

Міністерство освіти і науки України

Національний університет харчових технологій

**80 МІЖНАРОДНА НАУКОВА
КОНФЕРЕНЦІЯ
МОЛОДИХ УЧЕНИХ,
АСПІРАНТІВ І СТУДЕНТІВ**

*“Наукові здобутки молоді –
вирішенню проблем харчування людства
у XXI столітті”*

Частина 4

10–11 квітня 2014 р.

Київ НУХТ 2014

102. Factors of economic sustainability of the food industry enterprises

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Introduction : The current operating conditions of commercial enterprises are characterized by constant dependence on all subjects of general infrastructure. Enterprises are constantly working with internal and external environment, they try to strengthen its position in the market and weaken the position of competitors.

In such circumstances, the activities of the company can not protect against adverse shocks. Therefore, there is the issue of economic security (stability) under the negative influence of the environment, the ability to quick remove threats and adapt to conditions that are favorable to the business, using its capabilities.

Resources and methods : The economic sustainability of the enterprise is a set of symptoms organization, innovation, logistics, manufacturing, financial and credit activities, taking into account their mutual influence and interaction.

The stability of any system, including economic, characterized by mechanisms of self-regulation, whereby the processes of continuous adjustments that cause the alignment of supply and demand, costs and revenues and thus ensure sustainable development.

In modern scientific literature has identified factors that influence the economic sustainability of the enterprise, it is necessary to detect them. As a basis we take the factors contributing to the bankruptcy of the company. This choice is motivated by the fact that the basis of bankruptcy are mainly financial reasons that violate the equilibrium of economic resources, thereby undermining the economic stability of the company.

Under the conditions of the factors to understand business processes and causes that affect these processes.

Factors are interrelated and affect the performance of the company in different directions: one positive, the other - negative.

Results : The structural factors of the emergence of economic security are divided into internal and external:

1. Factors independent of the company (external). External factors due to stable economic environment in which businesses operate, reached that of the control throughout the country, that is controlled from the outside:

- General economic factors;
- Market factors;
- Other factors.

Environmental conditions of the company reflect the economic situation at home and abroad, in some regions, the industrial markets. The most important external economic conditions companies are tax rates, the level of interest on the loan, the degree of monopolization of the industry, the development of market relations and market structures, labor market conditions, the investment activity of the company.

2. Factors dependent on the company (internal). Internal factors are such performance at which the result of consistently high performance. The internal factors are those that directly depend on the forms, methods and organization of work at the company:

- Operational factors;
- Investment factors;
- Financial factors.

Internal factors that affect the financial position of the company can be divided into qualitative and quantitative. Qualitative include: objectives, sector of activity, traditions, reputation and image, ownership, organizational structure management, organization management, a form of specialization, concentration of production, diversification of production, progressive means and methods of production, progressive means and methods of production and the level of inventory.

Conclusions : Consequently, to ensure economic viability some economic aspects are required such as flexibility and speed of response to changing market conditions, increased competitiveness and production, high investment activity, liquidity and financial stability. This alone will create a dynamic equilibrium coherent framework that defines its own direction of development in the present and the future.

Mechanism to ensure economic viability units should include a set of socio- economic, structural and institutional and statutory law, providing macro and micro levels for long-term operation of most businesses in the mode of expanded reproduction.

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