

ECONOMIC MANAGEMENT: EVOLUTION OF VIEWS AND AUTHOR'S CONCEPT

The approaches to essence explaining of enterprise economic management are analyzed in the article, the functional spheres of organizational, manufacturing and economic management are considered. The conducted analyze has allowed forming author's concept of enterprise economic management, where the main thesis are:

- economic management aim is to increase of enterprise value for all groups of stakeholders for a long period;
- object of economic management is resources (borrowing, using) and results of economic management, integral value enterprise characteristics (economic management efficiency, management result rating, financial and material state, competitiveness, economic safety (risk capability), value (cost));
- the economic management entity is the economic enterprise duty, which structure is determined by complication of business and financial enterprise activity and its resort funds, outside environment condition;
- economic management functions is management accounts, economic account, forecasting and planning, economic relations regulation, responsibility personification, collective and individual motivation, control work, monitoring, diagnostics;
- economic management components are profit and factors management, that cause its amount; financial state and factors management, that determine its integral characteristics;
- this concept needs the next deepening in the direction of base theoretical principals in formulation of each compounds.