ABSTRACTS

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COMBINATION OF MODERN ANALYSIS, DIAGNOSTICS AND PREDICTION TOOLS FOR AN EFFECTIVE SYSTEM OF CONTROLLING

Known that controlling is an effective tool that is able to transfer control to a new level. There was leading scientists involved in the field of structural and information controlling supplies. However, systematic analysis to the modern tools of analysis, diagnosis and prediction for an effective system of controlling isn't revealed purpose of the article. The combination of strategy and BSC as logically synchronized economic concepts in scientific studies not mentioned. However, this combination of interrelated, because choosing a strategy before hand Management focuses on key indicators, which will focus the company.

The structure of information interaction controlling and management was analyzed. For any business the ability to predict economic situation it is very important to get the best results and avoid losses. That is why actuality of modelling has always been a priority. There is realized the systematic comparison of modern economic management models: polynomial, fuzzy, neuro, neuro-fuzzy-model. The decision to improve the efficiency of movement to the objectives of the enterprise is a complex, multifaceted problem that determines control of powerful action, achieving goals, providing the use of resources in a given time with certain efficiency. Decide the following problem software and target management techniques, including cognitive modelling.

Evaluation and effectiveness of each instrument of analysis, diagnosis and prediction is possible only in symbiosis with the object of study. The article analyzes the details and features of modern tools that are fundamental to the system of controlling the enterprise. Choose one of the tools for evaluating the effectiveness of the controlling system is not convenient, and sometimes impossible, so it is appropriate to use an integrated approach combining several tools that are more detailed and vivid version.