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**THE INFLUENCE OF EXTERNAL
AND INTERNAL FACTORS ON THE ECONOMY
AND BUSINESS MANAGEMENT IN UKRAINE**

There is a rather close dialectical connection between the factors affecting the effectiveness of the functioning of the organizational and economic mechanism of managing the state of the enterprise. At the same time, the position of the human potential of the enterprise, its qualifications determine the possibilities of effective functioning of the organizational and economic mechanism of managing the state of the enterprise.

In general, environmental factors affecting the given economy and enterprise management can be divided into two groups: indirect factors and direct impact factors. The first group includes: the type of economy, the state of the economy, scientific and technological progress, political factors, socio-cultural factors, international environment, etc. The second group includes the following factors: demographics, suppliers, laws and other regulations, consumers, competitors, etc.

The system management mechanism combines a complex, cumulative bias and covers organizational, motivational, economic, legal and institutional aspects. The survival of any company depends on the outside world. The external environment of the company is based on its environment, business and background. The external environment of the system is endlessly changing, unstable, which makes it constantly act, look ahead, take into account the prospect. The future depends on how an organization can adapt and choose the best option within the existing constraints. Therefore, companies are absolutely dependent on the environment, the external environment, resources, consumers, labor unions, financial conditions, government regulations, competition, social

opinion, social value system, technology, technology, etc. These interrelated factors affect what happens within the organization.

The internal environment of the system is the source of its actual strength and includes the potential that allows the company to exist and survive in a certain period of time, but it can also be a source of problems, even bankruptcy of the organization in case of failure to meet functionally important needs.

Factors of the internal environment of the company can be formulated as follows: the main activities of the company, goals, management policy, personnel, skill and development, coordinating management device, collective culture.

Organizations engaged in business are focused mainly on the creation of certain products and services within the peculiar restrictions on spending the acquired income. This task of theirs is recreated in such goals as profitability, company progress, total sales coverage, global capital, number of products, innovation, productivity, etc. The goals of the firm can be combined into two main groups: financial and social. The first includes goals that are primarily associated with the achievement of profit, and require the organizational and economic mechanism for managing the intellectual capital of an enterprise to maximize the creation of a new price through the use of intellectual resources. The social missions of the company naturally show the social significance of the enterprise both for its employees and for society as a whole.

Based on the generalization of the works of scientists, it is possible to determine that corporate culture is a concept of formal and informal laws of behavior of company personnel, moral attitudes, customs and traditions, individual and group interests, leadership manners, the level of team cohesion, characterizing the relationship of personnel within the company and with the external environment.

Corporate culture, setting the rules for the relationship of the company's personnel with the external environment, as infrastructural intellectual capital, performs another significant function – it contributes to the effective functioning of client capital, that is, it affects the company's relations with customers, the procedure for concluding contracts, and the attentiveness of operations.

The development of corporate standards allows you to avoid common mistakes, turn successful situations into technologies for working with a client. To develop a corporate identity, a company must acquire an understanding of the consumers of its products, their interests, expectations; about the perceptions of business entities that are attracted to the firm, about the business partner with whom they would like to do business, and try to live up to these expectations.

Drawing up an organizational and economic mechanism for managing the state of the company, taking into account the claims of the macro-, microenvironment, the internal environment of the company, the owners of personalized funds. In many cases, these are conflicting requests that lead to conflict situations. As a result of this, the concept of a balance of interests between different groups of influence should be laid down in the basis for the development of the mechanism provided, in accordance with which an equilibrium managerial response should be formed in comparison with its formation and functioning.

The impact of moments in any group and between groups is heterogeneous, due to the fact that between them there are controlled and uncontrolled, direct and indirect influences, and, apart from this, moments and their groups are present in the process of constant dialectical interaction.

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