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THE ESSENCE AND MEANING OF A SYNERGISTIC EFFECT IN THE MANAGEMENT SYSTEM OF THE ENTERPRISE

The article studied the difference between a “synergism”, “synergetics”, “synergy”. Synergetics is a scientific field that studies the relationships between elements of the system, considered as a whole; synergism is a theory belonging to the scientific field “synergy”; synergy is interrelationships in the system. Synergistic effect is defined as consideration of the action of synergy. We consider the category of “synergistic effect” in economic terms, because mutually combined use of several strategies appears more useful than a single isolated implementation. The author specified the feasibility of the concept of so-called “synergistic synergy” as a result of different types of mutual synergy in the context of the company in the presence of high-quality information support system by taking into account the synergistic effect of accounting as an intangible asset.

Directions of application display a synergistic effect in the management of the company and the relevant requirements for managers. In particular, agricultural production resources to optimize production can develop cooperative rela-

tionship or cluster; combination of certain activities that will allow to establish a full cycle of economic activity, in particular from the supply of raw materials, production to sale or processing; the use of innovative tools and qualitative information support for system management. Getting a synergistic effect in the management system is possible through better coordination of the goals of the company and its subsidiaries, streamlining the organizational structure, development of new methods of planning and implementation of innovative management techniques.

The author pays attention to relevant training of managers, including the ability of heads of all departments to identify, acquire and build a positive synergistic effect of the combination and interaction of factors of production and management qualities. Their complementarity will provide mutual support and mutual influence. The author emphasizes the need to look for areas of management in the company, which would be compatible with the external factors and the structure of synergetic management at the enterprise.