

SHMATKO NATALIYA, doctor of economic sciences, professor, professor of the department of management of NTU "KhPI"

MOHAMAD TAFNAKJI, master's student of the Department of Management of NTU "KhPI"

THE IMPROVEMENT FORMATION OF THE ORGANIZATIONAL STRUCTURE OF THE AGRARIAN ENTERPRISE

Each entrepreneurial activity needs its effective management model. As well as, every concept of "management model" in Ukraine has its own individual meaning for each enterprise.

The system of economic management that existed in the former USSR led to a critical exacerbation of the economic and social problems of society. Therefore, the post-Soviet states, including Ukraine, were objectively forced to transition to systems of economic relations based on market principles and to the construction of a management system inherent in these relations. The essence of the concept of "management" is quite broad, so it is used in different cases. As for the definition itself, management is a purposeful influence on a process, object, system with the aim of maintaining their stability or transferring it from one state to another [1,2].

Currently, there is no clear management model for enterprises in Ukraine.

It is usually repelled and formed by several factors (Fig. 1). A management model is a presentation of a management object, management system or idea in a certain conventional form [3].

As for the management models that are used in the leading countries of the world, they are formed and have been developing quite promisingly for many years.

There are the following management models that are used in developed countries:

1. American model. Its birth was caused by the transition from extensive to intensive farming methods in the 20-s and 30-s of the 20-th century, which required the search for new forms of management. Gradually, an understanding

emerged that for the survival of production, it is necessary to change the attitude towards the position of the worker at the enterprise, to develop new methods of motivation and cooperation between workers and entrepreneurs [4].

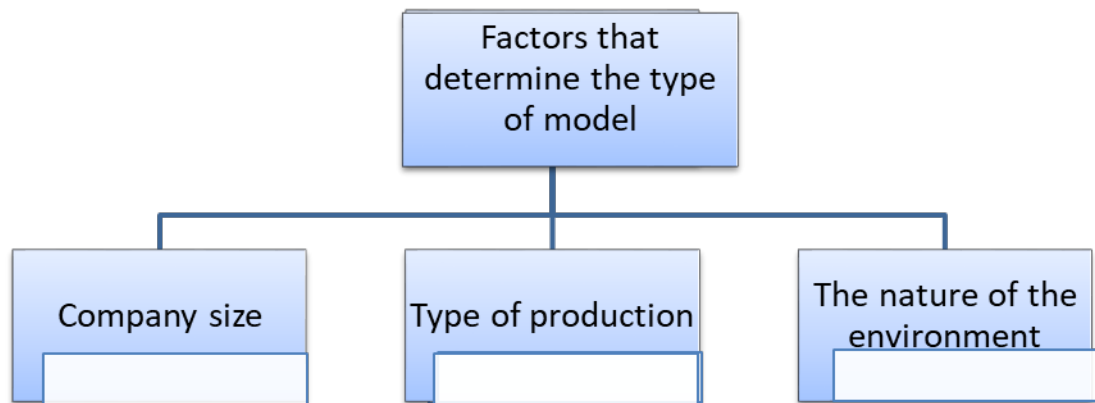


Figure 1. - Management model factors

The American economist Robert L. Heilbroner emphasized three main historically formed approaches to the distribution of society's resources. These are traditions, orders and the market. The traditional approach implies the distribution of society's economic resources with the help of formed traditions, from one generation to another. A team approach implies the allocation of resources through orders. The market approach provides for the distribution of resources with the help of market without any interference from society. This approach is the most effective [4].

2. Japanese management model. The essence of this model is that the Japanese place social needs above others (belonging to a social group, an employee's place in a group, attention and respect from others). Therefore, they also perceive the reward for work (incentives) through the prism of social needs. Unlike workers in other countries, the Japanese do not strive for unconditional fulfilment of rules, instructions and promises [5].

3. European management model. The practice of modern management in the countries of Western Europe was largely formed under the influence of American management. However, modern Western European management has certain features determined by the realities of the current economic situation in these countries [6].

4. Lean production model. In his time, Henry Ford developed the ideas of thrifty production, this idea is also applied for use in agriculture, the economic essence of thrifty farming is the elimination of losses, and in the process of passing the product through a new chain of consumer value creation, it is necessary to determine to exclude operations and processes that do not add consumer value, but consume resources, the concept of lean production at enterprises consists of two components, the first group adds value to the product of the activity, the second group does not add value.

The essence of such a management system for the purpose of developing and implementing the management system of an agricultural enterprise based on another production is the savings of agrarian enterprises, and this is the structure of a system for creating consumer value for the consumer, which is able to quickly respond to requests and challenges that are formed in the market of a certain product in order to achieve the company's expected economic goals under various scenarios of the development of the market situation, including under conditions of a drop in demand.

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