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ACTIVELY-ADAPTING INFLUENCE ON THE EXTERNAL ENVIRONMENT AS AN INCREASING FACTOR OF THE ENTERPRISE'S COMPETITIVE STATUS

Summary

The relevance of the topic is due to the fact that the modern external environment of enterprises is characterized by an extremely high level of complexity, dynamism and uncertainty. A correctly selected and built diagnostic system of adaptive processes determines the effectiveness of adapting the economic mechanism of the enterprise's functioning and the possibility of increasing the competitive status of the enterprise itself. The need for operational diagnostics of the adaptive state of the enterprise is actualized by the evidence of problematic situations in the development of the economic mechanism of the functioning of enterprises in market conditions, the need for an accelerated pace of activity regulation, strategic adjustment, management and marketing systems.

The purpose of the study. The purpose of the article is the generalization of theoretical provisions and substantiation of practical recommendations for ensuring the adaptation of the enterprise to the unstable conditions of the external environment. As a result it will increase the competitive status of the enterprise.

Methodology. The problem of adaptive influence on the external environment, the theoretical justification of adaptation using the method of cognition and the method of deduction, the system approach was studied; the define the concept of "adaptation" we used the method of analysis. The development of practical recommendations for increasing the competitive status of the enterprise was carried out with the help of the modeling method and the analysis method.

The results. The problem of adaptive influence on the external environment, the theoretical justification of adaptation and the development of practical recommendations for increasing the competitive status of the enterprise were investigated. The main task of adaptive management was determined. The need to implement measures for adaptation to new environmental conditions and ensuring sustainable development, increasing the sustainability and efficiency of activities was proposed. Changes that are constantly occurring in the external environment force companies to change as well. Business enterprises give over the production of old products and master the manufacture of new ones, they look for new consumers in the market, use new technological processes, divide into smaller enterprises or on the contrary, merge with others, enter the markets of other countries or stop operating. In order to maintain financial stability, the enterprise needs following: to implement systematic control over the state of payment by buyers for the services received; to prevent the receipt and payment of low-quality, redundant or unnecessary products by clearly observing the terms of the contracts and effective work between the company's employees. Adaptation to changes in the external environment is

important for all enterprises today. In order to survive and develop in the conditions of an extremely dynamic and uncertain external environment (and these are general characteristics of the modern environment of domestic industrial enterprises), enterprises need to adapt to changes, as well as actively shape their future. Therefore, strategic management plays a decisive role in market conditions, the informational basis of which is the analysis of the enterprise's macro- and microenvironment.

Practical meaning. By means of an active-adaptive influence on the external environment, the possibility of practical application in the future of certain measures and proposals to increase the level of the company's activity has been recognized.

Prospects for further research. A proposal to optimize the status increase of the enterprise requires the further study.

Keywords: adaptation, adaptive influence, external environment

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