DETERMINANTS OF TELECOMMUNICATIONS ENTERPRISES

MANAGEMENT

Formulation of the problem. The development of telecommunications enterprises in the turbulent present, is accompanied by the globalization of the world economy, complex socio-economic conditions of the national economy and competition, which is constantly intensifying. The Ukrainian market of telecommunication services is quite developed and dynamic. However, its transformations require constant adjustment of business management methods and rapid strategic decisions.

In the context of modern economic realities, the functioning of domestic telecommunications enterprises is carried out in global structural transformations, digitalization of the economy and the negative manifestations of cyclical economic development, accompanied by crisis processes, unforeseen financial and economic phenomena, violation of target vectors of enterprises. Thus, it is important to form a management system that meets modern global challenges by developing and implementing a complex set of principles, forms, methods and tools that ensure sustainable development of enterprises.

The purpose of the article is to identify modern vectors of development of telecommunications enterprises and substantiate the priority areas of formation of management strategy of telecommunications enterprises in terms of diversification of their activities.

Presenting main material. Knowledge of the role and essence of enterprises, the peculiarities of their activities, identifying the main trends in their management is a significant challenge for scientists since the inception of economics. The theory of economic processes and the practical component of the functioning of enterprises developed, complementing and enriching each other, which in general, led to the acceleration of economic progress of civilization, the development of society, the formation of a global economic space. The analysis of literary sources testifies to the long history of the definition of "enterprise" and the formation of its distinctive features together with other integral structural formations.

The effectiveness of enterprise management requires streamlining the elements of this process to make quality management decisions on the possibility of minimizing the impact of risks on the enterprise and the formation of stable functional subsystems. Thus, the topical issue is to study the specific structural elements of enterprise management and determine the existing features of the relationship and interdependence between them. The experience of enterprises in countries with developed market economies shows that diversification should take place even when the company is not the last place in the market with a favorable internal and external environment.

Based on the approach of neoclassical microeconomic theory of symmetry and asymmetry, between specialization and diversification there is both a dialectical contradiction and an interaction between interdependent and interconnected opposites within a single object and its states.

Conclusions. Management of telecommunications enterprises implies the need for timeliness and effectiveness of management decisions based on high responsibility and an appropriate set of tools, methods and forms of influence of managers on the object of management. The modern management system should include a variety of approaches to ensure the ultimate goal of the enterprise, the implementation of the strategy of its activities, in order to improve the set of quality features and properties of products and services, creating conditions for further development and competitiveness.

Modern telecommunications companies operate in a market environment where there is significant global competition and there is some sectoral regulation by government institutions. In this sense, it is important to diversify business processes, taking into account the financial capacity and application of modern information and communication technologies of enterprises.