

SUBSTANTIATION OF THE CONCEPT OF THE ENTERPRISE DEVELOPMENT MANAGEMENT

Exploration and practice implementation of the effective concepts of the development management at domestic enterprises have attracted the attention of many economists and determines the actuality of the research in this area both from scientific and practical points of view.

The problem of the conceptualization of the process of the enterprise development management is aggravated by certain researchers' statements that the term 'development management' has no right to exist in economics at all; loose attitude of certain researchers towards the use of the term 'concept' or 'conceptual approach' while trying to find the ways to solve the problems of the enterprise development or management; overriding by certain scientists the basic factors which must be priority-driven for the enterprise development management at the present stage – as personnel role and innovation constituent.

The concept of the enterprise development management must take into account the sectioning of the stages of the strategic development considering the state of the potential and define development prospects on the basis of the enterprise potential implementation.

The concept of the personnel management represents the system of views which include modes, methods and principles of increasing the innovative activity of each enterprise employee by motivating them towards higher productivity, forming and implementation of the enterprise potential, profit earning and ensuring its ceaseless development as strategic goal.

Enterprise development is ensured by the anticipatory personnel development – its ability to upgrade professional skills; to implement innovative activities, to provide the intensity of the development for which the subject of the enterprise management must motivate the employees. This is the key conceptual point in organizing the whole process of the enterprise development management.

So far the scientists have not developed the concept of the enterprise development management which would take into account continuity of this process and the leading role of the personnel at the same time. Generalization of the content of the current scientific approaches to the substantiation of the concepts oriented towards enterprise development allows distinguishing scientific problems and allocating useful points which can be used in the concept of the enterprise development management.