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PLANNING OF ENTERPRISE DEVELOPMENT UNDER CONDITIONS OF UNCERTAINTY

Today, the most common approaches to the management of enterprise development include systemic, situational, functional, process and project approaches. However, such approaches are often considered separately and focused on one concept, but the process of their implementation complies mainly with the principles of a systematic approach to ensure their effectiveness.

In modern terms of economic activity, enterprises are facing the problem of taking account and adequately respond to the high level of uncertainty and dynamic of external environment, the complexity of effective enterprise management in unstable economic conditions, ensuring the effectiveness of selected management tools during the implementation of innovations. In this regard, there is a natural desire of enterprises to optimize their activities and improve product quality, resulting in certification and compliance with international standards of ISO 9000:2000. These standards have highlighted the process approach, which subsequently led to the introduction of process-oriented management in enterprises.

Among the significant advantages of process-oriented approach,

it is possible to distinguish: focus on continuous improvement of the quality of business processes and products; using of integration for strategic cooperation relationship with partners; continuity of learning and improving the competence of employees and increase of their loyalty; sustainable development of the organization; increase of social responsibility; possibility of a comprehensive evaluation of enterprise development based on the balanced scorecard (system of indicators); development of competitive advantage through the development and implementation of business projects and programs; reduction of the risk of operation of the business under conditions of incomplete information certainty.

Due to the above, the graphical model of development planning is developed on the basis of use of project and process-oriented approaches.

It is necessary to mark that planning of development of enterprise in the conditions of uncertainty covers the areas of project and process management, registration, analytical and organizational support. Exactly the synthesis of these approaches allows minimizing influence of uncertainty on efficiency of the results of enterprise development.