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THE TRANSFORMATION OF THE ENTERPRISE MANAGEMENT STRUCTURE OF THE CARPATHIAN REGION IN ACCORDANCE WITH MARKET REQUIREMENTS

The transformation of the command system of scientific management into practice is carried out through the use of “common sense management”. These processes are accompanied by a waiver of vertical management relations and their replacement with horizontal ones. As a result, the management structure reorganization is carried out in companies and firms of Carpathian region according to their production needs and changing environmental conditions.

The results showed the highest efficiency in the region of mixed organizational management structure (MOMS): linear functional, divisional and matrix. The analysis implemented in progressive business areas of the region regarding these three types of mixed MOMS allows to see the advantages of each, the prospects for their implementation and role in improving governance. It is proved that the most optimal and promising for organizations with innovative orientation is a matrix management structure.

The analysis of organizational structure of enterprise management demonstrates the positive experience of the studied companies in the region in the successful reform of administrative structures. These transformations were performed according to the dynamics of the changing market environment, on the one hand, and perspective direction of development strategies of those companies – on the other. Due to changes in orientation dominants, considered businesses and companies occupied leading positions in their respective areas of the region.

The proposed models of the transformation of the organizational and management structures are the most suitable because they are adapted to market dynamics, to the natural survival strategies and gradual growth. However, any changes in the internal organization, primarily structural, depend on the initiative and leadership role of its head. Sociological studies have shown that age of more than half of executives polled is below

the 50 years and basic education of cordingly, it is the reason for the
58% of them does not correspond slow pace of structural change in
directly to productive activity. Ac- management.