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QUASI-INTEGRATED BUSINESS STRUCTURES AS A DRIVER FOR THE DEVELOPMENT OF THE NATIONAL ECONOMY

The main direction of development, adaptation and increasing the competitiveness of enterprises is the transition to an innovative development model. Today, it is quite expedient to see the quasi-integration of the business structure. This causes the development of the economy at the national level of business growth, increased competition intensity, and increased mobility of the internal economic environment. Quasi-integration (direct or reverse diversification) can be seen as the creation of alliances between enterprises interested in integration without transfer of ownership. In our opinion, quasi-integration can be defined as a precursor of

integration and a kind of “soft” integration interaction. Quasi-integration processes are relevant for the development of various kinds of enterprises. However, many questions remain debatable. There is a need to conduct theoretical and scientific-methodological research focused on the problems and factors of quasi-integration of interacting enterprises in specific industries. In particular, the study of phenomena that hinder quasi-integration processes and the identification of the most optimal forms of quasi-integration for these enterprises.

Analyzing existing studies, a list of characteristics of quasi-integration structures was found. Thus, the Swedish scientist-economist B. Asheim notes: “The peculiarity of quasi-integration is that the real owner of a certain asset is one enterprise, but the asset itself is used by another enterprise”

The advantages of quasi-integration are:

- obtaining additional benefits and benefits from an increase in production volume;
- better access to distribution channels;
- increase in market share in order to achieve monopolistic benefits and advantages;
- better access to market information;
- obtaining benefits and advantages from the absorption of competitors;
- cost savings from combining production, sales and control;
- reduction of development costs;
- access to technologies and patents of affiliated companies;
- better use of managerial staff;
- ensuring guaranteed supplies and sales of products; – Achieving the benefits and benefits of technology interbreeding without acquisition; – reducing the risks of suppliers [2, p. 26].

Of the above, the most characteristic features of the organizational forms of quasi-integration are:

- plurality of economic agents;

- the presence of control over the behavior of formally independent firms in the absence of control over their property;
- specialization of firms;
- subjects of quasi-integration structures;
- functional interconnectedness and interaction of participants;

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ІННОВАЦІЙНІ ПІДХОДИ ЩОДО УПРАВЛІННЯ ПІДПРИЄМСТВОМ В УМОВАХ НЕВИЗНАЧЕНОСТІ

В умовах війни в Україні, коли йдуть на її території активні бойові дії, коли мільйони українців покинули та продовжують покидати країну, коли мери міст, голови селищ та інші уповноважені особи говорять про кількість загиблих людей і значні руйнування в інфраструктурі та економіці, розвиток української економіки практично неможливий.