

INTRODUCTION PROCESS OF THE GROWTH EFFICIENCY ECONOMICS ACTIVITY MECHANISM AT THE ENTERPRISE

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Keywords: a growth efficiency economics activity mechanism, a growth process, an evaluation performance, an analysis, a mechanism introduction.

In this article the author considers an introduction process of the mechanism at the enterprise, estimation of economic activity efficiency application which at enterprise will allow to reveal internal reserves and to use enterprise opportunities more effectively.

An efficiency economics activity at the enterprise is the sharpest problem for the Russian enterprises, therefore, creation and introduction of growth efficiency economics activity mechanism of the enterprise is one of the key directions of enterprise activity. Actually, the notion of the growth efficiency economics activity mechanism introduction is necessary to specify, namely, it comprises the growth efficiency economics activity mechanism at the enterprise and the process of its introduction.

The growth efficiency economics activity mechanism at the enterprise is a set of enterprise subsystems and their interaction promoting improvement of enterprise situation in a branch, and also eliminating negative factors of external and internal environment influence on the enterprise.

The growth efficiency economics activity mechanism is a complex of measures, which being the integral elements of a single unit, directed to the amplification of the enterprise in a branch, and also to the growth of enterprise's cost and the growth of proprietor's well-being.

Also the mechanism can be presented as a set of enterprise subsystems and their interaction directed on elimination of revealed influence of negative factors to the economic stability. The application of mechanism in the enterprise activity promotes an increase of economic stability.

The mechanism is an interaction between enterprise subsystems (structural units), moreover, there is an interaction enterprise with other subjects of the economic relations with the purpose to maintenance the efficiency economics activity of the enterprise.

The scheme of the growth efficiency economics activity mechanism is submitted on figure 1.

The introduction to the mechanism is understood as a change, completion and creation of the necessary documents for the maintenance of processes movement of the information, documentation, materials, also introduction of efficiency economics activity parameters. The process of introduction of the growth efficiency economics activity mechanism is to be resulted below.

The analysis of the introduction to the process of the growth efficiency in economics activity mechanism is to be started with the review of an existing situation at the enterprise.

In this article some elements of the mechanism have been analyzed in a detailed form.

Firstly, they need to be analyzed in order to overall enterprise main objective that is for the majority of enterprises a growth in proprietor welfare and a growth in business value.

Secondly, it needs analyzing due to determine factors and conditions of the growth efficiency economics activity.

These factors are divided into direct and indirect according to the mediated degree of influence on growth, into internal and external according to the growth sources, into intensive and extensive according to the influence on work productivity and capital productivity.

Then the conditions are also divided into several groups that are motivation to growth, organizational development, potential of the market, potential of the company, availability of necessary resources: administrative, financial, organizational and administrative.

Thirdly, owing to the determination of the efficiency growth barriers that include operational inefficiency, high cost price, low profitability, deficiency of growth resources and efficiency increase resources.

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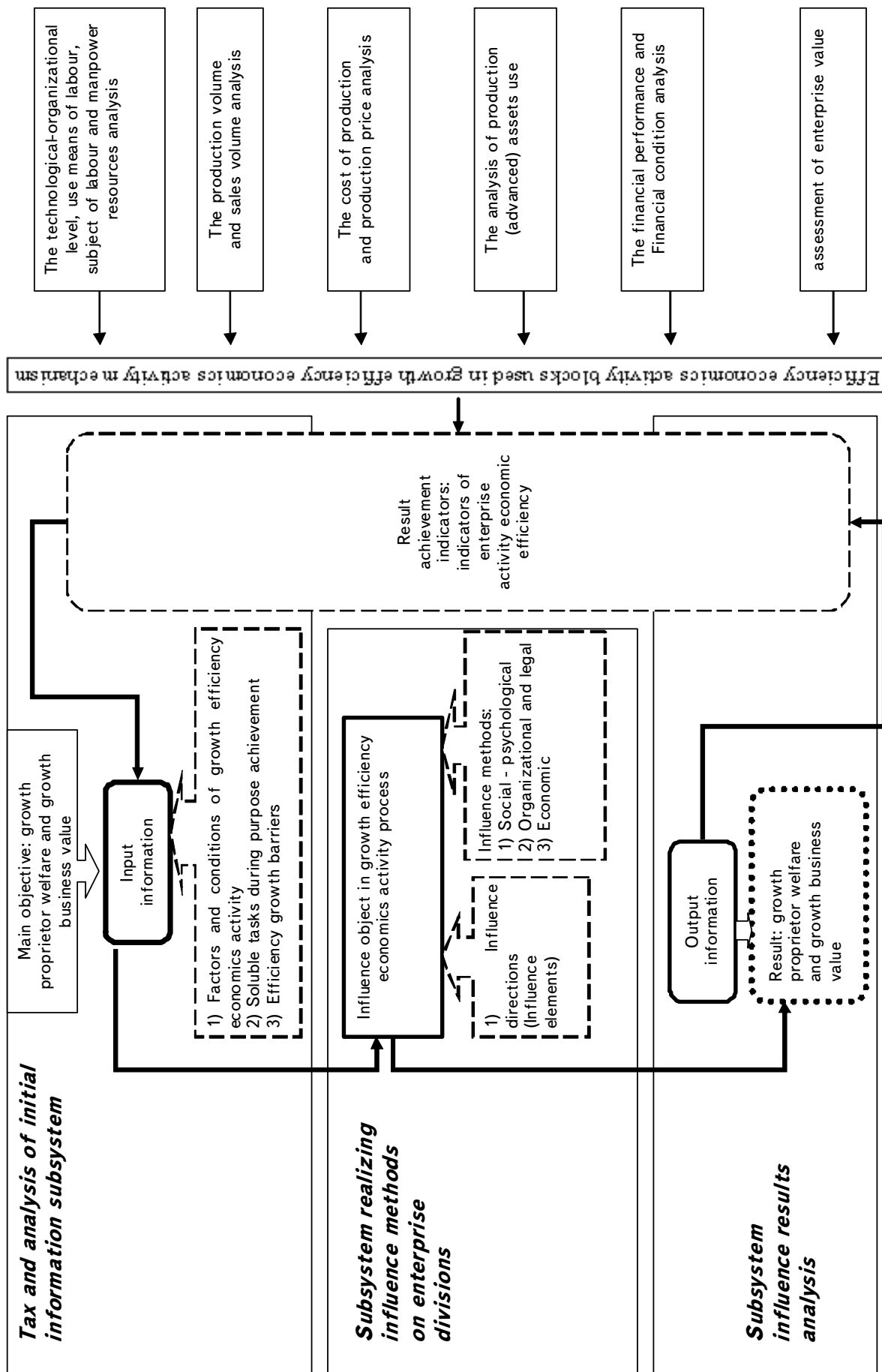


Fig. 1. The growth efficiency economics activity mechanism of the enterprise

Fourthly, because of soluble tasks determination during purpose achievement that comprise control of divisions in using financial resources and estimation of final financial results, increase of scientific, economic validity of the business - plans and specifications; internal reserves revealing and measurement; total research of business - plans performance and specifications observance; test of administrative decisions optimality; determination of cost-effectiveness in using labors, material and financial resources.

Fifthly, because of the calculation of qualitative and quantitative parameters of enterprise activity that includes such economic benefit indicators as capital pay-off period, make out point of enterprise; indicators of productivity level labors, indicators of cost efficiency; indicators of financial condition, indicators of enterprise financial stability.

Finally, in order to calculate current cost of business.

The following methods of calculations are described in the article: profitable, cost-based, market.

After finishing the analysis of all mechanism elements, legal documentation probability and communications between departments with the usage of current processes estimation at the enterprise, it is completion of the necessary documentation for maintenance of mechanism functioning.

A workers stimulation system for the maintenance of mechanism functioning efficiency is created.

After finishing the enterprise preparation stage the directions are determined, in which mechanism introduction will be realized, namely, it will be determined as an enterprise structural divisions which activity is planned to improve.

The structural divisions are determined depending on the influence directions which are determined on the basis of the put tasks. It is possible to allocate the following influence directions:

- ◆ Enterprise processes;
- ◆ Intermediaries as more favorable purchases conditions and the presence of the best conditions in distribution channels;
- ◆ Suppliers as reception of access to cheap financing sources;

◆ Consumers are viewed from the point of client's satisfaction, consumer's loyalty, market share growth and profit growth;

◆ Competitors that act as steady market situation in struggle with the competitors;

◆ State that performs enterprise social importance, trust to business, state support.

What is more, structural extract influence methods are under consideration in this article.

The influence of the methods described is subdivided on the following branches that are described below.

1. Economic: business accounting; in-house accounting, price policy and price mechanism; mechanisms both methods of quality improving and maintenance of production competitive ability mechanism and enterprise competitive ability mechanism.

2. Organizational and legal: distribution of the certain tasks, orders; determination ways and methods of these tasks performance; using different acts, instructions, rules, orders, economic contracts; using organizational work methods (selection and arrangement of the staff, operative control and analysis etc.); determination of administrative decisions system (preparation these decisions, acceptance and realization).

3. Social - psychological: labors motivation; satisfaction of labors requirements.

Necessary condition of mechanism introduction is the creation of estimated result subsystem after introduction. This subsystem can be divided into the following components:

- Indicators of economic benefit, capital pay-off period, make out point of enterprise;
- Indicators of productivity level labors, indicators of cost efficiency;
- Indicators of financial condition, indicators of enterprise financial stability.

Also important factor introduction process is the determination of the introduction effect. Such effect can be calculated with indicative (formula 1):

$$E = X_1 \cdot Y_1 + X_2 \cdot Y_2 + \dots + X_n \cdot Y_n,$$

where X_n - the weight of efficiency parameter;
 Y_n - the relative parameter change (can be both positive and negative).

The weight of efficiency parameter is determined by an expert method.

More concrete parameter of the introduction effect for this mechanism is a relative busi-

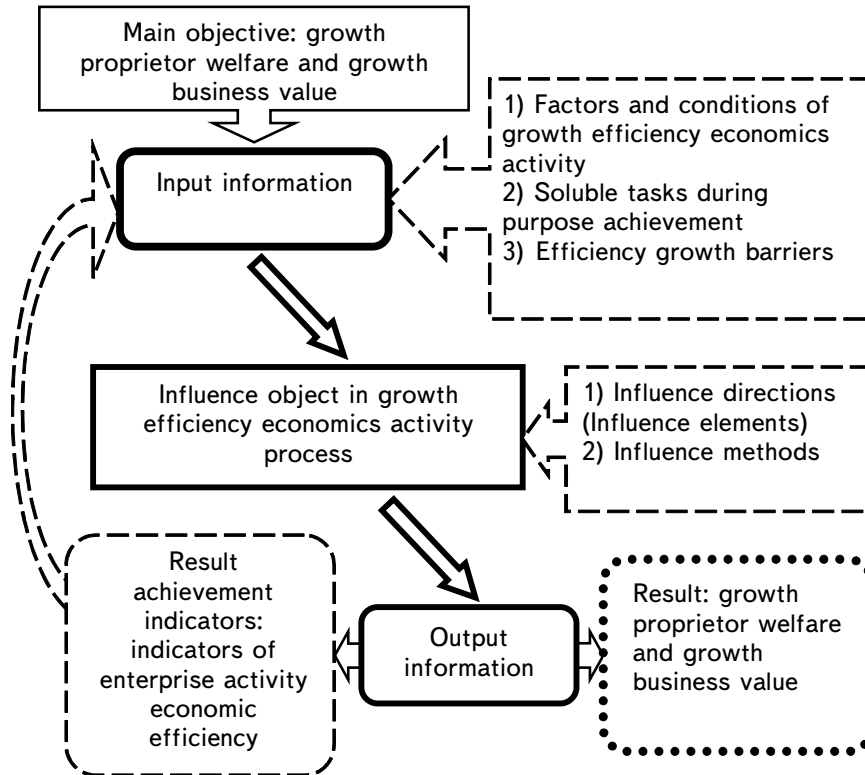


Fig. 2. Scheme of growth efficiency economics activity process

ness value change after introduction. The formula for the calculation of such a change is the following (formula 2):

$$\Delta VB = VB_1 / VB_0,$$

where VB_0 - business value before mechanism introduction; VB_1 - business value after mechanism introduction.

The scheme of the growth efficiency economics activity process should look as follows (fig. 2).

This mechanism of the introduction process helps the enterprise to adapt internal busi-

ness processes and to shape the growth efficiency economics activity mechanism. This growth efficiency economics activity mechanism allows enterprise to reveal internal reserves and to use available opportunities in a more effective way.

The introduction of this mechanism is a basic necessary measure of enterprise effective activity not only in the specific conditions of Russian economy, but also in the unstable global economy condition.

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