

## ABSTRACTS

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### **COMPREHENSIVE ESTIMATION OF BALANCED DEVELOPMENT OF THE WINERY ENTERPRISES: SCIENTIFIC-METHODOLOGICAL ASPECT**

The purpose of this article is to develop the scientific and methodological approach to estimation of balanced development of the winery enterprises, which takes into account the branch peculiarities of their economic activity.

The research is based on the methods of constructing dynamic standards (for regulatory streamlining of development indicators of the winery enterprises by types of business processes) the multidimensional statistical analysis, matrix theory and rank correlation (for calculating the coefficients of balanced development of the winery enterprises by type of business processes).

The article contains a justification of scientific and methodical approach to estimation of balanced development of the winery enterprises, which is based on the use of structural dynamic models of regulatory streamlining of development indicators by types of business processes that reflect the key branch peculiarities of economic activity of the wine industry enterprises.

The proposed approach allows to estimate the proportionality of changes in quantitative and qualitative indicators of the most important business processes of the winery enterprises, as well as to determine the type of their development (balanced, well-balanced, insufficiently balanced and unbalanced).