

ABSTRACTS

УДК 334.716:316.3

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STRATEGIC DEVELOPMENT OF SOCIAL SPHERES IN INDUSTRIAL ENTERPRISES

Strict competition, constantly increasing prices on energy, falling demand, obsolescence, it is not the whole list of challenges which must be resolved in the shortest terms by enterprises in the machine building industry. Besides, such special sphere of engineering enterprises improving as a social sphere is a recipient in all industrial areas. Without denying the necessity of its existence, we need to reform it with equal attention as the main production. All this requires a lot of fundamental changes and enterprises' activities reforming.

It has been determined that since the early 90s, the social spheres of large enterprises have been gradually declining. If the first stage of negative changes in the social sphere which took place in 1992-1999 was explained by objective factors of social and economic slowdown in the economy, then the second stage in 2000-2006 defined a clear rebuff of social services in industrial enterprises from the main industry while restructuring and privatization implementing of the leading enterprises majority in Ukraine.

Crisis managers of industrial enterprises have always paid special attention to the conditions of appropriate strategies that allow consider changes of the environment in the fastest way, adapt to them and identify ways to overcome the negative factors. Thus, if the strategic managerial aspects of primary production are used widely, the implementation of strategic managerial tool into the social sector of industrial enterprises is still quite rare in Ukrainian manufacturers.

Therefore, the given work suggests directions to improve management of the social sphere in industrial enterprises developing and implementing appropriate strategies.