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**FEATURES OF FORMATION OF THE
BUSINESS DEVELOPMENT MANAGEMENT
SYSTEM IN THE CONDITIONS OF
INNOVATIVE ECONOMY**

T. KRAKHMALOVA¹

¹ *Kyiv National University of Technologies and Design,
Ukraine.*

Introduction. In modern conditions of innovative economy, business development management acts as a general economic vector of rational consumption of resources and efficient functioning of production systems. It is known that even those companies that have similar potentials often differ in the results of their activities. Under these conditions, the difference in results can be explained only by the unequal degree of accuracy of the target orientation of the control system. In other words, other things being equal, the magnitude of the result will be greater the more successful the business development management system in an innovative economy.

The purpose of the study is to define and substantiate the management system of business development in an innovative economy.

The methodology of scientific research is general and special methods of research of economic phenomena: analysis and synthesis – to determine the complex concepts of business development management; extrapolations – to identify new trends in business development and changes in the economy; grouping and

classification – to systematize the factors influencing business development, etc.

Conclusions and prospects for further research. Features of formation by business development which includes a set of means and methods of the directed influence on interests of business which are in constant dynamic transformation under the influence of external and internal conditions with orientation on rational use of resources and maintenance of necessary proportions of functioning of its economic complex are substantiated. It is determined that the special place of business development management in the conditions of innovative economy is due to the fact that it guarantees the integration of economic processes. The formation of a business development management system reflects the ability to streamline processes in business in accordance with the inherent internal laws of economic activity

Keywords: business development: competitiveness: innovative development: knowledge economy: principles: management methods and functions: integration of economic processes.

NUMBER OF REFERENCES 10	NUMBER OF FIGURES 0	NUMBER OF TABLES 0
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ОСОБЛИВОСТІ ФОРМУВАННЯ СИСТЕМИ УПРАВЛІННЯ РОЗВИТКОМ БІЗНЕСУ В УМОВАХ ІННОВАЦІЙНОЇ ЕКОНОМІКИ

Т. КРАХМАЛЬОВА¹

¹ Київський національний університет технологій та
дизайну, Україна.

Вступ. В сучасних умовах інноваційної економіки управління розвитком бізнесу виступає як загальноекономічний вектор раціонального споживання ресурсів та ефективного функціонування виробничих систем. Відомо, що навіть ті підприємства, які мають близькі за рівнем потенціали, часто розрізняються за результатами їх діяльності. В цих умовах різницю в результатах можна пояснити лише неоднаковим ступенем точності цільової орієнтації системи управління. Інакше кажучи, при інших рівних умовах, величина результату буде тим більша, чим вдалішою буде система управління розвитком бізнесу в умовах інноваційної економіки.

Метою дослідження є визначення та обґрунтування системи управління розвитком бізнесу в умовах інноваційної економіки.

Методологією наукового дослідження є загальнонаукові та спеціальні методи дослідження економічних явищ: аналіз і синтез – для визначення складних понять управління розвитком бізнесу; екстраполяції – для визначення нових тенденцій у розвитку бізнесу і змін в економіці; групування і класифікації

– для систематизації факторів, що впливають на розвиток бізнесу та ін.

Висновки та перспективи подальших досліджень. Обґрунтовано особливості формування розвитком бізнесу яка включає сукупність засобів і методів спрямованого впливу на інтереси бізнесу, що знаходяться у постійній динамічній трансформації під впливом зовнішніх та внутрішніх умов з орієнтацією на раціональне використання ресурсів і забезпечення необхідних пропорцій функціонування її господарського комплексу. Визначено, що особливе місце управління розвитком бізнесу в умовах інноваційної економіки зумовлене тим, що воно гарантує інтеграцію економічних процесів. Формування системи управління розвитком бізнесу відбиває можливості впорядкувати процеси в підприємстві відповідно притаманним внутрішнім закономірностям господарської діяльності

Ключові слова: забезпечення розвитку бізнесу; конкурентоспроможність; інноваційний розвиток; економіка знань; принципи; методи та функції управління; інтеграція економічних процесів.

Problem statement. Further innovative development of Ukraine's economy largely depends on solving the main task – ensuring sustainable and dynamic growth covering all aspects of economic life, a deeper understanding of economic laws, phenomena and trends. The focus was on the fundamental foundations of economic relations, as practice requires not only the full realization of the opportunities inherent in the modern economy, but also the scientific development of their further effective use.

In modern conditions, the essence and importance of qualitative transformations of productive forces, the effectiveness of priority structural changes, the development of a new economic mechanism with a focus on achieving a high final socio-economic result.

In an attempt to break free from dogmatism, economics tries to identify the internal driving forces of the economy, factors and reserves of significant qualitative growth, to study the world experience of management as a prerequisite for further rapid progress of society.

Analysis of recent research on the problem. The methods of solving the specified problems of management of development of business in the conditions of innovative economy offered in this article can be considered as continuation of scientific developments of scientists-economists O.I. Amoshi, Ya.G. Bersutsky, V.M. Grinyova, M.I. Ivanova, O.M. Kizima, T.S. Klebanova, M.M. Lepi, P.A. Orlova, V.S. Ponomarenko, O.M. Tridida, B.G. Shelegedy and others.

The purpose of the study is to define and substantiate the management system of business development in an innovative economy.

Presentation of the main material. The special place of management of business development in the conditions of innovative economy is caused by the fact that it guarantees integration of economic processes in business. Business development management systems are the basis for the formation of management models for the development of existing business potential, taking into account the conditions and factors of economic system development. Today, in the "era without regularities" (according to P. Drucker), management is an integral part of human existence, it allows you to effectively implement the strengths and weaknesses – to eliminate. Without management, no joint activity of people is possible. Management is a key, decisive factor of civilization, because "all the art of management ... is to take into account in time and know where to focus their main forces and attention" (studopedia.ru).

It is clear that the management of business development has certain features, in particular (westudents.com.ua):

- 1) the presence of economic potential, the causal link between its components, the presence of control and managed subsystems;
- 2) the dynamic nature of economic potential;

- 3) the ability of the system to a changing environment;
- 4) storage, transmission and conversion of information.

In this regard, the basis for building a management system for business development in an innovative economy, adopted and the article, is the application of a systematic approach, which allowed a comprehensive assessment of the level of resource use.

In the economic literature there are many concepts and definitions of the system. Some scientists have defined the system as "a set of elements organized in such a way that the change, exclusion and introduction of a new element naturally affects all other elements". W. Ashby understood the system as the whole set of variables that the experimenter chooses from among the variables of the real "machine". L. Bertalanffy gave his concept of the system, defining it as a "complex of elements that interact" (westudents.com.ua).

Foreign scientists call the system an organized complex whole; a set or combination of objects or parts that form a complex whole.

Some scientists have moved away from defining a system as a set of elements and viewed it as a process.

Theoretical and methodological foundations of the development of business development management system in an innovative economy is to determine a set of management laws, methods, functions and principles of influence on the processes of its formation and use. In recent years, the study of the laws of the management system devoted their work to M.M. Yermoshenko and S. Yerokhin (2011), and others.

The peculiarity of the formation of the management system of business development in an innovative economy is the definition of a set of organizational and methodological special and general scientific principles. Among the main ones are:

1. The business development management system is based on general management principles.

2. Management of business development in an innovative economy should be carried out at all stages of its reproduction – the formation, development and use.

3. Business development management in an innovative economy is comprehensive, which involves the development of a single system of indicators for assessing the level of potential.

4. Systematic resource provision of the business development management process takes into account the specifics of the process, the uncertainty of the structure and scope of needs.

5. The complexity of assessing the management of business development in an innovative economy involves a plurality of areas and multifaceted analysis and, in particular, the assessment of the negative impact of factors.

6. Provision of business development management in the conditions of innovative economy with information-technological tools, which allows to carry out forecast, planned, analytical and operational management calculations with the use of an adequate arsenal of methods and tools.

7. The effectiveness of business development management in an innovative economy. According to Peter F. Drucker, performance is a consequence of "doing the right things". And efficiency is a consequence of the fact that "doing things right" is done. Both the first and the second are equally important. Management decisions are well grounded in terms of theory and supported by research, are only ideas, opinions. A successful solution will be when it is implemented in practice, ie converted into action effectively and efficiently.

8. Flexibility and ability to respond to changes in the process of business development management in an innovative economy To disclose the content of the process of business development management in an innovative economy, you can specify this activity through the study of management functions.

The main functions include the following:

1) determination of goals and priorities of business development in the conditions of innovative economy;

2) regulation of economic problems of business development management in an innovative economy;

3) assessment of business development management in an innovative economy in terms of resource sources;

4) the effectiveness of business development management in an innovative economy, taking into account the priorities of saving the most scarce and valuable resources;

The management system of business development in an innovative economy is determined by the interdependence of the constituent elements.

The given system is based on modeling of structure, interrelations, ways of rational use of resources and efficiency of means of regulation. Modeling the business development management system in an innovative economy reflects the ability to streamline the processes of formation and use of resources in accordance with the inherent internal and external patterns. According to scientists, among the sources of improving the efficiency of management of special importance are management methods that allow to form a management system for business development by the interaction of various factors that determine the conditions of innovative economy.

Others argue that the use of economic methods makes it possible to develop a methodology for modeling control and managed systems, to study information processes, to quantify information. The main purpose of business development management in an innovative economy, as a system of

interdependent levers that provide targeted, coordinated and stimulating impact is to ensure the rational use of existing capacity.

The task of management is not only to equip people with a theoretical understanding of this necessary function, but also to help practice develop principles and recommendations. System management will be effective only if it is based on principles established in accordance with the law and are a reflection of the internal relationships and interdependencies of the system.

Conclusions and prospects for further research Thus, the features of the business development management system in an innovative economy include:

- effective management, which is directly related to all components of the national and regional economy and the environment in which it is carried out, so the lack of positive and long-term effects (results) in at least one of the interrelated areas indicates the presence of negative trends there are no positive changes;

- adequacy of business response to the transformation of economic relations. The business development management system should be a flexible integrated link that will change, adapting to the conditions of the innovative economy.

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AUTHOR (S) BIOSKETCHES



Krakhmalova Tetiana, Postgraduate student, Kyiv National University of Technologies and Design, Ukraine.

E-mail: tetiana_krakhmalova@ukr.net

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