key research findings. The research analysis revealed that many scientists divide all the factors into two groups – internal (factors influenced and controlled by the enterprise) and external (factors which are not influenced and controlled by the enterprise). The factors' classification according to classification features, management levels or the groups factors classification are widespread enough, too. Today's situation requires the specification of the impact factors and creation of a single approach to the classification, because it can increase the efficiency of enterprise operation, sectors and state as a whole. That is why, it is necessary to classify all the factors according to the classification features, represented in Table 1.

Table 1. Classification of impact factors affecting the enterprise activity, developed by the authors

#	Classification feature	Factor type
1	By impact method	Direct impact
		Indirect impact
2	By impact nature	Intensive
		Extensive
3	By impact level	Main
		Secondary
4	By impact time	Permanent
		Temporary
5	By result of action	Stimulating
		Braking
		Neutral
6	According to direct impact	Positive
		Negative
		Neutral
7	By nature of action	Subjective
		Objective
8	By rate of action	The first
		The second....
		...
		n-th order
9	By method of determining	Direct
		Calculated
		Simple
10	By level of detail	Complicated
		Productive-economic
11	By rate of quantitative evaluation	Quantitatively evaluated
		Not quantitatively evaluated
12	According to the origin	External
		Internal

Continuation of Table 1

#	Classification feature	Factor type
13	By sphere of influence	Economic
		Legal
		Social
		Political
		Scientific and educational
		Innovative
		Informational and communicative
		Scientific and technical
		Natural climatic
		Geographic
14	According to the development of interrelation	Commercial
		Situational
		Impact on the enterprise activity
		Impact on the consumer's behavior
15	According to the management level	Impact on the development of long-lasting interrelation
		Macro-level
		Meso-level
16	By production factors	Micro-level
		Labor
		Subject of labor
17	By structural elements of expenses	Instruments of labor
		Salary level
		Deduction on social measures
		Amortization of the main funds and fictitious assets
		Material expenses
18	According to the stage of recreation process	Other expenses
		Supply
		Production
19	According to the stage of goods' production and use	Production sales (services)
		Before industrial
		Industrial
		Operational

This classification is a general, one it covers all the impact factors related to the activity of an enterprise.

At the same time, it is not possible to define destabilizing or simulating factors, truly understand and come to the right decision concerning the efficiency of the enterprise activity on the ground of the factor belonging to a certain type of the classification feature.

Therefore, to our mind, the most rational approach is to classify the factors according to the management levels (macro-, meso- and micro-level). Because besides general we introduce the particular factors, related to the sphere and sector of activity. Such scientists as P.V. Puzyriova (2011), G.A. Ryzhkova (2011), M.O. Udovichenko (2012) and others share this opinion.

Represented management levels are interrelated and have an impact on each other to a greater or a lesser extent. That is why let's clearly define the factors on each of them. It helps us to foresee, control, reduce and avoid negative impact and stimulate, keep or increase the positive impact.

Sharing the opinion of the authors' group P.P. Gavrylenko, M.U. Lalakulych and A.V. Kolodiychuk (2012), it makes sense to divide the macro-level factors into two groups – international and national, because of the differences in economic, political, social conditions, legislative environment and activity regulation both on international and national levels.

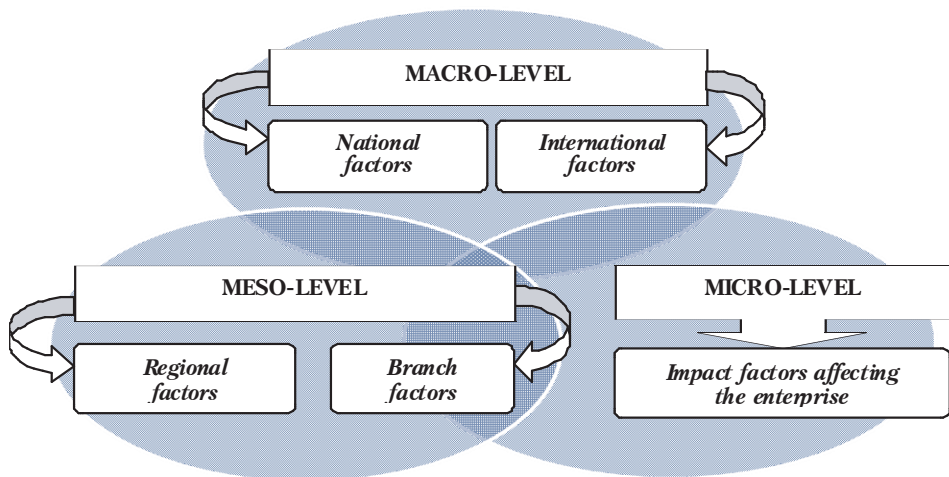


Figure 1. Interrelation between management levels and impact factors effecting the enterprise activity, developed by the authors

Table 2. Classification of the impact factors on the macro-level, developed by the authors

#	Group of factors	Factor type
INTERNATIONAL		
1	General economic	Economic cycle
		Market outlet division
		Financial policy of international banks
		Living standard of foreigners
		International competition
		World market environment
2	Political and legal	Conclusion of international agreements
		Creation of free trade zones
		International marketing
		Rate agreements
		License trade
		Stability of international policy
3	Organizational and cultural	Regulation of international activity
		Developing joint ventures
		Strategic economic zones
		Creation of overseas branches
4	Ecological	Peculiarities of cultural and historical development
		Trans-border-polluting substances
		Public use of natural resources, their pollution and exhaustion
		Armed conflicts with high technology use
5	Infrastructural	International trade which is one of the main sources of environmental threats
		Development of international transport
		Transport corridors
INTERNATIONAL		
1	Fiscal	International informational and communicative systems
		Budget arrangement
		Increase in taxes
		State position for its debts
		Subsidies, grants
		Quota, customs fees

Continuation of Table 2

#	Group of factors	Factor type
2	Economic	Consumers' demands
		Inflation
		Credit policy
		Development level of insurance market
		Level of entrepreneurial activity
		Financial capability of enterprise liabilities
		Elasticity of demand
		Terms of trade
		Market reorientation of consumers
		Market environment
		Unemployment level
		Cyclical phase
		Free economic zones in the country
3	Political and legal	Level of political stability
		Legal basis
		Tax policy
		Principles of state policy
		Attitude to property
		Competition security
		Level of investors' security
		State attitude to business activity
4	Organizational	Corruption level
		Infrastructure organization
		Specialization, industry cooperation
		Management structure
		Interrelation between administrative and economic methods
5	Social and demographic	Division of government functions
		Population size
		Population structure
		Population density
		Size of working population
		Living standards and level of population
		Income level, population conglomerate
		Cultural level of product consumption
		Size and structure of population needs
		Leisure activity of population
6	Scientific and technical	Ethical harassments and religious standards, affecting the standards of living
		Level of specialists' classification
		Education level
7	Natural climatic	Level of science development and implementation of scientific and technical progress
		Development level in privatization and innovation processes
		Concentration trends of technological efforts
		Climate conditions
		Level of development and use of resources
		Availability of natural resources
		Advanced government control over the environmental protection
8	Geographic	Overdraft of fuel, energy and raw materials reserves
		Neighborhood to processing and trade industry
		Environment conditions
9	Force-majeure	Geographic location
		Trade areas location
		Natural disasters
		Entrance to the competitive market
		Others

It should be noted that the meso-level in the researches is poorly considered. We argue it has to be investigated in more detail because this management level is a connecting link between government and enterprises. And such close link gives an opportunity to reach the efficiency figures. Meso-level is a level of a sector or region. The efficiency of enterprise's operation depends on the development level both of sector and region in the whole. Therefore, the factors on the meso-level have an impact on the enterprise activity. Their classification is represented in Table 3.

Table 3. Classification of the impact factors on the meso-level, developed by the authors

#	Group of factors	Factor type
REGIONAL		
1	State of Region development	Clusters availability
		Ability to create new clusters
		Labor force provision
		Enterprise quantity
		Peculiarities of a regional policy
		Development level of regional integration processes
		Availability of free market outlets in a region
Interrelation between sectors in a region		
SECTORAL		
1	State of Branch development	Rational structure level of economic branches
		Peculiarities of branch's natural climatic conditions
		Level of branch's investment potential
		Level of branch's regional state support for individuals
		Intra-branch competition level
		Branch infrastructure availability
		Scientific and technical level of branch's development
		Legal support for branch's development
2	Interbranch relationships	Branch's life cycle
		Interrelation between a branch and the government
		Interrelation with other branches
		Interrelation with sub-branches
		Interrelation with branch's enterprises
Interrelation with foreign companies of neighboring branches		

Both factors of macro- and meso-levels refer to external factors. They cannot be affected by an enterprise; however, the enterprise has to take into consideration their impact on its activity. Internal factors, affected by enterprise, are meso-level factors. They have also their own classification (Table 4).

Table 4. Classification of the impact factors on the micro-level, developed by the authors

#	Group of factors	Factor type
1	Technical and economic	Supply level with main productive assets
		Availability of commercial relations between enterprise's subdivisions
		Technical
		Technological
		Industry expenditure level
		Product quality
		Industrial potential
		Insurance
2	Competitive	Aim, fields of activity
		Stage of enterprise's life cycle
		Market segment
		Product (services) competitiveness
		Traditions, reputation

Continuation of Table 4

#	Group of factors	Factor type
3	Organizational	Ownership form
		Industrial management
		Organizational framework
		Specialization form
		Industry diversification
		Internal organizational systems
		Enterprise size
		Enterprise schedule
		Enterprise area
4	Resourceful	Individual enterprise peculiarities
		Availability and efficiency of current assets
		Availability and efficiency of fixed assets
5	Marketing	Availability and efficiency of labor resources
		Trade policy
		Price policy
		Marketing policy
6	Financial	Option for economically effective sources of sales production (services)
		Balance sheet structure
		Financial responsibility
		Liquidity
		Cost of capital
		Property structure
		Interrelation between own and borrowed funds
		Investment potential
		Profit ratio and cost effectiveness
7	Referred to HR	Financial risks
		State of clearing payments
		HR policy
		HR management, taken opportunity to make rational decisions
8	Innovative	System of employee motivation
		Management culture
		Management quality
9	Scientific and technical	Innovative activities
		Progressiveness of production methods
		Novelty of constructions and technologies
		Industry and housekeeping needs in advanced equipment
		Level of society supply with modern advances in science and technology
		Technical supply of industry
		Know-how
		Implementation of informational technologies or program products
		Labor mechanization
		Automation of production
		Scientific and technological progress

Conclusions. Summing up all above mentioned, we can come to the following conclusions. Many circumstances, affected by the factors of different nature, influence the enterprise development. Awareness and ability of managers timely and correctly to react or foresee their impact is the key to sustainable enterprise activity. Furthermore, we systematized, improved and completed the factors classification according to the classification features. We also paid attention to the factors of macro-, meso- and micro-levels which are crucial in researching the blind sides of the enterprise activity and making rational, justified decisions in its management.

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КНИЖКОВИЙ СВІТ



СУЧАСНА ЕКОНОМІЧНА ТА ЮРИДИЧНА ОСВІТА
ПРЕСТИЖНИЙ ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД
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У навчальному посібнику викладено теоретичні основи виникнення, становлення та розвитку транснаціональних корпорацій, механізм їхнього функціонування та вплив на світову економіку. Розглянуто систему національного і міжнародного регулювання ТНК.

Посібник містить також ситуаційні вправи, що дозволяє закріпити теоретичні знання шляхом виконання практичних завдань та обговорення ситуаційних вправ.

Призначений для студентів та викладачів вузів. Посібник стане корисним всім, хто цікавиться проблемами транснаціоналізації світової економіки.