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## **THE ALGORITHM FOR EVALUATING THE EFFECTIVENESS OF SUSTAINABLE DEVELOPMENT OF THE ENTERPRISE**

For decision-making regarding management of enterprise development, it is necessary to conduct the objective and informative assessment of the effectiveness of its activities.

On the basis of simple logical reasoning and mathematical transformations, the author derived a model for evaluating the effectiveness of sustainable development, which reflects the degree of implementation of the programme of organisational change and the relationship between embedded costs and the economic effect.

On the basis of the developed mathematical model for evaluating the effectiveness of sustainable development, the following provisions were established:

- the purpose of the organizational change process is successful implementation of the overall strategy and goals of the enterprise;
- the better planned and organized is a process of change, the higher is the degree of achievement of the objectives of the enterprise;
- the effectiveness of sustainable development depends on the accu-

racy of the achieved goals and the amount of resources used.

A mathematical model for evaluating the effectiveness of sustainable development includes three groups of important characteristics:

- simplicity, consistency, clarity and easiness of use in practice;
- usefulness for all stages of organizational change management;
- usefulness for evaluating the effectiveness of individual changes, and for estimating program amendments.

This approach enables evaluation of the performance of enterprises and implementation of their development programmes. With its help it is possible to compare the magnitude of the costs incurred and the obtained effect. Based on these results compared with the critical values, it is concluded on the efficiency of the process of enterprise development.

A new approach to the management of organizational change is in the design of sustainable development, as well as in evaluation of the effectiveness of sustainable development implementation process that is the basis of organizational

and methodological support to the sustainable development of the enterprise process of strategic management of enterprise.